



# WINE COUNTRY BIKE TREK

"PEDAL FOR PEOPLE"

A Partnership Opportunity to Improve Sales  
and  
Increase Organizational Visibility

June 24 - 26, 2011

Three-Day Ride:  
Friday, June 24 ♦ Saturday, June 25 ♦ Sunday, June 26

One-Day Ride:  
Saturday, June 25

[www.winecountrybiketrek.com](http://www.winecountrybiketrek.com)

A Benefit for:



Tax ID# 77-0338060

## OVERVIEW

This popular bike ride is one of People Helping People's largest fundraising events. Held in the Santa Ynez Valley, the Wine Country Bike Trek attracts competitive cyclists from corporate teams, cycling clubs and coalitions, and members of the community with a strong connection to helping less fortunate children and families. Cyclists travel from all over California to participate in this fully supported ride.

Riders choose from a 30 or 50 mile route each day that leads them through the beautiful Santa Ynez Valley and covers both flat terrain and rolling hills past regionally and nationally recognized wineries and ranches. This is a go-at-your-own pace ride for cyclists of all levels of experience. Riders will have the choice of a one-day ride on Saturday, June 25 or a three-day ride, Friday through Sunday, June 24-26. Three-day riders return Friday and Saturday nights to Midland School in Los Olivos to enjoy an evening of fabulous food, live music, team photos and an opportunity to register for the Wine Country Bike Trek in 2012. One-day riders join the 3-day riders for dinner on Saturday night.

### **2011 Investment Opportunities:**

<b>LEVEL</b>	<b>FINANCIAL COMMITMENT</b>	<b># AVAILABLE</b>
PLATNUM WHEEL	\$10,000	<i>SOLD</i>
GOLD WHEEL	\$ 5,000	2
SILVER WHEEL	\$ 2,000	3
WHEELS N GEARS	\$ 1,000	5
CHAIN GANG	\$ 500	10
S.A.G. STOP	\$ 300	9
Product Donations		20

### **Rider Demographics**

51% Male; 48% Female  
80% veteran riders, 20% new riders

52% from Santa Barbara County  
2% from San Luis Obispo County  
12% from Los Angeles County  
11% from Ventura County  
23% from other parts of California



*YOU, YOUR TEAM, & YOUR COMPANY CAN GET INVOLVED TODAY!*

[www.winecountrybiketrek.com](http://www.winecountrybiketrek.com)



## THE BENEFICIARY

### Mission

People Helping People (PHP) is the primary provider of human and social services in mid Santa Barbara County. Incorporated in 1992, PHP is “dedicated to improving the lives of all men, women, and children in the Santa Ynez Valley, Los Alamos Valley and Gaviota Coast by addressing emergency and basic needs and furnishing comprehensive integrated family and support services.”

### Programs

PHP has grown from a single program, food and emergency services, into a unique multi-program organization which has developed a comprehensive system of care. Services for infants, children, and adults are integrated into a “one stop” shop with multiple neighborhood access points located throughout the Santa Ynez and Los Alamos Valley’s at neighborhood schools. Major Programs include **Basic Needs:** Food and Emergency Services (Rent/Mortgage Assistance, Mobile Home Repair, Utility Assistance); **Health Care:** Community Health Access Resource Team (CHART), Children’s Dental Fund, Drug and Personal Counseling; **Youth Programs:** Buellton After School Youth Program, High School Workforce Development and Counseling, Coalition to Promote Drug Free Youth, and Early Childhood Mental Health Counseling; and **Family Support:** Domestic Violence Prevention, Parent Education, Advocacy, Case Management, Christmas Fulfill-A-Wish, and Family Resource Centers.

### Financials

PHP’s current annual operating budget is \$1.75 million and PHP currently employs 23 full and part-time staff. Last year, PHP served 3,700 unduplicated clients. PHP operates with an exceptionally low overhead—8.5% (5% = General & Administrative, 3.5% = Fundraising) according to PHP’s audited financial statements (available at [www.syvphp.org](http://www.syvphp.org)).

### Rider Investment

Bike Trek participants ride to support PHP’s programs to feed the hungry with over 260,000 pounds of groceries each year; provide shelter to prevent homelessness; prevent domestic violence; furnish counseling, medical and dental care for the uninsured; and offer at risk teens an after school youth program including homework assistance, recreational activities, and leadership opportunities.



## PARTNERSHIP BENEFITS

The Wine Country Bike Trek is still a growing cycling event and after 29 years continues to spark the interest of many local corporations, organizations, and individuals throughout the Los Angeles, the Tri-Counties and the state.

The ride averages in excess of 150 riders plus 50 sponsors and volunteers. Our NEW website had more than 500 hits this past year. Your company can share in the visibility, goodwill, and excitement of the event by sponsoring People Helping People's 2011 Wine Country Bike Trek.

You will also have the potential to grow with us into an annual tradition for years to come.

### Benefits

- **ENHANCE YOUR IMAGE.** Research shows 94% of customers will have a more positive image of your product or company.
- **GET NOTICED.** The Wine Country Bike Trek receives widespread media coverage, locally, regionally and nationally on the world wide web and in magazines, local and regional print media.
- **LEVERAGE YOUR ADVERTISING DOLLAR.** The estimated value of each sponsorship level is far greater than your monetary investment.
- **DIFFERENTIATE.** People buy products and services from firms that reflect their values. We'll help build a localized brand that clearly differentiates you from competitors, communicates your values and forges emotional bonds with customers in a compelling, meaningful way.



## 2011 SPONSORSHIP OPPORTUNITIES & BENEFITS

### **PLATINUM WHEEL SPONSOR – \$10,000 (SOLD)**

- Most prominent size and placement of company logo on official ride t-shirt and/or Jersey.
- Company logo and description on PHP/Wine Country Bike Trek website with link to your company website.
- Company logo on one or more large ride banners displayed in Santa Ynez Valley.
- Sponsor announcement in pre-ride press releases and print ads. *From date of agreement forward.*
- Company logo on **5,000** ride brochures.
- Company logo on **400** ride posters.
- Inclusion in post-ride thank you article, in the Santa Ynez Valley news, the Valley Journal and the Santa Barbara News-press
- 8 complimentary registrations for corporate team members or guests (no pledge minimums required).
- 8 complimentary commemorative jerseys (*Note: To be ordered only if we reach minimum jersey order requirement*).
- Distribution of your corporate brochure or give-away item to all riders and volunteers at the event.
- Company banner in key location displayed at ride headquarters (provided by company).
- Most prominent company logo listed at top of sponsor posters displayed at registration and ride posters distributed in Tri-Counties shops and at rest stops.
- Company booth or table (provided and staffed by company) at registration area.
- Sponsor recognition award and introduction at Friday dinner.



## 2011 SPONSORSHIP OPPORTUNITIES & BENEFITS, (CONTINUED)

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### **GOLD WHEEL SPONSOR – \$5,000 (ONLY 3 AVAILABLE)**

- 2<sup>nd</sup> largest company logo on official ride t-shirt and/or jersey.
- Company logo on large ride banner.
- Company logo and description on PHP/Wine Country Bike Trek website with link to your company website.
- Inclusion in pre-ride press releases and print ads (from date of agreement forward)
- Inclusion in post-ride thank you article, in the Santa Ynez Valley news, the Valley Journal and the Santa Barbara News-press
- 4 complimentary registrations for corporate team members or guests. *Pledge collecting minimums required.*
- Company banner (provided by company) displayed at ride.
- Company name listed second on **400** sponsor posters displayed at registration and ride posters distributed in Tri-Counties shops and at rest stops.
- Company booth or table (provided and staffed by company) at registration area.
- Certificate of Participation and introduction at Friday dinner.



## 2011 SPONSORSHIP OPPORTUNITIES & BENEFITS, (CONTINUED)

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### **SILVER WHEEL SPONSOR – \$2,000 (ONLY 5 AVAILABLE)**

- Company logo on official ride t-shirt and/or jersey.
- Company logo on PHP/Wine Country Bike Trek website with link to your company website.
- Inclusion in post-ride thank you article, the Santa Ynez Valley news, the Valley Journal and the Santa Barbara News-press.
- 2 complimentary registrations for corporate team members or guests. *Pledge collecting minimums required.*
- Company banner (provided by company) displayed at ride.
- Company name on **400** sponsor posters displayed at registration and ride posters distributed in Tri-Counties shops and at rest stops.

### **WHEELS N GEARS SPONSOR – \$1,000 (7 available)**

- Company logo on official ride t-shirt and/or jersey.
- Banner at registration area
- 2 complimentary registrations for corporate team members or guests. *Pledge collecting minimums required.*
- Logo on website
- Logo on sponsor posters at registration site.

### **CHAIN GANG SPONSOR – \$500 (10 AVAILABLE)**

- Banner at registration
- Logo on sponsors posters
- Small Logo on ride shirts



## **S.A.G. Sponsor - \$300 Per Day**

SUPPORT AND GEAR STOPS ARE LOCATIONS WHERE BIKE RIDERS STOP IN AND FUEL UP. IF YOU BECOME A SAG SPONSOR PEOPLE HELPING PEOPLE PROVIDES CORPORATE SPONSOR SIGNAGE AND:

- Fruit (apples, bananas and oranges)
- Water
- Gatorade
- Trail mix
- Emergency Medical Kit
- Emergency Roadside Repair Kits for tires, chains, etc.
- Granola

Sponsors are invited to create a SAG stop that portrays their company's services or products. Past examples which have shown to be fun and successful: Hawaiian paradise, wacky pajama party, Mardi Gras.

You can design any theme which is fun and appropriate to the sponsor.

For example,

1. If your company produced fruit smoothies, you could have blenders at the SAG stop with tropical decorations.
2. If your company is a steakhouse, you could decorate the SAG stop with western gear and have a sampling of onion rings for the riders.
3. If your company is a sporting good store, you could chose a sport and decorate the SAG stop with those items (i.e., ski poles, gloves, goggles).

The choice is up to you! What can you do to represent your company?

Also, if needed, we can supply the volunteer staff for your SAG stop. However, most companies prefer to staff these stops themselves.



## TEAMBUILDING OPPORTUNITIES

### **Rally your co-workers around a great event and a great cause!**

- Sponsor a Corporate team
- Recruit individual employees to form a team, develop a team name and jersey
- Encourage employees to fundraise. Set up a competition among departments for amount raised or % participation.
  - For instance: a soup cook-off where each department donates the ingredients and sells their soup to raise funds for the ride...the best soup gets bragging rites and the winners get to do the ride. Bread and delivery services are available for an extra charge. It covers lunch for the company.
- Host a rest stop and get a group of employee volunteers to staff it. Give the rest stop a fun theme or specific marketing theme about your company to make it even more entertaining for volunteers and riders.



***We hope you will accept our invitation  
and participate in this spectacular event!***





# WINE COUNTRY BIKE TREK

"PEDAL FOR PEOPLE"

## 2011 SPONSORSHIP COMMITMENT FORM

Yes, we would like to sponsor the 2011 Wine Country Bike Trek event as follows:

- Platinum (\$10,000) **SOLD**       Gold (\$5,000)       Silver (\$2,000)
- Wheels and Gears (\$ 1,000)       Chain Gang (\$500)       SAG (\$300)

You may pay by check payable to **People Helping People** (check # \_\_\_\_\_) enclosed or by credit card (see required information below)

### If in-kind donation, please describe items and values:

\_\_\_\_\_

### Company Information:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

Yes, we will help promote the event, please send \_\_\_\_\_ event brochures and \_\_\_\_\_ posters to above address or:

**Please Note:** Camera-ready art for logos should be submitted as soon as possible. Please email logo to [jordan@syvphp.org](mailto:jordan@syvphp.org).

**People Helping People**  
 Attn: Wine Country Bike Trek  
 P.O. Box 1478, Solvang, CA 93464  
 (805) 686-0295 ~ [www.winecountrybiketrek.com](http://www.winecountrybiketrek.com) ~ Fax (805) 686-2856  
**Tax ID # 77-0338060**

### For Credit Cards:

Name on Card: \_\_\_\_\_ Ph: (\_\_\_\_) \_\_\_\_\_

Type:  Visa  Master Card  AmX Number: \_\_\_\_\_

Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

