



WINE COUNTRY BIKE TREK

“PEDAL FOR PEOPLE”



SPONSORSHIP OPPORTUNITIES

JUNE 26TH-28TH

PEOPLE HELPING PEOPLE



CHANGING LIVES FOR THE BETTER

WWW.WINECOUNTRYBIKETREK.COM

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 20, 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 27, a two-day ride on Saturday and Sunday, June 27 and 28 or a three-day ride, Friday through Sunday, June 26-28. Three-day riders return Friday and Saturday nights to Midland School in Los Olivos to enjoy an evening of fabulous food, live music, and team photos. One and two-day riders join the 3-day riders for dinner on Saturday night.



2014 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



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 men, women, and children in the Santa Ynez Valley, Los Alamos, and surrounding communities by addressing emergency and basic needs, furnishing comprehensive integrated family and individual support services, and acting as a catalyst for positive community change.”

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 (Family Resource Centers) located at neighborhood schools throughout the Santa Ynez and Los Alamos Valleys.

Major programs include:

- 1) Basic Needs** – Food Program, Emergency Solutions, Homelessness Prevention and Rapid Rehousing (rent/mortgage assistance, transportation, utility assistance);
- 2) Healthcare** – Community Health Access Resource Team (CHART), Children’s and Adult Dental Funds, Mental Health Wellness and Counseling;
- 3) Youth Programs** – Los Alamos Youth Program, Youth Coalition (Drug Free Youth), High School Student Mentoring, Generation Kindness & Drug Free Clubs and Student Action Drug Prevention Network (SPAN); and
- 4) Family Support** – Domestic Violence Prevention, Child Abuse Prevention, Parent Education, Advocacy, Family Strengthening, and Christmas Fulfill-A-Wish.

FINANCIALS

PHP’s current annual operating budget is \$2 million and PHP currently employs 23 full and part-time staff (18 FTE). Last year, PHP served 3,900 unduplicated clients. PHP operates with an exceptionally low overhead (administration + fundraising expense) at 9.5% as documented in PHP’s audited financial statements.

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 a well-established cycling event and after 30 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 70 riders plus 50 sponsors and volunteers. Our website had more than 500 unique hits this past year. Your company can share in the visibility, goodwill, and excitement of the event by sponsoring People Helping People's 2015 Wine Country Bike Trek.

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

- **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.



2015 SPONSORSHIP OPPORTUNITIES & BENEFITS

PLATINUM WHEEL SPONSOR – \$10,000 (1 AVAILABLE)

- Event will be “Your Company Name” presents the 2015 Wine Country Bike Trek.
- 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.
- Sponsor announcement in pre-ride press releases and print ads. From date of agreement forward.
- Company logo on Facebook posts and evites.
- Company logo listed first on ride brochures and ride posters.
- Inclusion in post-ride thank you article, in the Santa Ynez Valley News, The Santa Barbara Independent and the Santa Barbara News-Press.
- 8 complimentary registrations for corporate team members or guests. *Pledge collecting encouraged.*
- 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.
- Company booth or table (provided and staffed by company) at registration area.
- Sponsor recognition award and introduction at Friday dinner.



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

- 2nd largest 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 listed on ride brochures, ride posters, Facebook posts and evites.
- 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 Santa Barbara Independent and the Santa Barbara News-Press
- 4 complimentary registrations for corporate team members or guests. *Pledge collecting encouraged.*
- Company logo listed on sponsor posters displayed at registration.
- Company banner (provided by company) displayed at ride.
- Company booth or table (provided and staffed by company) at registration area.
- Certificate of Participation and introduction at Friday dinner.

SILVER WHEEL SPONSOR – \$2,000 (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, in the Santa Ynez Valley News, The Santa Barbara Independent and the Santa Barbara News-Press.
- 2 complimentary registrations for corporate team members or guests. *Pledge collecting encouraged.*
- Company banner (provided by company) displayed at ride.
- Company logo on sponsor posters displayed at registration.

WHEELS N GEARS SPONSOR – \$1,000 (7 AVAILABLE)

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

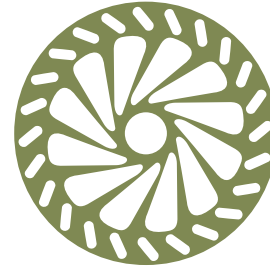
CHAIN GANG SPONSOR – \$500 (10 AVAILABLE)

- Banner (provided by company) at registration.
- Logo on sponsors posters at registration site.
- 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 choose 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.

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 rights 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!

THE PLEASURE OF YOUR RESPONSE IS REQUESTED BY MARCH 27, 2015



WINE COUNTRY BIKE TREK

"PEDAL FOR PEOPLE"

2015 SPONSORSHIP LEVELS

PLATINUM WHEEL (\$10,000)

GOLD WHEEL (\$5,000)

SILVER WHEEL (\$2,000)

WHEELS AND GEARS (\$1,000)

CHAIN GANG (\$500)

S.A.G STOP (\$300)

To receive a Sponsor Participation Form, contact Erica at erica@syvphp.org or 805-686-0295 x 109.

Please Note: Camera-ready art for logos should be submitted as soon as possible but no later than April 17th. Please email logo to erica@syvphp.org.

People Helping People
Attn: Wine Country Bike Trek
P.O. Box 1478, Solvang, CA 93464
Tax ID # 77-0338060

RIDE REGISTRATION

CHOOSE FROM A ONE, TWO OR THREE-DAY RIDE

THREE DAY OPTION, JUNE 26-28:
\$200 FOR ADULTS, \$100 FOR CHILDREN 8-14

TWO DAY OPTION, JUNE 27-28:
\$150 FOR ADULTS, \$75 FOR CHILDREN 8-14

ONE DAY OPTION, JUNE 27:
\$75 FOR ADULTS, \$37.50 FOR CHILDREN 8-14

REGISTER:
WWW.WINECOUNTRYBIKETREK.COM
805.686.0295