



Welcome,

Thank you for allowing us the chance to present a very real and unique opportunity to enhance the lives of others for the better by supporting the Capital City Century (CCC). Besides helping defray costs for our annual CCC recreational ride (now in it's 47th year), funds raised at the event have been used for local bicycling infrastructure, advocacy projects and events throughout the year to promote bicycling to the Springfield community.

As an organization interested in promoting community health and quality of life, partnering with the Springfield Bicycle Club is an excellent way for you to connect with the fitness community. Becoming a CCC sponsor is a win/win situation for both of us!

We are excited to present the following informational packet on the Capital City Century, and with the help of your valued contribution we are aiming to do even more this year to help improve bike paths and lanes, initiate bicycle safety education for children, install more public bike repair stands and continue to advocate for other local bicycling facilities and infrastructure.

Becoming a CCC sponsor not only helps promote your brand to the Central Illinois community and beyond, but it also helps the promotion of community health and wellness in the Springfield Illinois area.

Please contact one of our event co-chairs, Harv Koplo or Troy Gilmore, for more information or to arrange a level of sponsorship that is within your budget.

Thanks for your support,

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Capital City Century Sponsorship Information





Sunday Sept 8, 2019 — UIS Student Union

The 47th Annual Capital City Century (CCC) is the marquee event for the Springfield Bicycle Club (SBC). As the largest and most popular recreational bicycle century ride in Illinois held outside a major metro area, the CCC draws up to 800 riders annually. This year's CCC, which involves 130 volunteers, will be bigger and better because of:

- New Start/End Venue — UIS Student Union
- New Routes — 25 to 125 miles in length
- New — Free T-Shirts — Sponsor Logos On Shirts
- Post Pedal'n' Party — Sponsor Banners at Venue

The CCC is the Springfield Bicycle Club's (SBC) biggest event of the year, and it is overwhelmingly the largest source of the Club's funding. SBC advocates for local bicycling facilities and infrastructure, such as bike paths and lanes and public bike repair stands; a local bicycle map; bicycle-friendly activities such as commuting events and bicycle safety education for children; and provides charitable donations to other like-minded charities, such as the state's premier bicycling advocacy group, Ride Illinois. The Club was instrumental in the 2018 designation of the City of Springfield as a bronze-level bicycle friendly community by the League of American Bicyclists.



SBC Mission



The Springfield Bicycle Club is a non-profit organization whose purpose is to promote bicycling and to provide a meeting ground for Springfield, Illinois area bicyclists.

Members of SBC started the Capital City Century recreational ride 47 years ago and it has evolved over the years into what it is today. The event creates an incentive for bicyclists new or old to challenge themselves and stretch their cycling skills. The club offers four "challenge" rides of 25, 50 or 100 miles each in the months leading up to the CCC for folks to use as training rides for our signature event.

SBC is also involved in on other projects and events throughout the year to promote bicycling to the Springfield community. Please visit our Advocacy page at www.SpfldCycling.org for more information.

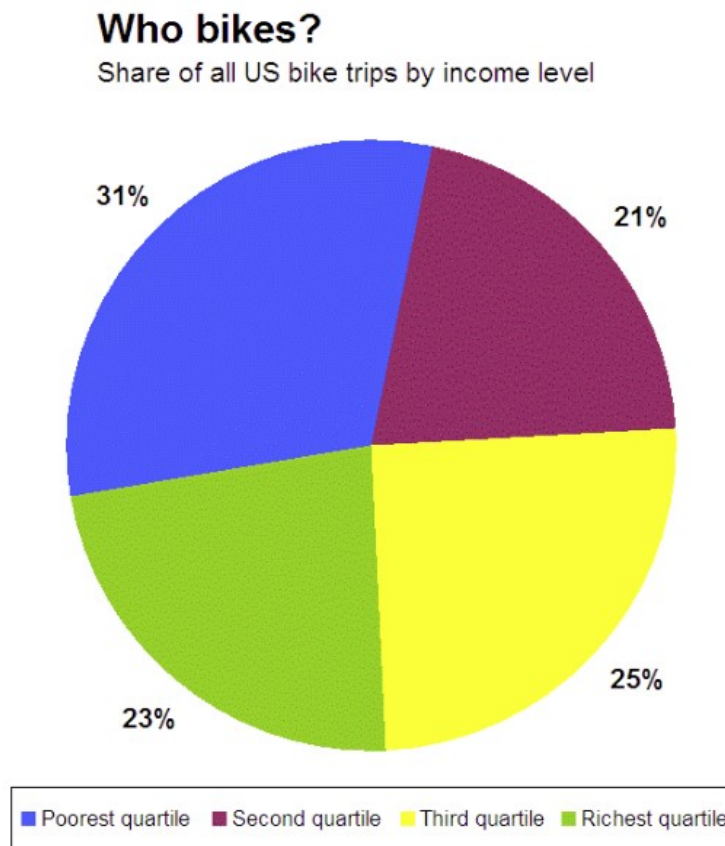
For potential sponsors interested in promoting community health and quality of life, SBC is a perfect fit. *Cycling* is tied to health and wellness, it can help protect folks from serious diseases. It promotes community health, happiness and mental well-being. Partnering with SBC is an asset for any sponsor with an interest in promoting health and connecting with the fitness community,

Demographics

The popularity of cycling has continued to grow steadily and has skyrocketed in visibility. Cyclists are a community of progressive, environmentally conscious, free-minded individuals who use bikes for transportation, fun, health, and competition. While cyclists may choose to embrace their own disciplines, it's important to note that they all share the roads, paths, and trails together as brothers and sisters, mothers, fathers, daughters and sons.

While the income levels vary, all bicyclists spend money in the community, and sponsors of the CCC represent all types of businesses.

A chart created from a study done by the [University Transportation Research Center](#), and authored by John Pucher at Rutgers University and Ralph Bueler at Virginia Tech reveals that cyclist demographic data by bike trip is almost evenly split between income levels.



You can use cycling to reach various economic demographics that are active and capable of generating strong awareness for your brand.

“Sponsorship of professional cycling has provided us with a unique opportunity for increased corporate identification, exposure, and brand awareness. The program produced a 6:1 return on our investment.”
- Motorola Corporation



Springfield Bicycle Club has various sponsorship levels for the 47th Annual Capital City Century. We have found our riders to be appreciative and quite supportive of our sponsors. Below are the sponsorship opportunities available:

Sponsorship Packages

Platinum Sponsor \$2500	Gold Sponsor \$1000	Silver Sponsor \$500	Bronze Sponsor \$250
Top Billing at event	Secondary Billing at event		
2 Event Registrations	2 Tickets to PP Party		
Booth Space at PP Party	Banner Space at PP Party		
CCC Event T-Shirt	CCC Event T-Shirt	CCC Event T-Shirt	CCC Event T-Shirt
Extra Large Logo on T-Shirt	Large Logo on T-Shirt	Medium Logo on T-Shirt	Mention on T-Shirt
XL Logo Displayed on Website	L Logo Displayed on Website	M Logo Displayed on Website	Mention on Website
Facebook Logo & Website	Facebook Logo & Website	Facebook Logo	Facebook Logo
Logo on Sponsor Banner	Logo on Sponsor Banner	Logo on Sponsor Banner	Mention on Sponsor Banner

