

Black Bear Highlights

- Successfully managed and operated for 16 years
- Significant footprint in the bicycle event market
- Appeal to a broader range of cyclists with two distance options:
 - 101+ mile and 57+ mile chip-timed loops
- Starts and ends at Hanson Hills Recreation Area right in Grayling
- Features all that the Grayling Area has to offer, including Hanson Hills Recreation Area and the beauty of the Ausable River Valley
- Draws statewide and outstate entries
- Over 400 entrants
- All proceeds returned to the local community

The Black Bear Gran Fondo and the Grayling Rotary Club thanks

Katie Olson, Agent
Farm Bureau Insurance
 204 Ionia Street
 Grayling, Michigan



Presenting Sponsor

Black Bear Gran Fondo 2016 Sponsorship Commitment Form

Business Name

Business Address

Billing address (if different from above)

Name of Contact

Phone

Email address

<p>Sponsorship Level: (please check box):</p> <p><input type="checkbox"/> Broadcast sponsor \$1000</p> <p><input type="checkbox"/> Associate sponsor \$500</p> <p><input type="checkbox"/> Contributing sponsor \$300</p> <p><input type="checkbox"/> Friend \$100</p>	<p>Artwork? (please check box)</p> <p><input type="checkbox"/> Yes, my business or organization has a logo or artwork I would like you to use.</p> <p><input type="checkbox"/> No, we do not have a logo or artwork</p>
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Comments/Additional information:

Signature _____ Date _____

Please make checks payable to:

Grayling Rotary Club
 PO Box 373
 Grayling, MI 49738

Questions:
 Contact us at riemers55@gmail.com



BLACK BEAR GRAN FONDO 2016

Sponsorship Opportunities



Event date: Saturday, July 9, 2016

Location: Hanson Hills Recreation Area
 7601 Old Lake Road
 Grayling, Michigan

Website: blackbeargranfondo.com

Introducing the Black Bear Gran Fondo 2016. . .

This is the *sixteenth* year that the Grayling Rotary Club has organized a Black Bear event and after fifteen years, we felt it was time for a change. We are grateful for the many loyal followers we have developed over the years and hope to continue to earn their support and loyalty with our redesigned Black Bear Gran Fondo event and attract new Black Bear enthusiasts who will also return year after year.

A **gran fondo** is a mass participation cycling event that got its start in Italy in the early 1900's. Loosely translated, it means everything from "great foundation", "great distance" or "great endurance." Some cyclists ride for the satisfaction and pride of just making it to the finish line. Others want to improve upon their previous times and to challenge themselves, their friends, their teammates. Some ride to win.

Participants will have two chip-timed loop options: 101+ miles and 57+ miles, both traversing through the breathtaking landscape of the Ausable River Valley including Crawford, Roscommon and Oscoda county areas. The Black Bear Gran Fondo brings together fun and fitness in a community sponsored event. Please join us at Hanson Hills for a celebration complete with a great meal, lots of fun for all and Grayling's own Q100.3 Blarney Stone Broadcasting as our cyclists cross the finish line.



Black Bear Gran Fondo logo

Black Bear Gran Fondo 2016 SPONSORSHIP OPPORTUNITIES

An event of this size and scope cannot be successful without the support of our local community. Your financial backing is greatly appreciated and will ensure the Black Bear Gran Fondo becomes a widely recognized and anticipated annual event. Please take a moment to consider the following Sponsorship Opportunities:

Black Bear **BROADCAST Sponsor** \$1000 will receive:

- **On-Site**
 - ⇒ Signage at the start/finish line area on day of event
 - ⇒ Logo inclusion on all Black Bear Gran Fondo event T-shirts
 - ⇒ Opportunity for on-site display. This may include tents, tables, creative marketing displays, and product displays and/or demonstrations
- **On-Air**
 - ⇒ Invitation for a representative from your company/business to be interviewed live on the Q100.3 Northern Focus Show leading up to the race
 - ⇒ A Spot Bank of 40X :30 second commercial announcements (20x on WQON-FM and 20x on WGRY-FM) to air M-Su 6A-12P) VALUE: \$525
 - ⇒ Inclusion in a minimum of 40x :15 second promotional announcements (20x on WQON-FM and 20x on WGRY-FM) to air M-Su, 6A-12P) VALUE: \$350
 - ⇒ A :90 second live interview on Q100-FM on Saturday, July 9, during the live broadcast of the event (8A-2P) VALUE: \$75
- **On-Line**
 - ⇒ Logo inclusion on event website: <http://blackbeargranfondo.com/>
 - ⇒ All on-air outlined above on WQON_FM will also air live on our stream @q100-fm.com VALUE: \$150
 - ⇒ Inclusion on dedicated page on q100-fm.com station website (March 1-July 9, 2016) VALUE: \$200

Black Bear **ASSOCIATE Sponsor** \$500 will receive:

- Logo inclusion on event website at <http://blackbeargranfondo.com/>
- Signage at the start/finish line area on day of event
- Logo inclusion on all Black Bear Gran Fondo event T-shirts
- Opportunity for on-site display. This may include tents, tables, creative marketing displays, and product displays and/or demonstrations
- Invitation for a representative from your company/business to be interviewed *live* on the Q100.3 Northern Focus Show leading up to the event.

Black Bear **CONTRIBUTING Sponsor** \$300 will receive

- Logo inclusion on event website: <http://blackbeargranfondo.com/>
- Signage at the start/finish line area on day of event
- Logo inclusion on all Black Bear Gran Fondo event T-shirts

Black Bear **FRIEND Sponsor** \$100 will receive:

- Logo inclusion on event website: <http://blackbeargranfondo.com/>
- Your company signage displayed at the start/

**Please join the Black Bear Gran Fondo
2016 as our sponsor in this
exceptional cycling event with a
longstanding reputation
for excellence!**

Contact information and reply form on reverse side

More sponsorship categories on next column