

**The Little Race with the Big Name!**

# IL GIROLINO di Burnaby

**Saturday, June 6, 2009**



## **Sponsorship Package**

*A unique marketing opportunity*



# The Little Race with the Big Name!

## IL GIROLINO di BURNABY

On Saturday afternoon, June 6, 2009, the first Il Girolino will hit the streets of the Burnaby Heights Neighbourhood.

The City of Burnaby and the Giro di Burnaby organizing team are very proud to present “**Il Girolino di Burnaby**”—The “Little Giro” or as we like to fondly say... “The Little Race with the Big Name”.

This cycling event is a “**Dash & Pedal**” event for young people 5 – 12 years old and will be held as part of the Burnaby Heights “**Hats Off Day**” celebrations on Saturday, June 6th, 2009.

Kids will dash for their bikes and then head out on a safely monitored bike course on Hastings Street for a few laps, returning to the start/finish line—all in the presence of a cheering, festive crowd and a race commentator!

It is our hope that this fun, all-inclusive young people’s event will have the **same flavour** as the big people’s event (The Giro di Burnaby) with a fenced course, colorful banners, race commentator and medals for all participants. The focus is on participation only and increasing the awareness of the sport of cycling among our young people and within our community.

By coming on board as a Girolino sponsor you have the opportunity to keep the Giro name alive and attach your name to this exciting children’s cycle event that will see all participating sponsors receive quality exposure as they did with the Giro.

Are you interested in being a part of the first annual Girolino di Burnaby? We invite you to support this event and come out and enjoy **the most exciting community children’s cycle celebration** ever to hit the streets of the Lower Mainland.

**Rainy Kent**

Event Director

### The Background

On Friday evening, July 14th, 2006 the Giro di Burnaby, an event born from the idea of Burnaby city councilor Pietro Calendino, made its debut on the streets of the Burnaby Heights Neighbourhood. .

The success of the Giro di Burnaby for the last 3 years was due to in large part to the incredible support of our sponsors.

Thank you!

### Economic Downturn

Many of our Giro sponsors and cycle teams have indicated that because of the economic downturn, they would find it difficult to take part in the Giro di Burnaby for 2009.

After many long hours of discussion with all the key players involved with the Giro, one fact remained and that was that we did not want to loose the momentum of an event that we had all worked so hard to establish as a signature event for the City of Burnaby. We needed to keep the Giro name alive for better times ahead.

### Il Girolino di Burnaby

We also recognized that it was exactly in difficult times that we need community events that are exciting but affordable, and so, with great pleasure, the City of Burnaby and the Giro di Burnaby organizing team **are very proud to present “Il Girolino di Burnaby” (The “Little Giro”)**.



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**Giro**  
di  
**Burnaby**

# The Little Race with the Big Name!

## Il Girolino di Burnaby - Sponsorship Information

### Levels of sponsorship

Gold Sponsor	\$1,000 - \$1,500
Silver Sponsor	\$600 - \$800
Bronze Sponsor	\$200 - \$400
Supporter	\$50 - \$150

### Sponsor Opportunities

The many promotion opportunities the Girolino represents, are listed below. Sponsor levels from Supporter to Gold would progressively receive more promotion exposure.

#### Before the Event

- on Girolino website
- event posters (500 copies distributed to local businesses and regional bike shops; flyers and letters to all merchants and surrounding neighbourhood)
- racer's registration package
- volunteer information package
- editorials and ads in local press
- corporate banners
- radio/tv information bulletins

#### At the Event

- race program (1000 copies distributed to spectators)
- 8'x3' course fence banners
- cyclist's number bib
- broadcast announcements by colour commentator
- volunteer and racer garments
- podium ads
- exposition area at athletes' village (bike transition area)
- in-kind sponsorships

#### After the Race

- thank you ad in local press
- thank you letter/certificate from Event Organizer
- website

#### Note

##### Website

The website will be available for the three months before the race as well as nine months after the race. It is an important promotion vehicle.

All sponsors will be listed on the website. Title and Gold sponsors will have their logos listed on the home page. All sponsors on the website will be linked to their corporate websites; if sponsors do not have a website, Giro will create a one page website for them.

The website will have downloadables (programs, race map, application packs, etc) that will list all sponsors appropriately.



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<b>Gold Sponsorship \$1,000 - \$1,500</b>	
Sponsor Banners	<ul style="list-style-type: none"> <li>Corporate Banners Sponsor will receive two banners (3'x8') that will be hung on fencing at the Event</li> </ul>
Advertising Exposure	<ul style="list-style-type: none"> <li>Corporate Logo + URL on Giro di Burnaby website and banner ad on race information page</li> <li>Corporate Logo on event poster 500 to be distributed. Distribution to local business and Pacific Northwest Bike Shops</li> <li>Corporate Logo on racers program 1000 to be distributed. Distribution on site to spectators</li> <li>Corporate Logo on event advertising in the local sponsor newspaper (distribution 50,000+)</li> </ul>
Public Address Announcements	<ul style="list-style-type: none"> <li>Public Address announcements: Acknowledgement of Gold Sponsor (min. 3x) (Sponsors to provide tagline)</li> </ul>
Volunteer garment	<ul style="list-style-type: none"> <li>Corporate logo on volunteer garments (100 produced)</li> </ul>
Thank You	<ul style="list-style-type: none"> <li>Corporate Logo on Thank You acknowledgment in local newspaper</li> </ul>

<b>Silver Sponsorship \$600 - \$800</b>	
Sponsor Banners	<ul style="list-style-type: none"> <li>Corporate Banners Sponsor will receive one banners (3'x8') that will be hung on fencing at the Event</li> </ul>
Advertising Exposure	<ul style="list-style-type: none"> <li>Corporate Logo on event poster 500 to be distributed. Distribution to local business and Pacific Northwest Bike Shops</li> <li>Corporate Logo on racers program 1000 to be distributed. Distribution on site to spectators</li> </ul>
Volunteer garment	<ul style="list-style-type: none"> <li>Corporate logo on volunteer garments (100 produced)</li> </ul>
Public Address Announcements	<ul style="list-style-type: none"> <li>Public Address announcements: Acknowledgement of Gold Sponsor (min. 3x) (Sponsors to provide tagline)</li> </ul>
Thank You	<ul style="list-style-type: none"> <li>Corporate Logo on Thank You acknowledgment in local newspaper</li> </ul>

# The Little Race with the Big Name!

## Bronze Sponsorship \$200 - \$400

Sponsor Banners	<ul style="list-style-type: none"><li>Corporate Banners Sponsor to provide one banner that will be hung on fencing at the Event</li></ul>
Advertising Exposure	<ul style="list-style-type: none"><li>Corporate Logo on racers program 1000 to be distributed. Distribution on site to spectators</li></ul>
Public Address Announcements	<ul style="list-style-type: none"><li>Public Address announcements: (min. 1x) at the Event</li></ul>
Thank You	<ul style="list-style-type: none"><li>Corporate Logo on Thank You acknowledgment in local newspaper</li></ul>

## Supporter \$50 - \$150

Advertising Exposure	<ul style="list-style-type: none"><li>Mention on Girolino di Burnaby Website</li></ul>
Thank You	<ul style="list-style-type: none"><li>Mention on Thank You acknowledgment in local newspaper</li></ul>



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# Il Girolino di Burnaby 2009

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## Sponsorship Agreement

This agreement is made by and between the Giro di Burnaby Cycle Race and

\_\_\_\_\_ (hereinafter referred to as "Sponsor")

and dated this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

The Giro di Burnaby Cycle Race agrees to provide the following services and privileges to the sponsor as outlined in the sponsorship prospectus:

Girolino di Burnaby Title Sponsorship	\$ 2,000 +
Girolino di Burnaby Gold Sponsorship	\$ 1,000 - \$ 1,500
Girolino di Burnaby Silver Sponsorship	\$ 600 - \$ 800
Girolino di Burnaby Bronze Sponsorship	\$ 200 - \$ 400
Girolino di Burnaby Supporter	\$ 50 - \$ 150

Other terms mutually agreed upon: (if none, so state):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsor shall pay to the Giro di Burnaby Cycle Race the sum of \$ \_\_\_\_\_

Which sum is due and payable prior to April 30th, 2009.

If Sponsor is donating product, the delivery date will be: \_\_\_\_\_

\_\_\_\_\_  
For the Giro di Burnaby Cycle Race

\_\_\_\_\_  
For the Sponsor

Please make all cheques payable to the "City of Burnaby" and forward to the attention of  
Carol Chard, Supervisor, Sport and Outdoor Recreation,  
Parks, Recreation and Cultural Services,  
#101 - 4946 Canada Way, Burnaby, BC V5G 4H7

