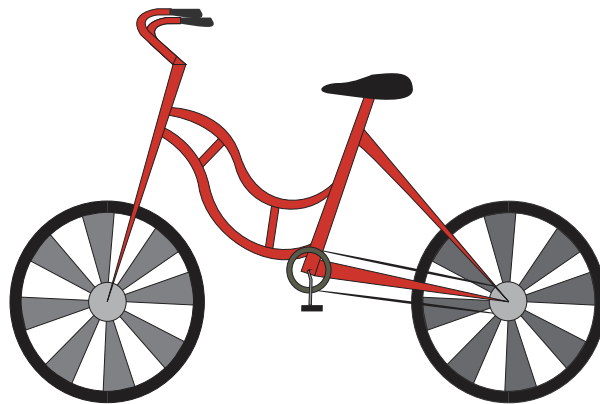


PAW PAW VINEYARD CLASSIC BICYCLE TOUR



SPONSORSHIP PROGRAM



**THE WEEKEND OF THE
PAW PAW WINE AND HARVEST FESTIVAL
SEPTEMBER 8, 2024**

**All Proceeds Benefit
College Internships in South West Michigan**

THE EVENT

The Paw Paw Vineyard Classic Bike Tour has been a tradition (with the best oatmeal cookies) in Paw Paw for a long time, 43 years to be exact. The three different bike routes (also called tours) offer the ability to enjoy the beauty of Southwest Michigan while also experiencing the tranquility of our country roads. The views are incredible as you pass through the vineyard and countryside with that amazing grape aroma. And, we haven't begun to talk about the people that you will be riding next too.



The bike routes include a 23-mile route, a 43-mile route and a 57-mile route. All the routes are marked by our loyal partner, Gary Goscenski of Perspectives Consulting. The routes are monitored on event day by The Black River Amateur Radio Club. And, LaCantina has saved the tradition of the famous "Biker Cookies" that everyone has come to know as "the reason they ride." As you can see, the event is steeped in tradition and a real community pride that this event has withstood the challenge of time. The SAG stops at the VFW Decatur Veterans Park and Lawton Elementary School in the Village of Lawton all add to the charm of the event and the tradition.

A huge thank you to The Paw Paw Women's Service League who dedicated their years of service to this event and the celebration of bicycling. KELC Events is honored to accept the management responsibility with all proceeds benefit college internships in Southwest Michigan. KELC Events is a experiential learning center that teaches and coaches college interns in marketing, public relations and event management. We host nearly 80 events a year here in Southwest Michigan.

The Paw Paw Wine and Harvest Festival hosts a weekend full of activities that include almost everything you need to enjoy the celebration of wine, community, entertainment, and excitement. The Vineyard Classic Bicycle Tour is honored to be a part of this event weekend.

DATE:	SUNDAY, SEPTEMBER 8, 2024
TIME:	7:00 A.M. REGISTRATION
REGISTRATION:	801 Hazen St. Paw Paw, MI
START:	8 A.M. TO 9 A.M.
ROUTES:	23 MILES, 43 MILES AND 57 MILES

What About Cycling?

As you consider a sponsorship, it is important to make sure that your product and brand match and advertise to the people who are coming. This event will attract over 200 riders. This is a 43-year tradition and the spirit of the event is evident in the desire to ride the route as part of the Paw Paw Wine and Harvest Festival. As you consider a sponsorship here's a glimpse into who the type of people is who will attend and connect with your sponsorship and brand.

- Event riders and supporters ages 18 to 65
- The riders tend to be professionals and leaders in their community.
- According to The Active Network, cyclists are 61% more likely to have served on a committee for a local organization.
- They appreciate health, wellness, and sports, and cycling is the #1 fitness and health activity among doctors and lawyers over the age of 40.
- As the nature of what they do, they enjoy outdoor events and competitive events
- The riders are explorers and they want to visit communities, towns and villages that can truly be appreciated through cycling
- The participants are social media users as their followers and fans are dedicated to their competition
- They are committed to companies that sell cycling gear and apparel
- Most are pet owners.

Social Media Links

www.vineyardclassicbiketour.com

www.facebook.com/vineyardbiketour

www.wineandharvestfestival.com

www.facebook.com/pawpawwineandharvest

SPONSORSHIP PROGRAM

The benefits are listed below, but beyond these listed benefits, sponsors inherently receive increased visibility when they participate in the event by hosting a booth or having their employees volunteer. This is a captive market that appreciated sponsors who support the things that they appreciate. And, if your product is a recognized brand, their social media presence will help to promote through mediums including Facebook, YouTube, and more.

V.I.P Vineyard Classic Sponsor - \$1,000

- Presenting sponsor, which includes 2 free entries under your sponsor group (these entries can be given to other groups if preferred)
- “Presented by” status – in printed materials and social media, the bike tour is stated that it is presented by the sponsor
- Opportunity for a company booth on site at the staging area
- PLUS the benefits as listed under Marketer Level Sponsorship (below)

Marketer Level Sponsors - \$500

- 1 free entry
- Opportunity for a company booth on site at staging area
- Company logo included in all flyers and posters
- Company logo included in event day signage
- Company name listed in social media advertising
- Company signage can be placed in the event space for additional exposure
- Opportunity to provide giveaway advertising items

Planner Level Sponsors - \$300

- 1 free entry
- Company logo included in flyers and posters
- Company name listed in social media advertising
- Company signage can be placed in the event space for additional exposure
- Opportunity to provide giveaway advertising items

In-Kind Sponsors – donation of needed product

Depending on the level of donation, the benefits under the Guru Level will be realized. These benefits can be negotiated depending on the donation. Donation of products include: cookies, water bottles, juice, etc.

2024 Paw Paw Vineyard Classic Bicycle Tour

Sunday, September 8th



- ☐ \$1,000 V.I.P Vineyard Classic Sponsor
- ☐ \$500 Marketer Level Sponsor
- ☐ \$300 Planner Level Sponsor
- ☐ In Kind, please outline donation:

Company / Organization Name (AS YOU WISH IT TO BE LISTED IN PROMOTIONAL MATERIALS)

Contact Name

Phone Number

Email Address

Mailing Address

City

State

ZIP

I understand that by signing this agreement, I am committing my company/organization to the following:

Financial Contribution of: \$_____ (sponsorship level amount)

And/or In-Kind Goods/Service of: \$_____

In-Kind Good/Service Valued at: \$_____

Payment Enclosed

Invoice Us

Kalamazoo Experiential Learning Center (KELC Events) is a nonprofit, 501-c-3 organization. Corporate donation (no goods or services provided) are deductible donations. This sponsorship agreement provides benefits as outlined in the sponsorship packet - a complete listing of those benefits will be communicated throughout the partnership of this event.

Authorized Signature

Title

Date

Please return to: KELC Events at 1417 S. Burdick St. Kalamazoo, MI 49001 | or scan and email to Deb Droppers at deb@eventskalamazoo.com | KELC'S nonprofit tax number: 46-5093471