



## 2011 Corporate Sponsorship Overview



The Leading Scholarship Fundraiser for the College of Arts and Sciences  
at the University of Colorado

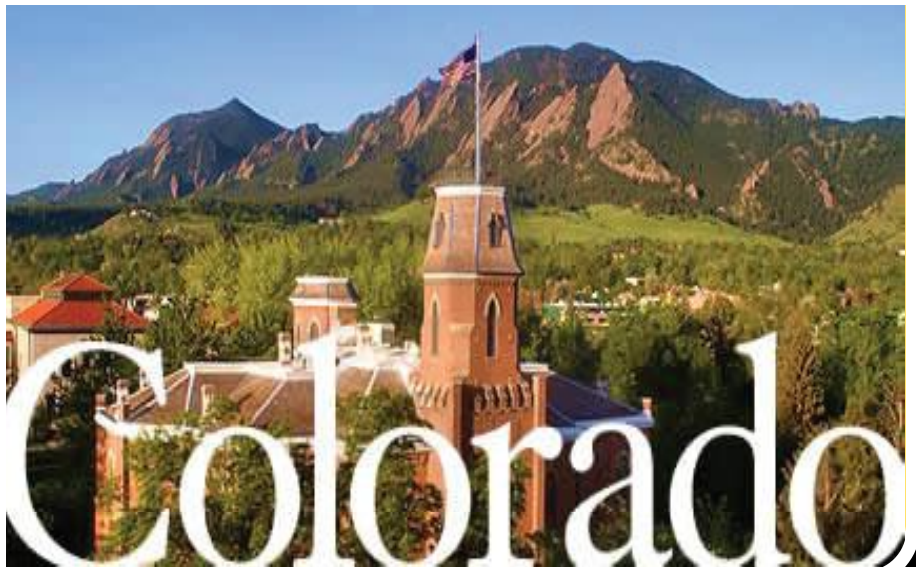
### **Boulder's Premier Cycling and Community Event**

Unique and Highly Visible  
Sponsorship Opportunities

Five Cycling Events for all  
Ages and Abilities

All Volunteer Organization  
Maximizes Fundraising

Over \$1.5 Million in  
scholarship funds raised  
to date!



## BECOME A 2011 BUFFALO BICYCLE CLASSIC CORPORATE SPONSOR



The Ninth Annual Buffalo Bicycle Classic (BBC) will be held on September 11, 2011. Recognized as Boulder's premier community cycling event, the BBC is a fundraiser to support student scholarships for CU-Boulder's College of Arts and Sciences. Recent events have attracted over 2,500 cyclists of all ages and abilities from throughout Colorado's Front Range as well as riders from out of state. The one-day event features five, fully supported cycling options – ranging from a 14-mile cruiser fun ride for families and novices, to the 100-mile Century for the dedicated, well-trained cyclist. The event is designed so that anyone who can ride a bike can pedal for scholar dollars.

All rides begin and end at the University's Boulder campus, where sponsors are featured in a dynamic expo setting, highlighting products, food, and entertainment. It is at the start-finish that friends and family gather to cheer on and then greet the cyclists in a very festive atmosphere. Financial and in-kind donations from sponsors, matched with an all-volunteer organizing committee, allow us to pass the maximum amount of funds generated by riders directly to the scholarship fund.

"In its first five years the BBC grew to become the largest single source of funding for student scholarships in the College of Arts and Sciences, in excess of \$1.5 million has been raised to date. By joining us, you will help us realize our goal of funding more scholarships while having 100% of riders' registration fees and donations applied to student scholarships!" - Todd Gleeson, Dean of CU-Boulder's College of Arts and Sciences

As a corporate sponsor, you'll be supporting the cause of higher education, while promoting a healthy outdoor community event. You will gain exposure through marketing efforts to promote the event and, of course, on-site exposure the day of the ride. We have a limited number of sponsorships and invite you to join our team!

# THE BUFFALO BICYCLE CLASSIC PAST, PRESENT, AND FUTURE



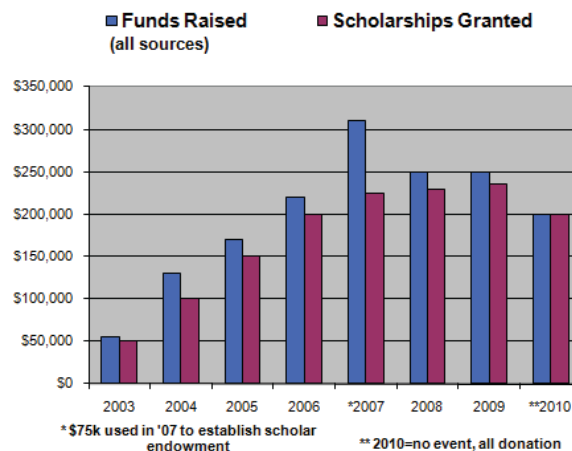
The Buffalo Bicycle Classic was a dream project of Todd Gleeson, Dean of CU-Boulder's College of Arts and Sciences, and some of the Boulder region's most community-minded business leaders and philanthropists. The goal was to create an event that would bring much needed funding to students in the College of Arts and Sciences, and that would also be a unifying experience for the University of Colorado, the Boulder area, and the Colorado community at large.

We hope to once again increase scholarship funding for the 2011 BBC. Sponsorship has played a huge role in the success of the event every year, and we expect it to be the same for 2011. The BBC has quickly gained a reputation as the "premier local ride," and the in-kind and financial support of our sponsors will help us to continue to deserve that praise.

*"The BBC has been helping me since my sophomore year to continue in my studies, and I am thankful this year to be receiving aid for the third year in a row. Without the hard work of the people who make sure the ride happens each year, I can say that my education here would not have been nearly as enjoyable." - Rory Crow, Arts & Sciences/Journalism Major*

## 2010: The Year of the Fire

Due to the Fourmile fire, the event for 2010 was canceled. Everything was set to go but the tragedy of the fire and the needs of our community forced us to shut down the event. Thanks to the generosity of our sponsors and many riders who decided to leave their money in for scholars, the "Virtual Ride" still raised and incredible \$200,000 for scholarships! We have highlighted this amazing display of generosity in several press releases, advertisements and in the media to spotlight those who decided to "save the scholarships"!



## THE BIG QUESTION: WHY SPONSOR?



Ralphie celebrates with the recipients at the BBC Scholarship reception!

Becoming a sponsor of the BBC can benefit you and your business in many different ways. Why are we unique and what kind of bang do you get for your buck? We have many long-term partners, dominated by locally owned businesses. Our event creates an unparalleled set of opportunities for your business to gain exposure and be associated with a great cause, great event and great University.

The event will expose your company to a desirable demographic of riders, spectators and the community of Boulder, CO. These are locally-oriented, affluent, active, highly educated consumers who are involved in one of the largest biking events on the Front Range. People look to see who is sponsoring events they take the time to support and participate in. Our sponsors are not only associated with the event but also as supporting CU and the over \$1.4 million in scholarships we've raised and given out. This is the largest University in the state and one of the largest cycling events in a bike-crazed market!

We try to incorporate our sponsors into every piece of our multi-month marketing plan leading into the event and on Ride day. The various levels of sponsorship are linked to the amount of exposures and benefits you receive.



Recognition of success with a symbolic on-field handoff of the "big check" to the Chancellor.



BBC Chairman Frank Banta with Arts & Sciences Scholarship recipients and Todd Gleeson, Dean of the College of Arts & Sciences

## BUFFALO BICYCLE CLASSIC: 2011 MARKETING PLAN

All sponsors will have the opportunity to advertise to our riders by including your company's promotional materials in 2,500 rider packets, plus the following benefits according to sponsor level:



- Strategically timed ¼ to full page ads in local papers and weekly publications along with press releases to local media outlets
- Email blasts that gain frequency as Ride day approaches to our coveted list of over 6,000 current and former participants
- 30,000 printed entry brochures and 1,000 flyers hand delivered to area bike shops, sporting good stores, health clubs, coffee shops and car windshields at targeted events
- Course announcement postcards to all residents on the routes
- Social Media exposures through Facebook and Twitter
- Website presence with logo-links to your site and "Bio" business description
- Event banners, yard signs, route signs and route branding opportunities
- Ride Day exposure: banner placements around start/finish area, expo booths available that are incorporated in the main area (not a separate expo), VIP tents, Ride Starter/"MC" makes revolving 15-30 second sponsor thank yous, aid station branding
- A&S online magazine to 50,000 CU alumni highlighting the BBC with featured stories and links
- Dominos pizza box flyers. Local distribution of 40,000 flyers with sponsor logos and event links
- Logos on the limited edition jersey. All participants get logoed water bottles, T-shirts
- Our title sponsor, Elevations Credit Union, includes promotional material in their statements leading to Ride Day as well as event promotion on their website

### CU BENEFITS & SWAG

Sponsors also receive invites (to whole tables) to our Sponsor Gala event held in August at the St. Julien Hotel. All are invited to our Spring Scholarship event where you really get to appreciate what this ride is all about. Each year we have limited invites to the Dean's skybox at a CU Football game where we promote the success of our event with a symbolic on-field handoff of the "big check" to the Chancellor. The Dean's office does constant outreach throughout the year promoting the Ride as well. Complimentary rider entries, jerseys, wind vests, socks, hats, water bottles and t-shirts are available with certain sponsorship packages.

## 2011 SPONSORSHIP BENEFITS



### SCHOLARSHIP SPONSOR (\$2,500)

Logo recognition on our website with your link  
Weblinks to our site through all electronic/printed promo materials & social media sites  
Start/Finish Banner Placements  
Complimentary Expo booth provided for company promotion  
Access to over 2,500 rider bags for stuffers (sampling/offers)  
Logo on 2,500 Giveaway Ride T-shirts  
Logo on 1,000 Event Flyers  
Name on 40,000 Pizza Box flyers  
Logo in Daily Camera Full Page Thank You Ad  
Name on Email Blasts  
Logo on 30,000 Printed Event Brochures  
2 Rider Entries, 2 Invites to Sponsor Gala and Scholar Event  
Start/Finish Announcer Mentions  
Swag: Event socks, hats, water bottles & t-shirts



### MAJOR SPONSOR (\$5,000)

Scholarship Sponsor Package plus:  
Logo + Bio on website  
Logo on Jersey and Water Bottles  
Name in Press Releases  
Logo/level Recognition on Email Blasts  
Logo/Level Recognition in Advertisements  
Logo/Level on 40,000 Pizza Box flyers  
4 Rider Entries, 4 Invites to Sponsor Gala and Scholar Event  
2 Jerseys and Potential Skybox Invites  
More Frequent Start/Finish Announcer Mentions



## 2011 SPONSORSHIP BENEFITS



### ROUTE SPONSOR (\$10,000+)

Major Sponsor Package plus:  
Route and Aid Station Naming/Branding  
Logo in Press Releases  
- Larger & prominently placed in all promotional materials  
Front Page Recognition on Website  
VIP Tent for you and your "Team"  
Most Frequent Start/Finish Announcer Mentions  
Sponsor Focus on Email Blasts  
6 Entries, Table(s) at Gala and Scholar Events  
4 Jerseys and Definite Skybox Invites



### Event Title Sponsor (\$25,000+)

All Sponsorship Benefits plus:  
Branding of Entire Event – You get as much as we can negotiate  
Naming of Two Scholarships  
Currently in a Multi-year Deal – Thank you, Elevations Credit Union!



# 2010 BUFFALO BICYCLE CLASSIC MAJOR SPONSORS

Our Food Sponsors Who Helped the Fourmile Firefighters  
 Cliff Bar | Everlast | Vitamin Water

# COMMUNITY INVOLVEMENT 2009 BUFFALO BICYCLE CLASSIC



## Community Involvement 2009 Buffalo Bicycle Classic

BBC Committee members	25
CU Alumni	1
7 Aid Stations by CU Departments and Staff	90
EMT's/SEM's	21
CU Ski Team Volunteers	15
CU Foundation Staff Day of Ride	2
BBC Scholarship Awardees Day of Ride Volunteers	90
Old Main Financial Service Center	4
Boulder Community Volunteers Day of Ride	71
Local Bike Shop Mechanics and Support Staff	13
Boulder College of Massage Therapy Volunteers	10
Boulder Community ROTARY Volunteers	35
Boulder High School Marching Band	5
<b>Total Volunteers for 2009</b>	<b>381</b>

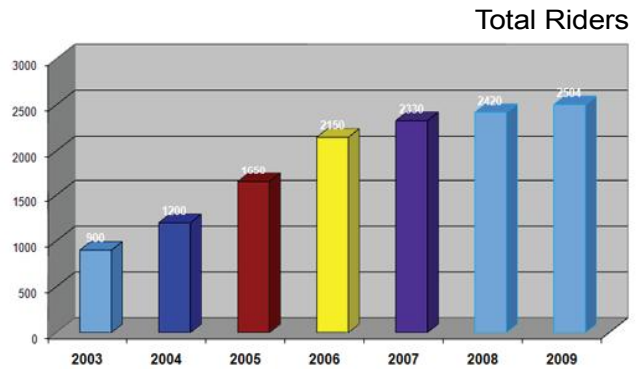
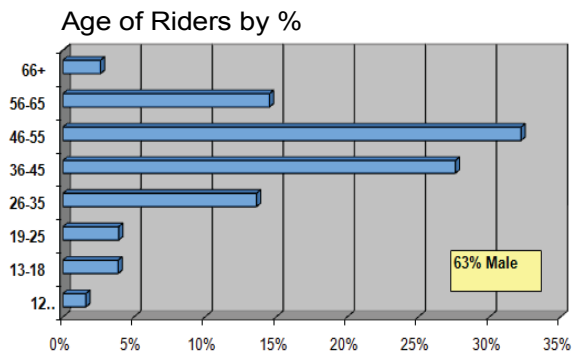
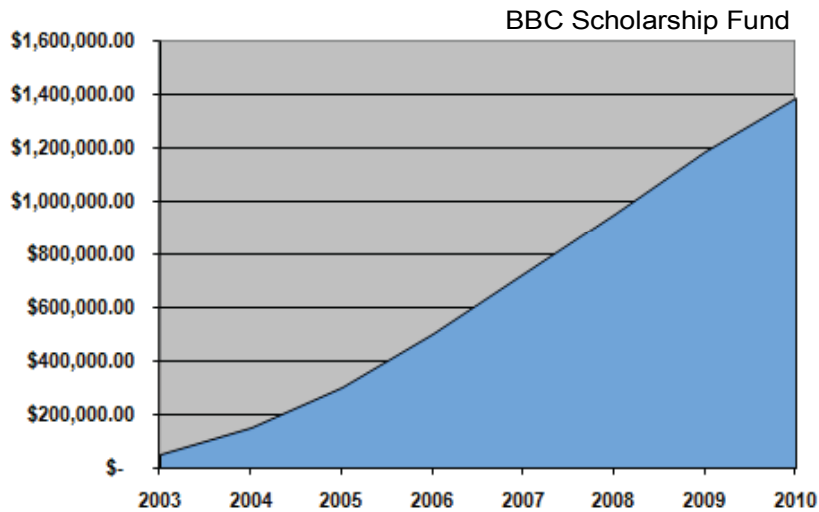


## CONTACT INFORMATION

For additional sponsorship information and advertising placement for the 2011 Buffalo Bicycle Classic, please contact:

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## RIDE STATISTICS



## 2010 JERSEY





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