

**15th Brain Injury Association of Maryland  
Annual Eat A Peach Challenge Bike Ride  
Saturday, August 13, 2011**



**Sponsorship Levels**

Peach Pit 100 Mile Route	___ \$5000	Post-Ride Party	___ Cash or In-Kind
Peach Jam 67 Mile Route	___ \$3000	Rest Stop/First Aid Station	___ Priceless
Peach Tree 40 Mile Route	___ \$1500	Kids' Fun Station	___ \$750
The Peach 33 Mile Route	___ \$1000	Corporate In-Kind Sponsor	_____
Peach Fuzz 12 Mile Route	___ \$500	Other Contribution	___ \$50    ___ \$75 ___ \$100    ___ \$250

**Organization Information**

Organization Name: \_\_\_\_\_  
*(name will be published exactly as shown)*  
 Contact Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 Payment options: \_\_\_ Check (payable to **BIAM**) \_\_\_ Visa \_\_\_ Mastercard  
 Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Signature authorizing charge to card: \_\_\_\_\_

**Logos**

- Camera-ready art of name/logo is enclosed for use on promotional material.
- Disk with electronic version of name/logo is enclosed for use on promotional material.
- Name/logo will be sent by e-mail to [info@biamd.org](mailto:info@biamd.org) for use on promotional material.

**Wish List**

- |  |  |
|--|--|
| 150 t-shirts for volunteers with ride logo on front;<br>will have <u>only</u> donor's logo on back<br><input type="checkbox"/> Done <input checked="" type="checkbox"/> Need 150 | 5 vans/SUVs to use as SAG Wagons<br>(ride the routes, check on cyclists, transport cyclists)<br><input type="checkbox"/> Done <input checked="" type="checkbox"/> Need |
| Water for Riders and Rest Stops<br><input type="checkbox"/> Done <input checked="" type="checkbox"/> Need  | Band to provide Post-Ride Entertainment<br><input type="checkbox"/> Done <input checked="" type="checkbox"/> Need  |
| Volunteers to drive shifts of the SAG support<br><input type="checkbox"/> Done <input checked="" type="checkbox"/> Need 20 volunteers  | Mechanical Support for Bicycles<br><input type="checkbox"/> Done <input checked="" type="checkbox"/> Need  |
| 3 bike jerseys for top pledges-raisers<br><input type="checkbox"/> Done <input checked="" type="checkbox"/> Need   |  |

# 15th

## Annual Eat A Peach Challenge Bike Ride Saturday, August 13, 2011 Sponsorship Levels

### Peach Pit 100 Mile Route Sponsor - \$5000

- 🚲 Sponsor's corporate name/logo on bike socks provided to all participants, including cyclists and volunteers
- 🚲 Sponsor's corporate name/logo on promotional material
- 🚲 Sponsor's corporate name/logo on yard signs along the "Route Shute," the path which all cyclists start and finish the ride
- 🚲 Sponsor booth at the Ride Start/Finish and Peach Festival to showcase products/services.
- 🚲 Link from BIAM website
- 🚲 Opportunity to include marketing material/promotional item in rider and volunteer packets
- 🚲 Inclusion in at least 3 issues of LINKS, BIAM's electronic newsletter

### Peach Jam 67 Mile Route Sponsor - \$3000

- 🚲 Sponsor's corporate name/logo on 500 bike water bottles
- 🚲 Sponsor's corporate name/logo on promotional material
- 🚲 Sponsor's corporate name/logo on yard signs along the "Route Shute," the path which all cyclists start and finish the ride
- 🚲 Sponsor booth at the Ride Start/Finish and Peach Festival to showcase products/services.
- 🚲 Link from BIAM website
- 🚲 Opportunity to include marketing material/promotional item in rider and volunteer packets
- 🚲 Inclusion in at least 3 issues of LINKS, BIAM's electronic newsletter

### Peach Tree 40 Mile Route Sponsor - \$1500

- 🚲 "Best Seat in the House" - signage including sponsor's corporate name/logo on the front and inside of 6 spot-a-pots at bike route rest stops
- 🚲 Sponsor's corporate name/logo on promotional material
- 🚲 Sponsor's corporate name/logo on yard signs along the "Route Shute," the path which all cyclists start and finish the ride
- 🚲 Sponsor booth at the Ride Start/Finish and Peach Festival to showcase products/services.
- 🚲 Link from BIAM website
- 🚲 Opportunity to include marketing material/promotional item in rider and volunteer packets
- 🚲 Inclusion in at least 3 issues of LINKS, BIAM's electronic newsletter

### The Peach 33 Mile Route Sponsor - \$1000

- 🚲 Sponsor's corporate name/logo on promotional material
- 🚲 Sponsor's corporate name/logo on yard signs along the "Route Shute," the path which all cyclists start and finish the ride
- 🚲 Link from BIAM website
- 🚲 Opportunity to include marketing material/promotional item in rider and volunteer packets
- 🚲 Inclusion in 3 issues of LINKS, BIAM's electronic newsletter

### Peach Fuzz 12 Mile Route Sponsor - \$500

- 🚲 Sponsor's corporate name/logo on yard signs along the "Route Shute," the path which all cyclists start and finish the ride
- 🚲 Link from BIAM website
- 🚲 Inclusion in 3 issues of LINKS, BIAM's electronic newsletter

### Rest Stop/First Aid Station Sponsor - Priceless

*Provide support and medical care to cyclists along all routes. Sponsor provides staff and snacks. Seven rest stops need staffing. Locations and times vary. More information is available from BIAM.*

- 🚲 Sponsor's corporate name/logo on promotional material
- 🚲 Sponsor's corporate name/logo on yard signs along the "Route Shute," the path which all cyclists start and finish the ride
- 🚲 Link from BIAM website
- 🚲 Opportunity to include marketing material/promotional item in rider and volunteer packets
- 🚲 Inclusion in 3 issues of LINKS, BIAM's electronic newsletter

### Post-Ride Party Sponsor - valued at \$1000 (in-kind or cash)

*To foster a more festive atmosphere, a Post-Ride Party will be held for returning riders. Pizzas, subs, fruit, and other snacks and beverages are preferred.*

- 🚲 Sponsor's corporate name/logo on promotional material
- 🚲 Sponsor's corporate name/logo on signage at Post-Ride Party
- 🚲 Link from BIAM website
- 🚲 Opportunity to include marketing material/promotional item in rider and volunteer packets
- 🚲 Inclusion in 3 issues of LINKS, BIAM's electronic newsletter

### Kids' Fun Station Sponsor - \$750

*Kids' Fun Station will be open to children attending Farmers' Market, or participating in Eat A Peach. It will include face painting, temporary tattoos, crafts, fitting and give-away of helmets and brain injury education/prevention packets.*

- 🚲 Sponsor's corporate name/logo on promotional material
- 🚲 Signage at Kid Fun Station
- 🚲 Opportunity to include marketing material/promotional item in rider and volunteer packets
- 🚲 Inclusion in 3 issues of LINKS, BIAM's electronic newsletter

