



## **2011 SPONSORSHIP PACKAGE**



**The West Florida Wheelmen are rolling again in 2011! Wheelmen goals for this year include expanding upon the traditions of the past and adding new and interesting cycling events for the future. The West Florida Wheelmen are active in the region and at events throughout the South. The club has a strong reputation in the cycling community and high visibility.**

**The West Florida Wheelmen Club in 2011 will continue to provide social and fitness road rides throughout the week attended by its members. The weekly hosted Sunday rides for which WFW is known will be anchored by a new regular ride with a consistent centralized start in downtown Pensacola.**

**WFW also promises to be well represented at many regional events. These cycling events include the Annual Battleship Ride, The Dr. Fenner McConnell - Matt Wantz Memorial Bicycle Ride, and The Second Annual Pensacola Cycling Classic, a USA Cycling - Florida Point Series' sanctioned race. West Florida Wheelmen's new relationship with the Subaru Cycling Team brings 20 new members to the club, creating a unique opportunity for club members to become part of the team's winning tradition. There will be new opportunities available for training and development and also a new weekly evening criterium series at Ellyson Park.**

**To celebrate our new direction, we have designed a new logo and kit to represent the new West Florida Wheelmen. WFW cycling club members wear these kits each time they ride, providing at least a weekly opportunity to have your business recognized all over the region as one that supports a healthy active lifestyle and is supportive of the area's cyclists. West Florida Wheelmen has a positive image and history in the sport of cycling and philanthropy. Over \$30,000 has been raised and donated to charitable organizations in the area by WFW. Your sponsorship will provide recognition on our ride jersey as well as on all printed promotional materials, posters, ride brochures, and our website.**

**The new kit design allows up to eight sponsors to proudly display their support for the club. Please refer to the enclosed packet to determine which level of support best represents your personal or corporate needs.**



### **Gold level Sponsorship -- \$750+ (Two Available)**

- Sponsor's Logo prominently displayed (Front or Back of Jersey)
- One 2011 jersey
- Two admissions to Dr. Fenner McConnell - Matt Wantz Memorial Ride
- Sponsor logo and link to website on West Florida Wheelmen sponsor page.

### **Silver level Sponsorship -- \$450+ (Six Available)**

- Sponsor's Logo located on back pocket area of Jersey
- Two free admissions to Dr. Fenner McConnell - Matt Wantz Memorial Ride
- Sponsors logo and link to website on West Florida Wheelmen sponsor page

### **Bronze level Sponsorship --\$75+ (Unlimited)**

- One free admission to Dr. Fenner McConnell - Matt Wantz Memorial Ride
- Sponsors logo and link to website on West Florida Wheelmen sponsor page



## 2011 SPONSORSHIP

Please provide the following information:

<b>Sponsorship Level:</b>	<b>GOLD</b> \$750+	<b>SILVER</b> \$450+	<b>BRONZE</b> \$75+
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Sponsor name: \_\_\_\_\_

Street Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Please provide a vector graphic file of your logo to: [joe.damaso@mac.com](mailto:joe.damaso@mac.com)

Please make checks payable and return form to:

**West Florida Wheelmen Bicycle Club**

**P.O. Box 9321**

**Pensacola, FL 32513**