

**PROMOTIONAL SUPPORT AND EXHIBITION OPPORTUNITIES**

Concerned Off-Road Bicyclists Association's 22nd annual  
**Fat Tire Festival**  
October 25, 2009 - Castaic Lake  
[www.fattirefest.com](http://www.fattirefest.com)



A fun-filled day of mountain biking, exhibitions and events for mountain bikers and their families.

- **ONE OF THE LARGEST MOUNTAIN BIKE EVENTS IN SOUTHERN CALIFORNIA!**
- **EXTENSIVE MEDIA COVERAGE**
- **500+ ATTENDEES**
- **INDUSTRY EXHIBITORS**
- **FAMILY-ORIENTED FUN**

background photo by M5photography.com



# FAT TIRE FEST 2009

[www.fattirefest.com](http://www.fattirefest.com)

## ABOUT CORBA & FTF

The Fat Tire Festival is CORBA's premiere fund raiser and one of Southern California's largest Mountain Bike events. CORBA is an all-volunteer, non-profit organization. All funds raised are applied directly to programs and operations. CORBA's roots are in advocacy for mountain biking recreation and trail access. Today, the call to action is especially important as we encourage and support trail cycling as a sustainable form of exercise and fitness for youths and adults alike. Our primary capital-intensive programs include our Youth Adventures program and our Trail Building and Maintenance Crew.

The Fat Tire Fest fund raiser provides vital support for all of CORBA's community programs and advocacy. Please review the enclosed information regarding promotional support and exhibiting opportunities.

You may also visit the Fat Tire Fest Web site ([www.fattirefest.com](http://www.fattirefest.com)) to see photos from previous events and information. We look forward to having you join us at this exciting event.

## OUR PROGRAMS

The Trail Crew and Youth Adventures programs are equipment-intensive and costly to operate. The Fat Tire Fest is our greatest opportunity to raise needed funding. We appreciate your company's participation as a Fat Tire Fest sponsor.

**Youth Adventures** provides interpretive mountain bike rides to organizations that serve disadvantaged, inner city or at-risk youths from ages 8-17 and are held 2-3 times a month in the Santa Monica

Mountains National Recreation Area.

Our **Trail Crew** is deployed at least once a month to build and maintain trails. Due to park budget cuts, almost all trail maintenance is conducted by volunteer groups. CORBA members have volunteered thousands of hours to benefit local parklands by building new trails and maintaining existing trails for the entire community to enjoy. In 2008 alone we worked on over 100 miles of trails.

**Free Monthly Mountain Biking Skills and Back Country Preparedness Clinics.** More than 3,500 people have learned proper bike handling, trail etiquette, and how to be a valuable member of the mountains community.

**Free Guided Recreational Mountain Biking Rides.** Every week, CORBA organizes group rides to encourage people to get out and ride in a safe and social atmosphere at a variety of locations.

Our **Advocacy Work** keeps trails open and accessible for mountain biking, and works to create new trail recreation opportunities. Our advocacy efforts have given a voice to the issues that affect mountain bikers as well as hikers and trail runners. CORBA serves as a hub, keeping the Los Angeles area mountain biking community informed and in touch.

## DEMOGRAPHICS – YOUR AUDIENCE

Mountain biking recreation attracts people from all walks of life and is poised for growth in Southern California as younger riders enter the sport, and more people turn to cycling as a stimulating way to exercise and achieve good health and fitness. Mountain bikers include people

of all ages, with the largest age group being 25 to 54. Cyclists enjoy the "good life" from a varied palette of outdoor experiences and travel, to a busy social and cultural calendar.

- **The average household income is \$91,938\***
- **The average individual income of cyclists is \$61,072\***
- **61% are married\***

\*source: MRI Double base, 2008

Additionally, *Bike* magazine readers spent an average of \$1,787 on their last mountain bike and \$1,100 on bike clothing/equipment, and 86% made an online purchase last year. Cycling is America's largest lifestyle sport and is enjoying a period of unmatched vitality (*Bicycling Magazine*, 2009). No-

where in the Los Angeles area will you find this targeted demographic for you to contact and display your products and services in one location.



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## MEDIA AND MARKETING

**Internet:** Ongoing promotion via our Web site, regular e-blasts with event updates, listing in online event directories and more!

**Advertising:** Print advertising in local cycling and fitness magazines, including *Dirt Rag* and *Southern California Bicyclist*, listing in regional event calendars, online advertising with lifestyle related web sites, and more!

**Direct mail/P.O.P:** Postcards and fliers are distributed to our general mailing list; in-store fliers and posters displayed in local bike shops and sporting goods stores, and more!

One of the largest Mountain Bike events in So Cal!





# SPONSOR LEVELS

## SPONSORSHIP AND EXHIBIT SUPPORT

Any sponsor can select from many events for exclusive sponsorship. This will provide an excellent opportunity to stand out from the exhibit area and be recognized as a valued supporter of CORBA.

Events include:

• *Poker Ride* • *Skills Class* • *Skills Features* • *Wheelie Contest* • *Hill Climb Contest* • *Kids Bike Rodeo* • *Bike Limbo Contest* • *Log Pull Contest*

This year we have enhanced our sponsorship opportunities by adding a **Presenting Sponsor** in an effort to grow the festival and align ourselves with a savvy, fitness-conscious brand that speaks to the adventurer in all of us. We have also included additional sponsorship opportunities for your business to gain increased levels of exposure.

To our past supporters, you may notice that exhibiting fees have increased this year. Previously, we accepted more product donations for the raffle in order to keep exhibiting fees down. As the raffle ran longer it diminished exhibitors' face time with participants. We adjusted the formula so participants will have more time to mingle with exhibitors. However, we encourage you to offer products for sale at your booth, which will add value to your experience. Exhibition hours are from 8:30 a.m. to 4:00 p.m.

### ALL SPONSORSHIPS INCLUDE:

- Logo recognition on all event-related graphics: print advertisements, flyers, T-shirts, posters, post-cards
- Banner placement at the location of sponsored activity, where applicable
- Logo recognition and link on Fat Tire Fest home page
- One Goodie Bag insert
- Logo recognition in the *Terra Times* print newsletters. *Terra Times* has a circulation of 1,500 including placement at local bike shops and REI stores and is posted online into perpetuity
- Recognition in e-newsletters and e-mail blasts that address the FTF, before and after the event
- Company name mention when donated product is raffled off

## PRESENTING SPONSOR

**\$10,000** Get maximum exposure with the FTF audience. Your company will receive top billing on all promotional and advertising materials.

- Recognition as exclusive Presenting Sponsor
- Prominent logo recognition on all event-related graphics: print advertisements, flyers, T-shirt, posters, postcards
- Prominent logo recognition and link on Fat Tire Fest Web site
- Two exclusive e-mail blasts announcing your company as Presenting Sponsor and showcasing your products/services (one pre-event and one post-event)
- Written recognition in all press releases
- Prominent logo recognition on Goodie Bag, plus two bag inserts. (Bags to be supplied by Presenting Sponsor, or make other arrangements with CORBA)
- Verbal recognition in opening remarks, during the event and closing remarks
- Opportunity for representative to make remarks/announcement during the event
- Includes special thank you write-up featuring sponsor, as above
- 20x20 exhibit space – Prime Location
- Priority Banner Placement
- Eight complimentary event registrations including lunches

## GOLD SPONSOR

**\$3,500** Get excellent exposure with the FTF audience. Your company will receive exclusive promotional opportunities at specific venues and premium billing on all promotional and advertising materials.

**Parking Sponsor** has exclusive opportunity to distribute marketing collateral at entry kiosk (some event participants will receive discounted parking). Discounted parking will be widely promoted as "provided by (your company)"

**Lunch Sponsor** has opportunity to set banner and have an employee-attended kiosk in lunch area. Lunch will be widely promoted as "provided by (your company)"

- Verbal recognition in opening remarks, during the event and closing remarks
- 10x20 Exhibit Space – Prime Location
- Priority Banner Placement
- Four complimentary event registrations including lunches

## SILVER SPONSOR

**\$1,500** Get great exposure with the FTF audience. Your company will receive priority billing on all promotional and advertising materials.

- Opportunity for representative to make remarks/announcement during the event
- 10x20 exhibit space – Prime Location
- Priority Banner Placement
- Four complimentary event registrations including lunches

## BRONZE SPONSOR

**\$500** Our most affordable sponsorship level offers you great advertising opportunities and exposure with the FTF audience.

- Banner/signage placement at the location of sponsored activity. Opportunity for company representative to make contact at sponsored activity
- 10x10 exhibit space
- Four complimentary event registrations including lunches

## EXHIBITORS

- 10x10 exhibit space (**\$175**), includes two complimentary lunches or
- 10x20 exhibit space (**\$300**), includes four complimentary lunches

**Join us October 25!**

For sponsorship opportunities contact our FTF coordinator today!

(818) 206-8213

ftf@corbambt.com

www.fattirefest.com





# ADDITIONAL OPPORTUNITIES

## PRO MOUNTAIN BIKER

Each year we offer a clinic and ride with a pro MTB rider. Previous pro riders have included Tinker Juarez, Marla Streb and Kathy Pruitt. If your company sponsors a pro rider team member who would be available to attend



for the day, please contact our FTF coordinator. CORBA can provide accommodations, meals and transportation assistance.

## RAFFLE DONATIONS

We appreciate raffle donations by sponsors, exhibitors and companies who are unable to attend the event. Donors unable to attend will have their logo posted on the Fat Tire Fest Web site with an active link. We request that our exhibitors and donors donate appropriate, quality items for the raffle and auctions which include, but are not limited to, bikes and related gear and services (a portion of your contribution may be tax deductible). You may attach your company card or brochure to ensure the winner knows where the product came from. Please fill out the

enclosed donation form and either mail it in with the exhibitor fee or bring it with you to the event. Raffle donations may be shipped in advanced (see address below), or brought to the event, but please remember to include the form with your items so we have a record of your donation and can acknowledge you.

## GOODY BAGS

The Presenting Sponsor will provide 500+ Goody Bags. Any company – exhibiting or not – can provide items for the goody bags (subject to item approval). Goody bag contributors must supply items for the bags by October 16 (see below).

# GUIDELINES

The final deadline to register for the 2009 Fat Tire Fest is Friday October 16, 2009. We encourage exhibitors and sponsors to mail in their payment and Sponsorship/Donation Form as soon as possible to secure your desired placement. Additionally, the sooner you register, the more advertising and visibility your company achieves as an event supporter. You may also register online at [www.fattirefest.com](http://www.fattirefest.com) and follow the instructions on the enclosed sponsorship form.

## DEADLINE FOR ADVERTISING

### PRINT

Available for sponsors only. Print advertising deadline is August 1. Deadline for artwork to be included on flyers, posters, post cards, T-shirts and publications is August 21st.

### WEB

Sponsors will have their logos posted on the Fat Tire Fest home page and linked to their Web site once payment has been received. Photos of donated bikes and donor acknowledgment will also be posted on the event Web site. You can register as late as October 16, but the earlier your payment is received, the more advertising you will be included in.

### BANNER PLACEMENT

Available all for sponsors. Banners must be delivered at least one week prior to the event (see below). Priority banner placement will be according to highest visibility and space availability. As the date approaches, you will be updated with details and any new exhibitor information, parking, events, etc.

*Thank you for your participation and support of CORBA and mountain biking recreation in Los Angeles and the surrounding areas. We hope to see you October 25th.*



## CONTACT INFORMATION [www.fattirefest.com](http://www.fattirefest.com)

### For sponsorship and exhibition opportunities:

Contact our FTF coordinator  
(818) 206-8213  
[ftf@corbamtb.com](mailto:ftf@corbamtb.com)

### Send raffle donations, goody bag insertions, banners and other materials to:

CORBA Fat Tire Fest  
1525 Goodman Ave.  
Redondo Beach, CA 90278

### Advertising Materials:

E-mail art work directly to our graphic designer at: [jim@asylumdesign.com](mailto:jim@asylumdesign.com). A high resolution digital file (pdf or eps file preferred in CMYK and black & white formats) of your current logo is required.



[www.corbamtb.com](http://www.corbamtb.com)  
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