

THE LBJ 100: A RIDE TO PRESERVE HISTORY
SATURDAY, APRIL 4, 2020



**HOSTED BY THE FRIENDS OF
LYNDON B. JOHNSON NATIONAL
HISTORICAL PARK**

SPONSORSHIP OPPORTUNITIES

ABOUT THE FRIENDS



The Texas White House at the LBJ Ranch, Stonewall, TX. NPS photo.

The **Friends of Lyndon B. Johnson National Historical Park** work in partnership with the **National Park Service** to invest resources in three key areas of the Park, a national treasure nestled in the heart of the Texas Hill Country: **education, preservation, and restoration.**

Founded in 2007 with the support of Mrs. Johnson and daughters Luci Johnson and Lynda Johnson Robb, the Friends invest in educational and interpretive programs, research and conservation planning, and projects that improve and enhance the Park for generations to come.

Everything we do is in support of the lasting legacy of President and Mrs. Johnson, reflecting their passion for the Hill Country and devotion to the preservation of natural resources.

EDUCATION. PRESERVATION. RESTORATION.

ABOUT THE RIDE



The **LBJ 100** serves as the Friends' single biggest fundraiser annually, raising awareness and financial resources year after year.

Our mission:

To provide a signature cycling experience in the breathtaking Texas Hill Country, where riders can demonstrate their endurance and passion while raising crucial funds to help preserve and protect the LBJ National Historical Park.

EDUCATION. PRESERVATION. RESTORATION.

ABOUT THE EXPERIENCE



Now in its 13th year, the **LBJ 100** stands as a premier annual cycling event in Texas, drawing **1,265 participants from 26 states in 2019** alone. Many cyclists kick off their spring riding season with the LBJ 100 - and who could blame them?

Riders can enjoy one of four fully-supported routes:

- | | |
|------------|------------|
| ✓ 62 miles | ✓ 42 miles |
| ✓ 30 miles | ✓ 10 miles |

Post-ride offerings include a catered meal, beer, and wine.

New for 2020: VIP Upgrade with select parking options.

In a 2019 post-ride survey, participants rated the quality of the LBJ 100 ride routes 4.78 out of 5.0

EDUCATION. PRESERVATION. RESTORATION.

BECOME A SPONSOR: LANE 1

Sponsorship Levels

\$10,000 Post-Ride Meal Sponsor

Sponsorship Benefits

- Registration for 10 cyclists
- 10 commemorative 2020 jerseys
- Logo on jersey
- Recognition on Tour website
- Recognition at the Tour site on ride day

\$5,000 Commemorative Jersey Sponsor

- Registration for 5 cyclists
- 5 commemorative 2020 jerseys
- Logo on jersey
- Recognition on Tour website
- Recognition at the Tour site on ride day

\$2,500 Supplies Sponsor

- Registration for 3 cyclists
- 3 commemorative 2020 jerseys
- Recognition on Tour website
- Recognition at the Tour site on ride day

\$1,000 Support & Gear Sponsor

- Registration for 2 cyclists
- 2 ride t-shirts
- Magnetic sign w/logo on SAG vehicle
- Recognition on Tour website
- Recognition at the Tour site on ride day

\$500 Tour Supporter

- Registration for 1 cyclist
- 1 ride t-shirt
- Recognition on Tour website
- Recognition at the Tour site on ride day

\$250 Tour Donor

- Recognition on Tour website
- Recognition at the Tour site on ride day

BECOME A SPONSOR: LANE 2

We are pleased to offer an exciting new sponsorship opportunity for 2020:

Rest Stop Sponsorships

- ✓ Ideal for businesses big or small
- ✓ Beautiful surroundings for employee team building & community engagement
- ✓ Support fellow employees participating in the ride
- ✓ Enjoy promotional opportunities at your rest stop & throughout the tour site

A committed team of 4-6 volunteers are ideal for various shifts throughout the day.

- ✓ Supplies for riders are provided - just sponsor, distribute, and have fun!
- ✓ Discounts available for ride registrations

Sponsorship Levels

\$5,000 Signature

\$2,500 Supporting

\$1,000 Team Player

Sponsorship Benefits

At your rest stop: pop up tent, tables, port-a-potty and supplies provided for riders and your volunteers. Promotional benefits vary based on sponsorship level, but can include: custom flags and banners at your stop, professional photos, recognition on the tour site and logo and reciprocal link on the Friends website.



★ A RIDE TO PRESERVE HISTORY ★

CONTACT US

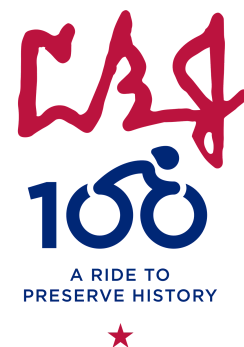
**For more information on the LBJ 100: A Ride to Preserve History
or how to become a 2020 sponsor, please contact:**

Maria Longley
Development Coordinator
Friends of LBJ National Historical Park
P.O. Box 1831
Johnson City, TX 78636
maria.friendsoflbj@gmail.com

LBJ 100 website: <http://www.lbj100.bike/>



Members of the Texas 4000
Team, March 2019



Luci Johnson, center, with
2019 participants

*All ride photos courtesy of
Michael Johnson*

