



2019 SPONSORSHIP OPPORTUNITIES

A Fundraising Event for the National Park Service at the Lyndon B. Johnson National Historical Park

Starting and ending on the famed LBJ Ranch, the routes take riders under majestic live oaks, past historical landmarks that figured prominently not only in the Johnson family history, but also in U.S. presidential history. See the descendants of President Johnson's famed Hereford cattle herd as you exit the Ranch. Thereafter, it's on to spectacular Hill Country cycling – on smooth-surfaced ranch-market roads and bucolic country lanes that will take you back in time. Visit rural, historic Gillespie County schools that do duty as rest stops on this scenic tour.

This is truly a "**Ride to Preserve History.**"

Our 36th President loved his ranch. He often conducted presidential business under the spreading oak trees, and he sought solace here from the rigors of the presidency. As President Johnson told visitors to his beloved Hill Country ranch, "All the world is welcome here!" We want riders in the LBJ 100 Bicycle Tour to feel the same warm welcome and sense of Presidential history as those who came before them.



Sponsorships create an opportunity for you to reach over 1,500 cyclists and their friends and family members that attend the event while enhancing the ride and supporting the National Park Service.

We offer a variety of sponsor packages and are also happy to discuss any custom packages.

Sponsorship Contact:
Shirley James
sjames@austin.rr.com



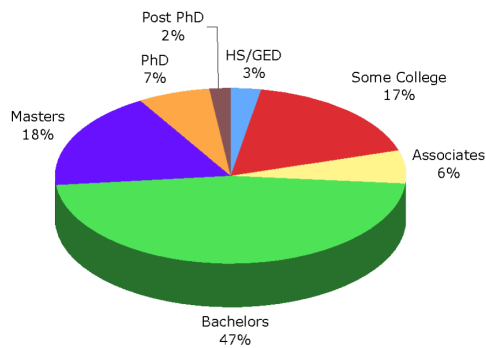
Sponsor Levels	Sponsor Benefits
\$10,000 Post-Ride Meal Sponsor	<ul style="list-style-type: none"> • Registration for 10 cyclists at the Tour • 10 2019 LBJ 100 commemorative jerseys (size and gender specified by sponsor) • Recognition of sponsor on Tour website • Recognition of sponsorship at the Tour site on ride day • Social media campaign tagging your business/brand
\$5,000 Commemorative Jersey Sponsor	<ul style="list-style-type: none"> • Registration for 5 cyclists at the Tour • 5 2019 LBJ 100 commemorative jerseys (size and gender specified by sponsor) • Recognition of sponsor on Tour website • Recognition of sponsorship at the Tour site on ride day • Social media campaign tagging your business/brand
\$2,500 Rest Stop Supplies Sponsor	<ul style="list-style-type: none"> • Registration for 3 cyclists at the Tour • 3 2019 LBJ 100 commemorative jerseys (size and gender specified by sponsor) • Branded signage at each rest stop indicating "food and drink made possible by Your Business/Name." • Recognition of sponsor on Tour website • Recognition of sponsorship at the Tour site on ride day • Social media campaign tagging your business/brand
\$1,500 Rest Stop Title Sponsor (Limited Availability)	<ul style="list-style-type: none"> • Registration for 3 cyclists at the Tour • 2 2019 LBJ 100 commemorative jerseys (size and gender specified by sponsor) • Branded signage at respective rest stop "This rest stop made possible by Your Business/Name." • Social media about rest stop partnership tagging your business/brand. • Recognition of sponsor on Tour website • Recognition of sponsorship at the Tour site on ride day
\$1,000 Support and Gear (SAG) Sponsor	<ul style="list-style-type: none"> • Registration for 2 cyclists at the Tour • 1 2019 LBJ 100 commemorative jerseys (size and gender specified by sponsor) • Magnetic signs with sponsor logo on SAG vehicles • Recognition of sponsor on Tour website • Recognition of sponsorship at the Tour site on ride day
\$500 Tour Supporter	<ul style="list-style-type: none"> • Registration for 1 cyclist at the Tour • Recognition of support on Tour website • Recognition of sponsorship at the Tour site on ride day
\$250 Tour Donor	<ul style="list-style-type: none"> • Recognition of donation on Tour website • Recognition of sponsorship at the Tour site on ride day

* **NOTE:** In order for sponsor's logo to be included in Sponsor Recognition at the Tour site on ride day, sponsor's logo and donation must be received by **March 1, 2019**.

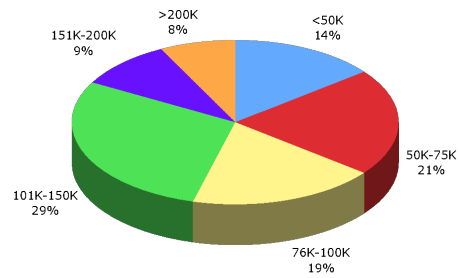


Who is participating:

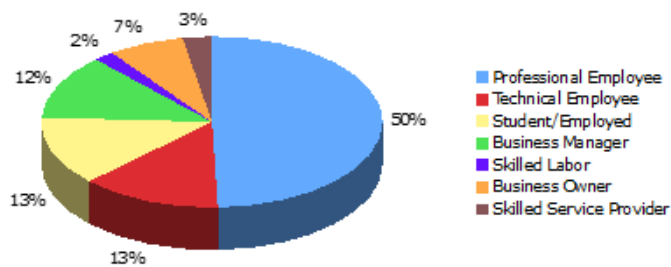
EDUCATION



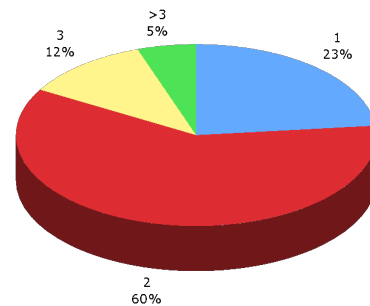
INCOME



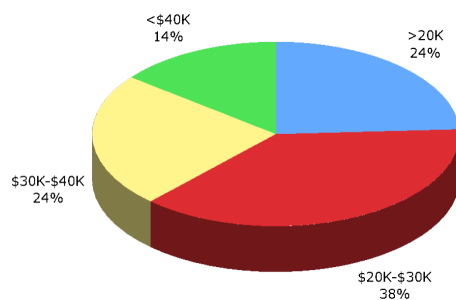
OCCUPATION



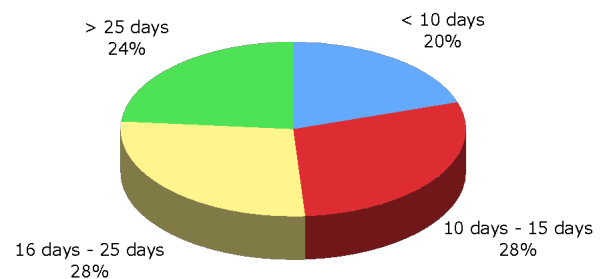
NUMBER OF HOUSEHOLD VEHICLES



MOST EXPENSIVE HOUSEHOLD AUTO



YEARLY VACATION DAYS





Aide station signage



Jersey branding



Social media promotions



Atmosphere

