

BAJA BIKE RACE

BAJA BIKE RACE IS A 73 MILE RACE AND FUN RIDE THROUGH BAJA WINE COUNTRY. THE ROUTE TAKES YOU ON A JOURNEY FROM THE CITY OF TECATE TO THE CITY OF ENSENADA BAJA CALIFORNIA MEXICO. WITH OVER 4000 FEET OF CLIMBING AND A \$3000 PRIZE PURSE, WE ATTRACT BOTH RECREATIONAL AND COMPETITIVE CYCLISTS COMING FROM ALL OVER THE WORLD. WE STRIVE TO PROVIDE A SUPERIOR EXPERIENCE WITH HIGH QUALITY SERVICE! WE LOOK FORWARD TO PROMOTING YOUR BRAND, STORY AND LIFESTYLE!

BASED IN SAN DIEGO, CA // VETERAN OWNED // AMERICAN OWNED

A MESSAGE FROM OUR RACE DIRECTOR



Joshua Poe
Founder/CEO

I would like to thank you for your interest in becoming a sponsor! This marks the 3rd year for Baja Bike Race: Cycling Tecate to Ensenada. Our event was created to bring back the largest and most infamous cycling ride in the history of Baja California Mexico: The Monday International (ended 1993). This ride attracted over 15,500 cyclists at its peak. Over the years, many people have been asking if the ride would ever come back. With my love of cycling and Mexico I decided it was time to bring it back. The course takes you through the Valle De Guadalupe, which is Mexico's most distinguished wine region. Often being referred as the "world's hottest up and coming wine regions." In effort to interest more cyclists, we decided to make it a race instead of just a ride. Being a race, we included \$3000 in prize money for the overall 1st, 2nd, and 3rd place finishers (split evenly between men and women) and award all top 3 age group category finishers a trophy. Although we encourage competition, recreation cyclists are also encouraged to enjoy the first class route through the Baja wine valley at their pace.

This event is made possible by the generous support of sponsors such as yourself. Be a part of history while we build this event back to where it was. I look forward to providing a first class service to you.

SPECIAL THANKS TO OUR 2018 SPONSORS!



SAN NICOLAS
HOTEL & CASINO



POEBUILT
● METAL FABRICATION ●
WOOD CRAFT

FULLY SUPPORTED BY:





Event Dates

- Race Day: Sunday October 5, 2019
- Packet Pick Up: October 4, 2019

Location

- Start: Tecate B.C. Mexico
- Finish: Ensenada B.C. Mexico

Projected Attendance

- 1000+ Cyclists (Professional and Recreational)
- 2000+ Spectators

Post Race Fiesta

- Vendors
- Event sponsors
- Live Music
- Cycling, sports and fitness industry representatives
- Product sales and demos / Local Businesses
- Children fun area
- Interactive games
- Raffle

Marketing Promotions

- Cycling Industry Publications (National and International)
- Direct distribution via flyers and posters 21,000+
- Radio, television, website and internet

Media Coverage

- Regional (San Diego and Baja California) network television and news coverage, website and internet

Promotions

- Press release sent to industry and sport publications including major TV networks affiliates in the San Diego, and Los Angeles area including, ABC, NBC, CBS, FOX, Univision, Estrella, MyTV, and News8.
- Print advertising in local and regional newspapers.
- Billboard in Baja California Mexico.
- Ads on city busses
- Event Posters (1000+) and flyers (20,000+) displayed and disbursed across Baja California, and United States (California, Washington, Oregon, Arizona, Nevada, Chicago in 2016)
- Baja Bike Race website (www.bajabikerace.com) available year around; Over 50,000 hits in 2016 with links and information on sponsors, accommodations and media websites.

2019 Race Sponsorship Benefits and Opportunities

	Presenting Sponsor	Gold	Silver	Bronze	Vendor	FOOD VENDOR
	\$10,000	\$5,000	\$3,000	\$1,000	\$150	\$125
Listed as presenting sponsor	X					
Verbal recognition at the opening and closing ceremonies	X	X				
Logo on volunteer/staff tshirts (Large)	X					
Logo at start and finish line	X	X				
Logo on official race jersey	X	X				
Logo on official race t-shirt	X	X	X			
Logo on official race poster and flyer	X	X	X			
Opportunity to supply banners for display at finish line area.	10	4	2			
Logo placement on all sponsor banners where applicable	X	X	X			
Complementary race entries	10	5	3	2		
Logo Inclusion on Baja Bike Race website	X	X	X	X		
Opportunity to insert collateral in goodie bag	X	X	X	X		
Mentions on Social Media as Sponsor	X	X	X	X		
Recognition in official race program	X	X	X	X		
10'x20' vendor space at pre-race expo/finishline	X	X				
10'x10' vendor space at pre-race expo (TBD)	X	X	X	X	X	
10'x10' vendor space at finishline fiesta.	X	X	X	X	X	X

*** All product donation or combination of product /cash sponsors will be determined by a case by case basis depending on their values.

*** For questions contact: EMAIL: sponsorships@bajabikerace.com PHONE: US: (858) 255-1322



www.BajaBikeRace.com

RAFFLE / BENEFICIARY

We will be raffling off many products and all proceeds will be going to Hope Sports.

Hope Sports is devoted to a two-pronged mission: 1) To engage professional athletes in community service, providing them with an opportunity to connect meaningfully to a world beyond their athletic career, and 2) To build homes for low-income families in Baja California. Their program joins its two major themes by bringing together teams of active and recently retired professional athletes who provide the manual labor to build homes for the poor. Through their collective efforts, individual athletes and sports teams collaborate on projects that inspire them live with a greater purpose and heart of service.

Community: We bring athletes together for a shared purpose over the course of one weekend. Our trips are perfect for teams looking to deepen relationships and enhance communications.

Purpose: We help athletes live purpose driven lives and to be people who leave a legacy and make a difference in the world. We encourage purpose based identity.

Identity: In one weekend athletes will build a home for a family in need and forever be impacted. In giving hope to others, athletes receive more than they give.

Hope Sports builds homes to provide immediate impacts in six areas:

1) Financial: Throughout Latin America, the typical cost of a home is 5.4 times higher than working families' average wages and 30% of all families live in dwelling crudely constructed from scrap materials, plastic and rubbish.

2) Educational: A child without a home is three times more likely not to attend school with direct consequences for future employability and self-reliance. The poorest children are, tragically, practically predestined to repeat the cycle of poverty into which they are born.



3) Health: Homeless children are twice as likely to suffer from asthma and other chronic health conditions. Simply moving from dirt to a concrete floor reduces the rate of chronic childhood diarrhea by 43%.

4) Social: Children without shelter suffer anxiety, depression, social withdrawal and a variety of accompanying mental health issues at vastly higher rates than the norm. Homeless children are twice as likely to experience persistent hunger and four times as likely to have delayed development. These and other issues affect homeless children's ability to form and keep peer relationships and also prevent those children's integration into mainstream society.

5) Emotional: Homeless children have higher rates of self-harm and exhibit difficulty forming trusting relationships with adults and with other children. The real impact of a childhood without adequate shelter and personal security is manifest in emotional complications that can last a lifetime.

6) Functional: Families struggling to keep their children safe, warm and dry at night have little opportunity to prepare for or invest in a brighter future. Providing adequate housing for a family allows its adults to seek and retain better employment and provide greater long-term support for themselves and their children.

In addition, Baja Bike Race will be donating additional funding to support the cause.



Uniting athletes
to bring hope.