



ORGANIZED BY

ROTARY CLUB OF SANTA ROSA

JUNE 25, 2022

WWW.GIROBELLO.COM FOR MORE INFORMATION



Dear Business Leader,

Every year the Rotary Club of Santa Rosa and our Foundation makes a positive difference in our community. You can help by choosing to be a sponsor of our annual Sonoma County cycling event, the Giro Bello (www.giobello.com). This “beautiful ride” funds our club’s charitable projects, here in Sonoma County and internationally.

We have four levels of sponsorship packages, as detailed in the enclosed sponsorship commitment form. You can select the level of participation that best meets your needs, and be secure in the knowledge that your sponsorship fee will be used exclusively to help your local Rotary Club and our Foundation fund such worthwhile projects as the examples listed below.

For our children:

- Over \$40,000 in college scholarships for SRJC transfer students. www.santarosarotary.com/foundation
- Free dictionaries to every 3rd-grade student in the Santa Rosa public school system.
- NewGen Peacebuilders, local club members mentoring high school students through a program teaching conflict resolution and peace creation.
- Children’s Christmas program, providing holiday cheer and support for underserved children in Santa Rosa.

For our community:

- Over \$50,000 in grants to local non-profit organizations, including The Living Room (www.thelivingroomsc.org), the LIME Foundation (www.thelimefoundation.org), the YWCA (www.ywasc.org) and the YMCA (www.scfymca.org).
- Financial and hands-on support of the Pepperwood Preserve, helping to redevelop the native grasses to fire ravaged areas. www.pepperwoodpreserve.org
- Financial and hands-on support of the Redwood Empire Food Bank. www.refb.org
- Hands-on support of the Salvation Army, packing, preparing, and distributing food for families, and school supplies and gifts for underserved children. www.santarosa.salvationarmy.org

For our world:

- Partner with Rotary International for the worldwide eradication of polio. www.rotary.org
- Partner with Project Amigo and Amigos de Guatemala, providing youth development, education, and scholarships in Colima, Mexico and Quiché, Guatemala. www.projectamigo.org and www.amigosdegutemala.org
- ShelterBox USA, in support of disaster relief for Haiti earthquakes and Tonga volcanic eruption www.shelterboxusa.org
- Support for a variety of telemedicine, sanitation, nutrition, and hygiene projects in Nepal, Philippines, and many countries throughout the African continent.

Thank you in advance for your willingness to make a difference in our community by supporting the efforts of the Rotary Club of Santa Rosa. Please feel free to contact me with any questions.

Ann Gospe
2022 Sponsorship Chair
707-495-3239



Why Advertise to the Cycling Market?

Branding your product or service through a cycling event connects you to a wealthy, educated, health-conscious buyer.

The average US cyclist is young and affluent.

- 85% are between the ages of 25-54
- 63% are professional managers
- 90% have attended college
- 39% have post-college degrees
- 52% rate their brand loyalty as high
- Cyclists have an \$80,000 median household income

Why Choose to Sponsor the Giro Bello?

100% of your donation money supports projects of the Rotary Club of Santa Rosa and its Foundation.

A few of these ongoing projects include:

- Dictionaries for local third-grade students
- College scholarships for SRJC transfer students
- NewGen Peacebuilders high school mentoring program
- Holiday programs and gifts for disadvantaged children & seniors
- Shelter Boxes for disaster relief
- Rotary International polio eradication program
- Various clean water, telemedicine, education, and hygiene programs worldwide



Sponsorship Packages

Platinum Rest Stop Level:

The Rest Stop sponsorship is our premier sponsorship. It will include a 3'x5' banner of your company logo prominently displayed at one of our six rest stops, plus all of the benefits of a Gold Level sponsorship. You will need to supply us with your "camera-ready" artwork for the banner.

- **\$2,500 donation (minimum)**

Gold Level:

The Gold level sponsorship is reserved for those businesses who wish to obtain a unique and prominent presence throughout the pre-event promotion, during, and after this fundraising event.

- Prominent signage presence at registration, lunch stop, and end-of-ride gathering
- Complimentary ride entries (up to 6)
- Promotional material (i.e. flier, product sample, etc) presence in rider Swag Bag
- Prominent logo presence on the promotional website, and mentions on Facebook and Twitter accounts
- **\$1,500 donation (minimum)**

Silver Level:

Silver level sponsors receive strong positioning as both a business and their intention to aid the community, a great way to be seen throughout the ride as well as at post-event activities.

- Signage presence at registration and end-of-ride gathering
- Complimentary ride entries (up to 4)
- Promotional material (i.e. flier, product sample, etc) presence in rider Swag Bag
- Logo presence on the promotional website, and mentions on Facebook and Twitter accounts
- **\$1,000 donation (minimum)**

Bronze Level:

Bronze level sponsorship allows for flexibility. This entry-level sponsorship package will deliver a solid representation to event participants and all event attendees.

- Signage presence at registration and end-of-ride gathering
- Complimentary ride entries (up to 2)
- Promotional material (i.e. flier, product sample, etc) presence in rider Swag Bag
- Logo presence on the promotional website, and mentions on Facebook and Twitter accounts
- **\$500 donation (minimum)**

For more information: visit www.giobellobello.com or contact Ann Gospe, 2022 Sponsorship Chair, anngospe@gmail.com



SPONSORSHIP PACKAGE LEVEL

- PLATINUM \$2,500
 GOLD \$1,500
 SILVER \$1,000
 BRONZE \$500

All sponsorship levels include riders and Event Signage with Logos
 Please CHECK those you will be taking:

Yes No Logo on website, Facebook, Twitter (PNG format) (ASAP)

Circle the number of riders

- | | | | | | | |
|--|---|---|---|---|---|---|
| Bronze Sponsor - Two Complimentary Riders: | 1 | 2 | | | | |
| Silver Sponsor - Four Complimentary Riders: | 1 | 2 | 3 | 4 | | |
| Gold Sponsor - Six Complimentary Riders: | 1 | 2 | 3 | 4 | 5 | 6 |
| Platinum Sponsor - Six Complimentary Riders: | 1 | 2 | 3 | 4 | 5 | 6 |

Yes No Platinum Sponsor - Personalized Rest Stop 3'x5' Banner

Please enter Swag Bag advertising materials or In-Kind Donations here:

Swag Bag or In-Kind delivery arrangements:

DELIVERY DATE

___/___/___

CONTACT INFORMATION

Company

Sponsor Contact

Phone

Fax

Email

Sponsorship Agreement

_____ /_____/_____
 * Authorized Signature Title Date

- I wish my sponsorship to be a business deduction and to receive the benefits offered. **Make check payable to: Rotary Club of Santa Rosa**
- I wish to make a charitable donation to the Foundation and receive sponsor benefits (the value of which are not tax-deductible) **Make check payable to: Rotary Club of Santa Rosa Foundation**
- I wish to make a 100% charitable donation to the Foundation, for which no benefits are offered or received. **Make check payable to: Rotary Club of Santa Rosa Foundation**

Please mail check to: Andrea Geary
 Giro Bello Treasurer
 2121 Grace Dr.
 Santa Rosa, CA 95404
 Please return form and logo to Ageary@sonic.net



COMPLIMENTARY RIDER REGISTRATION

You will receive an email from our Registrar with a code to give to your complimentary riders. This code will result in a zero charge on the registration website. All riders will be asked to sign an online waiver and, thus, need to register directly.

Please refer them to our website: www.giobello.com

Thank you very much for sponsoring our Giro Bello. Your donation will be used exclusively for the charitable projects of the Rotary Club of Santa Rosa and our Foundation.

Here is an example of information that will be asked of your comp riders during registration:

- Name
- Phone
- Email
- Ride Choice:
 - Fun (50K/31 miles)
 - Metric Century (100K/62 miles)
 - Century (100 miles)
- Emergency Contact & Phone