



**48th Annual
Great Western Bicycle Rally
Memorial Day Weekend
May 25 - 28, 2012**

Goodie Bag and Raffle Donation

About the Rally:

The Great Western Bicycle Rally is held every May on Memorial Day weekend at the Paso Robles Event Center in the scenic setting of Paso Robles, CA. The Rally is a unique event in that it offers a variety of activities and rides for all levels of cyclists. Rally participants may choose rides ranging from 10 miles to 100 miles each day. Included in the Rally Fee are time trial and hill climb competitions, a kids bicycle rodeo and family activities, a wine and cheese social and "Best of Bike Show" competition, a 2-day vendor marketplace, bike swap and numerous other activities and services. For those that do not wish to participate the entire weekend, one-day rides are available that will include road support and rest stops. These are the "Women's Only Ride" called Velo de Femme on Saturday and on Sunday, The Great Western 100 Century and Metric Century

Families, bicycle clubs, boy and girl scouts, groups of friends and individual cyclists come each year to participate in the Rally activities and to enjoy scenic cycling on miles of country roads amid countless native oaks, vineyards and incredible coastal views. They come primarily from California, and because Paso Robles is half way between the San Francisco Bay Area and Los Angeles; the Rally is able to draw participants from both areas. Approximately 1500 - 1700 cyclists will be attending the 2012 event.

Why Participate?

The Rally provides all ages and abilities of cyclists the opportunity to participate in a wide variety of rides and activities that suits their desires and abilities whether it is recreational or competitive. Because it is a three day event The Rally can provide more exposure and opportunities for our sponsors to tell their message to a varied audience whether it is through special events, classes and meetings during the Rally, or product sales and samples or signage. Rally marketing is done through strong relationships with bicycle clubs, marketing at other popular bicycle events, distribution of brochures through bicycle shops and Internet marketing.

Rally "Goodie Bags"

The Rally provides each participant with a "goodie bag" containing product samples and literature that are donated to the Rally for promotional purposes. We stuff approximately 1500 bags.

Add Your Promotional Flyer to the Great Western Bicycle Rally Goodie Bag.

Want to promote your event, service or product to a wide variety of recreational and serious cyclists? Send us 1500 pieces and we would be glad to add it.

BRDAA Members: no charge

Non-Profits: \$50.00

Profit Organization: \$75.00

Rally Raffle Prizes

Every Rally participant receives a raffle ticket. Product donation of \$100 or more is requested.

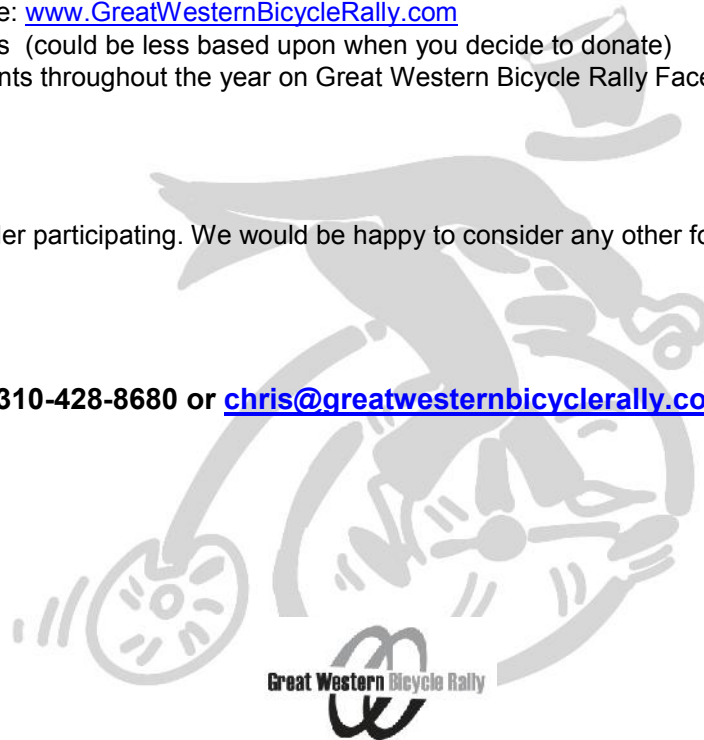
What Do You Get In Return?

By donating either raffle prizes (total value of \$100 or more) or 1500 pieces for the Goodie Bags, you will receive the following:

- Mention in the Rally booklet given to every participant
- Announcements during the Rally and during the Awards and raffle gathering
- Signage near the Rally headquarters listing you as a Rally donor
- Link on Rally website: www.GreatWesternBicycleRally.com
- Link on 6 newsletters (could be less based upon when you decide to donate)
- Periodic endorsements throughout the year on Great Western Bicycle Rally Facebook page

We hope that you will consider participating. We would be happy to consider any other forms of participation that you may suggest.

Contact Chris Merrill at 310-428-8680 or chris@greatwesternbicyclerally.com if you would like to participate.



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