



CITY OF EL MONTE

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City Manager's Office

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Dear El Monte Supporter :

The Great 2009 El Monte Bike Rally
"A Tour of Two Rivers"
INFORMATION AND SPONSORSHIP OPPORTUNITIY

The City of El Monte will be hosting a combination Bike Rally, Health and Fitness Expo, Bike Safety and Fundraiser for the American Diabetes Association to be held **Saturday, May 16, 2009**. This first-of-its-kind Bike Rally and Expo will help the City draw attention to:

- Cycling as a form of local outdoor exercise, family fun and entertainment
- Cycling as a form of transportation
- Cycling as a tool to promote long-term health for kids who cycle into adulthood
- Cycling safety for kids and safe routes to schools
- Transportation and vacation options for cyclists (MetroLink, AmTrack, etc.)
- Develop El Monte as a destination site for cyclists
- Reinforce El Monte as an environmentally conscious community
- The Emerald Necklace Bicycle Route circumnavigating El Monte
- Healthy life styles and nutritious diets
- Diabetes as a health risk, especially for youth

The Rally will begin Saturday, May 16, 2009 at 9:00 a.m. at Pioneer Park (on Santa Anita Avenue), and will head north around the "Emerald Necklace" River Loop, east through City streets, then head south along the San Gabriel River, West through Whittier Narrows, then North along the Rio Hondo River back to Pioneer Park. The 16-mile ride will conclude with a healthy lunch and a Health, Fitness, Safety and Transportation Expo at Pioneer Park, in which your organization may want to participate. Entry fee for Rally Riders will be a nominal \$5.00, recognizing the current economic climate. We would like to offer this opportunity for you to join with us as a sponsor.

Sponsorship Opportunities

We are planning on up-to 1,000 riders to this event. We will be providing water, cycling water-bottles, T-shirts and lunch for all participants. Funds raised beyond those required to advertise and hold this event will be donated to the American Diabetes Association for the fight to cure Diabetes.

Sponsorship Levels:

\$5,000 – Diamond Level – **Only three available. Lunch sponsor.** Up to 1000 participants. Your name and logo on all advertisements, T-shirts, banners and water bottles. Table available at Expo, with hospitality area available for up to 10 guests.

\$3,000 – Emerald Level– **Only two available. Cycling water bottle sponsorship.** Your name and logo on 1,000 water bottles, along with the City of El Monte “Tour of Two Rivers” logo. You will also be listed on the T-shirts as the Water Bottle Sponsor, as well as all advertisements. Table available at Health/Bike Expo. Hospitality dining area available for up to 5 guests.

\$1,000 – Sapphire Level – Your name and logo on all advertisements and on the T-shirts and as sponsor of the Health Expo. Table available at Health/Bike Expo.

\$500 – Ruby Level – Your name on all advertisements and the T-shirts. Table available at Health/Bike Expo.

\$300 – Pearl Level – Your name on the T-shirts.

\$100 – Opal Level – Sponsor One Mileage Post Marker for the 16 mile loop (1/2 mile intervals).

\$50 – Garnet Level – Sponsor 10 kids entry fee in the event.

\$25 – Quartz Level – Sponsor 5 kids entry fee in this event

This rally will incorporate all city departments to insure a high-quality experience, including Police for public and cycling safety, Community Services (Parks/Rec for Health, Wellness and Physical Activity), Public Works and Fire Department.

Health/Cycling Expo

We have already contacted the local school district, and each school will be sending a team of 20 cyclists to join the ride (schools may send more kids and adults that this, but only 20 can be on an official school team). If all schools participate to this minimal level, we will have over 600 youths participating, with the numbers running close to 1,000 if we include adult riders and avid cyclists who may simply join for the ride.

REI in Arcadia has already committed to assisting us in this expo with bike repair and mechanical support of the riders. This is an opportunity for your organization to become affiliated with this event and our health, exercise and “Eco-green” component of the Rally.

Our expo will highlight the use of bicycles as a mode of transportation, and that bikes can be transported on buses and trains. Bicycles are a great exercise tool and can promote long-term health for kids who cycle into their adulthood. Bicycles can be used by families who want to “play” together, including toddlers who are placed in child-seats on the rear of their parent’s bicycle. The expo will also highlight healthy eating, nutrition and lifestyle and the dangers of diabetes. Finally, all excess proceeds will be contributed to the fight against diabetes with our partner, the American Diabetes Association.

Join us!

Below is a form to complete and send with a check at the level you want to participate. Contact Matt Weintraub, Tour of Two Rivers Coordinator at (626) 580-2004 at El Monte City Hall for further information and additional details.

Sponsorship Levels – You may choose more than one Level				
Amount	Level	No. Available	Description	Are you in? Check Here
\$5,000	Diamond	Three	Lunch Sponsor	
\$3,000	Emerald	Two	Cycling Water Bottle	
\$1,000	Sapphire	Unlimited	Logo T-shirt /Expo/Logo Ads	
\$500	Ruby	Unlimited	T-shirt/Expo/Ads	
\$300	Pearl	Unlimited	T-shirt	
\$100	Opal	Unlimited	Mileage Marker	
\$50	Garnet	Unlimited	Helping 10 kids	
\$25	Quartz	Unlimited	Helping 5 kids	

Company Name: _____ Address _____

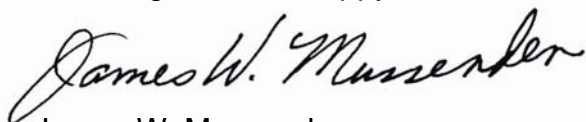
Contact Person: _____ Phone _____

Contact Email: _____

Sponsorship does not obligate you to participate in the Expo. If you choose to sponsor this event without hosting a booth, your company name, your support and participation will still be prominently highlighted to thank you for making this event possible.

Checks should be payable to the “City of El Monte”, with a note in the Memo area, “2009 Bike Rally/Health Expo”. (Note: City of El Monte Federal Tax ID: 95-6000705)

Best Regards and Happy New Year!



James W. Mussenden
 City Manager