



Purpose

Boulder County has one of the highest concentrations of cyclists in the country. Following the floods last September, cyclists banded together to raise more than \$150,000 for Jamestown through various Cyclists 4 Jamestown events. These efforts have continued, and now are being extended into the larger community of Lyons, with even larger needs left unfulfilled.

As cyclists, we recognize how important the Lyons community is, as we all ride through Lyons on the way to several classic rides – Fruit Loops, Estes Park, the Peak-to-Peak and Hall Ranch. To show our appreciation, Cyclists 4 Community, a new non-profit organization, is holding an all-day event called Cyclists 4 Lyons, to be held at Lyons Bohn Park on September 13, 2014, with food, live music, beer, silent and live auction, pro cyclist appearances, and some great rides – all to benefit the Lyons Community Foundation, and its beneficiaries.

The town of Lyons was ravaged by the floods of September 2013, and its citizens continue to be impacted by the aftermath, with many unmet needs. There are over 200 displaced residents and a considerable amount of damage to roads, bridges, parks, and other facilities. Cyclists 4 Lyons is raising funds to support Lyons community groups to help restore Lyons and displaced citizens. For more information about the Cyclists 4 Lyons and the Lyons Community Foundation, please visit <http://c4lyons.org>. Our goal is to raise at least \$200,000.

Event Sponsorship Benefits

Sponsorship Benefits	Platinum	Gold	Silver	Bronze
Contribution	+ \$ 5,000	+ \$ 2,500	+ \$ 1,000	+ \$ 500
Official bike ride sponsor	X			
Logo on event t-shirts	X			
Logo on all press releases	X	X		
Logo on event banners	X	X	X	
Logo on event posters	X	X	X	
Logo on e-mail blasts (2,000+ on list)	X	X	X	X
Logo on website – banner listing	X	X	X	X
PA announcements at Event	Hourly	Hourly	3	1
VIP passes for the ride (\$ 50 value each)	5	3	2	1
Commemorative T-Shirts (\$ 20 value each)	5	3	2	1
Meal tickets (\$ 10 value each)	5	3	2	1
Drink Tickets (\$ 5 value each)	5	3	2	1
10 x 10 expo space (\$ 300 value)*	1	1	1	1
Feel Good about Helping (Priceless)	X	X	X	X

* You may also obtain booth space by agreeing to donate 15% of your sales at the event to Cyclists 4 Lyons. Please indicate this to us when you contact us.