



WHY BE A SPONSOR OF THE SAC CENTURY CHALLENGE

OCTOBER 2, 2021?

Your name and logo on all the Sacramento Century Challenge and Sacramento Children's Home websites and social media channels to be seen by all of our participants, supporters, and followers.

And because you want
to benefit the





SAC CENTURY CHALLENGE



**October 2, 2021
Capitol Mall
Sacramento, CA**

2021 Sponsorship Package

We invite you to partner with the Rotary Club of Sacramento and the Sacramento Children's Home as a sponsor of the eight annual Sacramento Century Challenge on Saturday, October 2nd. Ride long or ride short, this challenge has something for everyone. The eight annual Century Challenge will feature four different course distances: 100/63/36/16 miles as well as an option for an independent self-directed activity which we introduced in 2020. All rides start and finish at 8th and Capitol Mall, where everyone can enjoy our fun post-ride festival with great food, music and local wine and beer vendors.

Our 2021 beneficiary is once again the Sacramento Children's Home Crisis Nursery. The Sacramento Children's Home Crisis Nursery protects our community's most vulnerable children by offering a safe, supportive environment during times of crisis. With two locations in North and South Sacramento, the Crisis Nursery provides free, emergency child care and overnight care for children from birth to age five, 24 hours per day, 365 days per year. The Crisis Nursery also provides case management services to parents and caregivers, helping them work through very difficult times in their lives. When families are facing stressful situations alone with no support, the incidence of family violence increases. By offering a safe alternative for children and supportive services to parents, the Crisis Nursery effectively reduces and/or prevents child abuse and neglect and decreases family violence.

92% developed new coping skills and experienced a decrease in stress.

88% gained awareness of additional available programs and community resources.

Your sponsorship will help ensure the success of our event and allow the Crisis Nursery to further its mission. A complete list of sponsorship opportunities and benefits is attached. Thank you for your consideration, and we look forward to the opportunity to partner with you in giving Sacramento's most vulnerable children and families a better tomorrow.

Sincerely,

Todd Koolakian
Director of Philanthropy
Sacramento Children's Home

Susan Sheridan
Sacramento Century Chair
Rotary Club of Sacramento



SAC CENTURY CHALLENGE



2021 Sponsorship Opportunities

Platinum Presenting Sponsor \$10,000 (only one is available)

- Name recognition in our advertisements on Capitol Public Radio.
- Premier booth placement and signage on Capitol Mall and in Isleton at the lunch stop.
- Logo recognition on the sponsor banner at the post-ride festival main stage.
- Logo recognition on and website link from the Rotary Club of Sacramento website.
- Logo recognition on the Sacramento Century Challenge website.
- Logo recognition on the Sacramento Children's Home website.
- Verbal recognition at the post-ride festival.
- Bike rider registration for up to a team of 20 (includes a 2021 jersey for team members).

Gold Ride Sponsor \$ 5,000

- Booth placement and signage on Capitol Mall.
- Logo recognition on the sponsor banner at the post-ride festival main stage.
- Logo recognition on the Rotary Club of Sacramento website.
- Logo recognition on the Sacramento Century Challenge website.
- Logo recognition on the Sacramento Children's Home website.
- Verbal recognition at the post-ride festival.
- Bike rider registration for up to a team of 15 (includes a 2021 jersey for team members).

Silver Course Sponsor \$ 2,500

- Logo recognition on the Sacramento Century Challenge website.
- Logo recognition on the sponsor banner at the post-ride festival main stage.
- Booth placement and signage on Capitol Mall.
- Verbal recognition at the post-ride festival.
- Bike rider registration for up to a team of 10.

Bronze Team Sponsor \$ 1,000

- Logo recognition on the Sacramento Century Challenge website.
- Booth placement and signage on Capitol Mall.
- 5 free bike rider registrations.



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Additional 2021 Sponsorship Opportunities

Ride Course & Rest Stop Sponsorship opportunities:

- Logo/Name on signage at Dave's Pumpkin Patch-W. Sacramento: **\$1,500-1st rest stop**
- Logo/Name on signage at Holland & Oxford-Rio Vista: **\$1,500-2nd rest stop**
- Logo/Name on signage at J-Mac Ferry Crossing-Walnut Grove: **\$1,500-3rd rest stop**
- Logo/Name on signage at Isleton for lunch for Century riders: **\$2,500-4th rest stop**
- Logo/Name on signage at Husick-Clarksburg: **\$1,500-6th rest stop**
- Logo/Name on signage on 8 Support and Gear (SAG) vehicles: **\$2,000**

Capitol Mall Sponsorship Opportunities:

- Logo/Name on Step and Repeat Photo Backdrop: **\$3,000**
- Logo/Name on signage at the Event Parking at 500 Capitol Mall Garage: **\$1,000**
- Logo/Name on signage at the Breakfast Table on the Mall: **\$1,000**
- Logo/Name on signage at the Post-Ride Festival Wine Tent: **\$1,000**
- Logo/Name on signage at the Post-Ride Festival Beer Tent: **\$1,000**
- Logo/Name on signage at the SABA Valet Bike Park: **\$1,000**
- Bottled water for riders at finish line and at SABA: **\$1,000**



SAC CENTURY CHALLENGE



2021 Sacramento Century Challenge Sponsor Commitment Form

Company/Organization: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

**Yes, I will participate in the Sacramento Century Challenge
with my contribution as follows:**

Register to ride, actively participate or donate online at
www.sacramentocentury.com

Visa MasterCard Amex

Card #: _____

Exp. Date: _____ Security code: _____ Billing Zip Code: _____

Signature: _____

Please complete and return with your check or credit card payment to:

The Rotary Club of Sacramento Foundation
P.O. Box 2528 Fair Oaks, CA 95628
www.rotarysacramento.com
916.929.2992

Thank you for your generous support of the Sacramento Century Challenge and the Sacramento Children's Home Crisis Nursery. We will contact you regarding recognition/participation details.

The Rotary Club of Sacramento Foundation and the Sacramento Children's Home Crisis Nursery are both
501(c)3 tax-exempt organizations.

Rotary Club of Sacramento Foundation - Tax ID # 23-7117223 Sacramento Children's Home Tax ID - #94-1156588