

# Barrio Logan Grand Prix

## June 10, 2023



The 2022 Annual Barrio Logan Grand Prix Bicycle Race, promoted and produced by the San Diego Bicycle Club (SDBC) has become one of Southern California's largest cycling events. Barrio Logan Grand Prix is proud to host the **SCNCA Junior State Championships!** This unique race is hosted in the San Diego historic community of Barrio Logan. Spectators are treated to numerous views of the racers along city streets in the Barrio Logan Area. It's a full day of racing for men and women of all ages from professional and Olympic-level cyclists to first-time racers

In addition to a free racing event for children, the Barrio Logan Grand Prix also includes a kids' bike safety rodeo to help kids develop bike handling and safety skills. All youth participants will receive a free helmet

The Start/Finish Line for the .8 mile "figure eight" race course is located on Newton Avenue across from Perkins Elementary School. The race course runs on Beardsley Street, Main Street, Sigsbee Street, Newton Ave., 16th Street, National Ave., Sigsbee and the back to Newton.



### SDBC's Mission

To develop entry-level, Olympic, and professional athletes for competition in the sport of bicycle racing



### 2022 Event Sponsors



JDRS  
JUNIOR DEVOTEE RACE SERIES



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SAN DIEGO



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In 2022, over 300 riders from all of SD County and beyond raced Barrio Logan Grand Prix. Sponsors, vendors teams support and spectators attend the race all day, to watch the drama and enjoy this bustling downtown location. The expected attendance is estimated at 1,500 people.



## Event sponsorship

### Co-Presenting \$4,000 (1 available)

- Co-Presenting naming rights
- Opportunity to hang (10x10) banner at the event
- Opportunity for product/material distribution to riders
- One (1) dedicated email blast (content crafted by sponsor)
- Opportunity to present at award ceremony
- Mention in press release
- Two (2) complimentary race entries
- 10x20 vendor space - opportunity for product/material distribution (approx. 1000-1200)
- Mention on social media
- Name/logo placement on the following marketing and promotional materials:
  - + Racers' bibs
  - + Event T-shirt
  - + Event banner/sign
  - + Event website page
  - + Event postcard (day-of)
  - + Event posters and fliers
- Pre and post-race announcements

\*Potential to be included in news/TV segment should the opportunity arise

### Supporting (2 available) \$2,500

- Mention in press release
- One (1) complimentary race entry
- 10x10 vendor space - opportunity for product/material distribution (approx. 1000-1200)
- Mention on social media
- Name/logo placement on the following marketing and promotional materials:
  - + Event banner/sign
  - + Event website page
  - + Event postcard (day-of)
  - + Event posters and fliers
- Pre and post-race announcements

### Supporting Bike Rodeo & Community Kids' Race (1 available) \$1,500

- Supporting naming rights
- 10x10 vendor space to sample product/materials
- Mention on social media
- Name/logo placement on the following marketing and promotional materials:
  - + Event website page
  - + Event postcard (day-of)
  - + Event posters and fliers

Contact: [racedirector@sdbc.org](mailto:racedirector@sdbc.org)

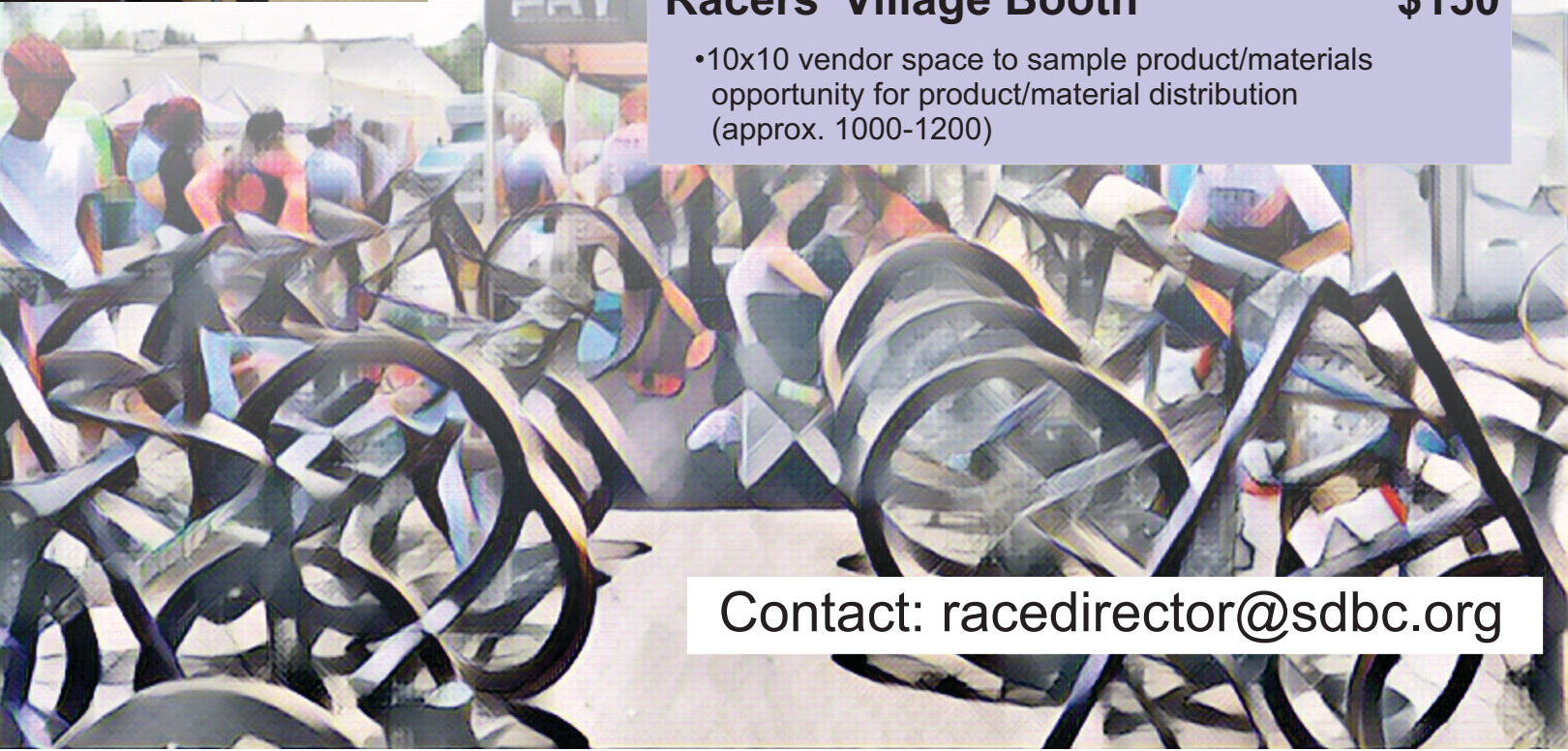


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## Event sponsorship



### Champion

**\$500**

- 10x10 vendor space - opportunity for product/material distribution (approx. 1000-1200)
- Mention on social media
- Name/logo placement on the following marketing and promotional materials:
  - + Event website page
  - + Event postcard (day-of)
- Pre and post-race announcements

### Individual Race Category

**\$300**

Sponsor (\$150 cash / \$150 primes)

- 13 Available/1 per race
- Recognition on large poster displayed at race
- Pre and post race announcements

### Racers' Village Booth

**\$150**

- 10x10 vendor space to sample product/materials opportunity for product/material distribution (approx. 1000-1200)

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