



**7 Routes**



**2500 Cyclists**



**200 Volunteers**



**The 19<sup>th</sup> Collin Classic**  
**June 12, 2010**  
**McKinney North High School**  
**8:00 AM**

*Rated "Best Rally of 2009" by Phast Times News*  
*Included in the "Best 100 Rides in the USA" by Bicycling Magazine*

## What is the Collin Classic?

The **19<sup>th</sup> Collin Classic** is a rural bicycle rally that will start and finish at the **McKinney North High School** on Saturday, June 13, 2009. Offering routes of 4, 8, 20, 27, 38, 52 and 60 miles, this event will attract families, weekend warriors and avid cyclists to celebrate life in a day filled with fun.

Produced by **Fun Bikin' Enterprises**, the event will have:

- High-energy start/finish at the McKinney North High School
- Fully stocked rest stops
- Support along the routes from area law enforcement personnel
- Roving bicycle mechanics along the routes
- Medical support
- Finish Line celebration
- Food Court and Consumer Expo inside

Proceeds from the **19<sup>th</sup> Collin Classic** will be used to support the Samaritan Inn of McKinney, TX.

*To be a part of the 19<sup>th</sup> Collin Classic, please contact Bikin' Mike Keel at 972-578-5719 or e-mail him at [mike@FunBikin.com](mailto:mike@FunBikin.com)*



**Diamond**  
**Title Sponsor**  
**\$10,000**

As the ***Title Sponsor*** of the **Collin Classic 2010** your company will receive extensive exposure throughout the event. Your sponsorship package includes but is not limited to the following items:

- Company name leading into the event title
- Prominent logo placement on 20,000 event brochures
- Prominent logo placement on 150 event posters
- Company name included on the front of all Participant T-shirts
- Logo placement on the back of all Participant T-shirts
- Company name included on the front of all Volunteer T-shirts
- Logo placement on the back of all Volunteer T-shirts
- Inclusion in all print advertising and media releases
- Inclusion in all event newsletters
- Banner at the Official Start/Finish
- Banners at post-event celebration (McKinney North High School)
- Fliers and/or product samples may be provided for insertion in participant packets
- Logo placement and hyperlink at event website

## **Who rides in the Collin Classic?**

**Since 1991, the Collin Classic has averaged 2,700 participants each year:**

- **65% are male**
- **35% are female**
- **25% are residents of Dallas**
- **25% are residents of Plano**
- **5% are residents of Richardson**
- **5% are residents of Garland**
- **College educated**
- **Household income of \$75,000**
- **Married with children**





**Platinum**  
**Presenting Sponsor**  
**\$5,000**

As the ***Presenting Sponsor*** of the **Collin Classic 2010** your company will receive extensive exposure throughout the event. Your sponsorship package includes but is not limited to the following items:

- Company name following the event title
- Prominent logo placement on 20,000 event brochures
- Prominent logo placement on 150 event posters
- Logo placement on the back of all Participant T-shirts
- Logo placement on the back of all Volunteer T-shirts
- Inclusion in all print advertising and media releases
- Inclusion in all event newsletters
- Banners at post-event celebration (McKinney North High School)
- Fliers and/or product samples may be provided for insertion in participant packets
- Logo placement and hyperlink from the event website



**Platinum**  
**Start/Finish Sponsor**  
**\$5,000**

As the ***Start/Finish Sponsor*** of the **Collin Classic 2009** your company will receive exposure in a number of locations throughout the event. Your sponsorship package includes but is not limited to the following items:

- Prominent logo placement on 20,000 event brochures
- Prominent logo placement on 150 event posters
- Logo placement on the back of all Participant T-shirts
- Logo placement on the back of all Volunteer T-shirts
- Inclusion in all print advertising and media releases
- Inclusion in all event newsletters
- Banner placement at Start/Finish Rest Stop
- Prominent banner placement at post-event celebration (McKinney North High School)
- Fliers and/or product samples may be provided for insertion in participant packets
- Fliers and/or product samples may be distributed at the post event celebration
- Logo placement and hyperlink from the event website



**Gold**  
**Volunteer Sponsor**  
**\$2,500**

As the ***Volunteer Sponsor*** of the **Collin Classic 2010** your company will receive exposure in a number of locations throughout the event. Your sponsorship package includes but is not limited to the following items:

- Prominent logo placement on 20,000 event brochures
- Prominent logo placement on 150 event posters
- Top positioning logo placement on the back of all Volunteer T-shirts
- Top positioning logo placement on the cover page of all Volunteer Training materials
- Logo placement on the back of all Participant T-shirts
- Inclusion in all print advertising and media releases
- Inclusion in all event newsletters
- Banner placement at post-event celebration (McKinney North High School)
- Fliers and/or product samples may be provided for insertion in participant packets
- Logo placement and hyperlink from the event website



**Silver**  
**Break Point Sponsor**  
**\$1,500**

As a ***Break Point Sponsor*** of the **Collin Classic 2010** your company will receive exposure in a number of locations throughout the event. Your sponsorship package includes but is not limited to the following items:

- Exclusive banner placement at your rest stop
- Prominent logo placement on 20,000 event brochures
- Prominent logo placement on 150 event posters
- Logo placement on the back of all Participant T-shirts
- Inclusion in all print advertising and media releases
- Inclusion in all event newsletters
- Banner placement at your rest stop
- Fliers and/or product samples may be provided for insertion in participant packets
- Logo placement and hyperlink from the event website

**Collin Classic 2010** will have 6 rest stops



**Silver**  
**Food Court Sponsor**  
**\$1,500\***

As a ***Food Court Sponsor*** of the **Collin Classic 2010** your company will receive exposure in a number of locations throughout the event. Your sponsorship package includes but is not limited to the following items:

- Logo placement on 20,000 event brochures
- Logo placement on 150 event posters
- Inclusion in all print advertising and media releases
- Inclusion in all event newsletters
- Logo placement on all Participant T-shirts
- Banner placement at post-event celebration (McKinney North High School)
- Fliers and/or product samples may be provided for insertion in participant packets
- Logo placement and hyperlink from the event website

The Collin Classic Food Court will feature 6 partners.

\* This package is offered as an in-kind package. The CC Food Court is located in the cafeteria. Partners are asked to provide a minimum of 500 servings.



**Supporting Sponsor**

**\$1,000\***

As a ***Supporting Sponsor*** of the **Collin Classic 2010** your company will receive exposure in a number of locations throughout the event. Your sponsorship package includes but is not limited to the following items:

- Logo placement on 20,000 event brochures
- Logo placement on 150 event posters
- Inclusion in all print advertising and media releases
- Inclusion in all event newsletters
- Logo placement on the back of all Participant T-shirts
- Fliers and/or product samples may be provided for insertion in participant packets
- Logo placement and hyperlink from the event website

\* This package is offered as a cash and/or in-kind package. In-kind items **MUST** be a current line item on a budget and/or an essential item for our event participants.