



## 2018 Opportunity and Demographics

Updated 04/18

### Marketing Opportunities:

Don't miss this opportunity to market your products and/or services to an estimated 3,500 cycle enthusiasts! The Alpine County Chamber of Commerce will host the 38th annual Tour of the California Alps - Death Ride® in Markleeville, California. What better setting than the beautiful Sierra Nevada mountains to showcase your products and services?

As a sponsor and/or exhibitor of the Tour of the California Alps - Death Ride® you will have continuous opportunity over two days to provide the participants and spectators with what they require or desire. We invite you to participate in this year's event. Join us and other leading edge cycling companies to network, make new customers and promote your products!

### Demographics:

It is the largest event for both the Chamber of Commerce and Alpine County. People from all over the country and the world come to participate and spectate.

Recognized as one of the west's most prestigious endurance cycling events, the 129 mile course features 15,000+ feet of climbing with elevations between 5,500 and 8,730 feet. The spectacular views and physical challenge of the Tour of the California Alps - Death Ride® attracts the most serious of cyclists from all over. These athletes require the best equipment, nutrition and training available. 2,448 cyclists registered for the 2017 Tour of the California Alps - Death Ride® with 1,021 completing the entire five-pass course. Approximately 2,000 non-riders also come to watch, volunteer or browse the Tour of the California Alps - Death Ride® Expo.

### Giving Back:

We are proud to be able to disperse over \$50,000 from the Tour of the California Alps - Death Ride® revenue to the non-profit organizations and individuals that support this event. These groups and individuals bring invaluable support to the riders throughout the day. This ride would not be a success without them.

For more information contact: Alpine County Chamber of Commerce | 530-694-2475 | [info@deathride.com](mailto:info@deathride.com)

## 2018 Opportunity and Demographics

# 2018 Sponsorship Opportunities

Sponsorship deadline is 03/15/18.

### **Platinum Sponsor** (\$5,000 Cash or In-Kind Product):

- 5 Complimentary Tour of the California Alps - Death Ride® Entries
  - Purchase Up to 6 Additional Tour of the California Alps - Death Ride® Entries (@\$140.00 per entry cash only. Does not apply to in-kind product)
  - 1 Expo Booth Space
  - Logo Displayed on the Tour of the California Alps - Death Ride® Website
  - Link to Sponsor's Website from the Tour of the California Alps - Death Ride® Website
  - Logo on Tour of the California Alps - Death Ride® Jersey, Wind Vest, Rider T-Shirt, Captain & Volunteer T-Shirts and Water Bottle
  - Sponsor banners at Turtle Rock Park (must provide 1 banner)
  - Inclusion of Sponsor Giveaways and/or Sponsor Information from your Expo Booth and on course
- (must provide giveaways and/or information for approximately 3,500 participants)

### **Gold Sponsor** (\$2,500 - \$4,999 Cash or In-Kind Product):

- 3 Complimentary Tour of the California Alps - Death Ride® Entries
  - Purchase Up to 4 Additional Tour of the California Alps - Death Ride® Entries (@\$140.00 per entry cash only. Does not apply to in-kind product)
  - 1 Expo Booth Space
  - Logo Displayed on the Tour of the California Alps - Death Ride® Website
  - Link to Sponsor's Website from the Tour of the California Alps - Death Ride® Website
  - Logo on Rider T-Shirt & Captain & Volunteer T-Shirts
  - Sponsor banners at Turtle Rock Park and (must provide 1 banner)
  - Inclusion of Sponsor Giveaways and/or Sponsor Information from your Expo Booth and on course
- (must provide giveaways and/or information for approximately 3,500 participants)

### **Silver Sponsor Limited Availability** (\$1,000 - \$2,499 Cash or In-Kind Product):

- 1 Complimentary Tour of the California Alps - Death Ride® Entry
  - Purchase Up to 2 Additional Tour of the California Alps - Death Ride® Entries (@\$140.00 per entry cash only. Does not apply to in-kind product)
  - 1 Expo Booth Space
  - Logo Displayed on the Tour of the California Alps - Death Ride® Website
  - Link to Sponsor's Website from the Tour of the California Alps - Death Ride® Website
  - Company Name Printed on Rider T-Shirt & Captain & Volunteer T-Shirts
  - Sponsor Banner at Turtle Rock Park (must provide 1 banner)
  - Inclusion of Sponsor Giveaways and/or Sponsor Information from your Expo Booth and on course
- (must provide giveaways and/or information for approximately 3,500 participants)

# 2018 Opportunity and Demographics

## Sponsor Information:

Full sponsorship opportunities are available until 03/15/18 - after this date sponsorship opportunities subject to availability. Sponsorship materials must be received no later than two weeks prior to the event. Sponsor giveaways will be given to riders at the expo from your booth, if not exhibiting giveaways will be placed on course. We encourage sponsors to provide raffle prizes along with their sponsorship commitment. These prizes benefit Alpine County Search & Rescue. 3,500 units of product will be needed for distribution along the course. We will no longer have a rider giveaway booth inside Turtle Rock Park. **Due to increased food costs and no shows, we are unable to offer complimentary dinner coupons to our sponsors.** We are sorry for the inconvenience.

## Camping Spots:

Due to the many no shows at Turtle Rock Park Campground. We will no longer be setting aside camping spots for our sponsors, vendors, tech support and volunteers. If you require a spot you will need to request the spot in writing no later than 04/01/18. You will be billed for no shows at \$15.00 per spot, per night.

## Liability Insurance:

The Tour of the California Alps - Death Ride® requires proper liability from all vendors and exhibitors. You will not be allowed to set up your booth until a certificate of insurance evidencing coverage and amounts is received by the event. There are no exceptions to this requirement. Commercial General Liability - including products - completed operations, personal injury and contractual coverage with minimum limits of \$1,000,000 per occurrence/2,000,000 aggregate. This policy must be endorsed to name The Tour of the California Alps - Death Ride® (Alpine County Chamber of Commerce) as an additional insured. If autos are used, certificate must include auto coverage. If employees are used, coverage must include Workers Compensation coverage. All policies must include 10 days notice of cancellation. Exhibitor understands and acknowledges that this event maintains no insurance covering Exhibitor with regards to damages or liability.

## Safety:

Our sponsors continue to tear down before the posted teardown time. This is extremely dangerous due to the foot traffic within the expo. We ask that our sponsors adhere to our posted teardown times. If you need to depart before the teardown time, we must be notified by 06/01/18 so that we can assign you an expo spot near an exit and we will need to notify Alpine County Sheriff's Department to assist you in moving out of the expo area.

# 2018 Opportunity and Demographics

## 2018 Tour of the California Alps - Death Ride® Expo

### Expo Demographics:

The Tour of the California Alps - Death Ride® Expo provides maximum exposure for your products and merchandise! It takes place at Turtle Rock Park where an estimated 3,500 riders complete the check-in process, finish the ride and gather for ride meals and live music. Friday check in is from 11:00 am to 7:00 pm. On Saturday, riders will finish the Tour of the California Alps - Death Ride® at Turtle Rock Park as fans cheer them on. After the ride there is a Post Ride Dinner/Rider Dinner served at 3:00 pm until 8:00 pm.

### Exhibit Space:

Each exhibit space measures 10' by 10'. Exhibitor must provide their own table, chairs, pop-up tents, etc. **Security and electricity are not available at Turtle Rock Park.**

### Cost:

Each exhibit space is available for \$500. This fee may be waived with a sponsorship commitment please see Marketing Opportunities & Demographics. If you participate both days, we will refund you \$250. We will no longer be accepting raffle prizes in lieu of expo fee.

### Expo Dates and Hours: Please do not tear down until closing time

Friday 07/13/18 (11:00 am - 7:00 pm) Teardown begins at 7:00 pm

Saturday 07/14/18 (2:00 pm - 8:00 pm) Teardown begins at 8:00 pm

### Location:

Turtle Rock Park is 2 miles north of Markleeville, California on Highway 89.

### Set-Up Time:

Thursday 07/12/18 (after 5:00 pm)

Friday 07/13/18 (7:00am - 9:00 am)

NO SET UP ON FRIDAY AFTER 9:00 AM. CARS IN THE EXPO AREA AFTER 9:00 AM WILL BE SUBJECT TO TOWING BY LAW ENFORCEMENT OFFICIALS.

### Liability Insurance:

The Tour of the California Alps - Death Ride® requires proper liability from all vendors and exhibitors. You will not be allowed to set up your booth until a certificate of insurance evidencing coverage and amounts is received by the event. There are no exceptions to this requirement. Commercial General Liability - including products - completed operations, personal injury and contractual coverage with minimum limits of \$1,000,000 per occurrence I \$2,000,000 aggregate. This policy must be endorsed to name The Tour of the California Alps - Death Ride® (Alpine County Chamber of Commerce) as an additional insured. If autos are used, certificate must include auto coverage. If employees are used, coverage must include Workers Compensation coverage. All policies must include 10 days notice of cancellation. Exhibitor understands and acknowledges that this event maintains no insurance covering Exhibitor with regard to damages or liability.

### Security:

Security is not available. Please do not leave any valuables in the booths. The Tour of the California Alps - Death Ride® organizers are not responsible for stolen or damaged merchandise and equipment.