



Bike the Bricks 2016

In Historic Downtown McKinney



About Bike the Bricks...

Largest Cycling Race in Texas

McKinney Main Street is proud to announce the 7th annual “Bike the Bricks” closed course “crit” in Historic Downtown McKinney on Friday, May 27, 2016. Main Street partners with McKinney Velo, a local competitive cycling organization whose members share a passion for racing and a strong commitment to making a difference in McKinney through health, wellness and supporting local charities. The focus of this year’s event continues to raise awareness of McKinney’s Historic District, increase foot traffic and celebrate quality of life offerings in McKinney – ranked by *Money Magazine* as #1 Best Place to Live in America.



When cyclists race, their family and friends follow. Event feedback is off the charts. There is no other event quite like Bike the Bricks where racers from around the world square off in pursuit of \$25,000 purse.

Event spectators of all ages enjoy a Friday night of free activities in downtown McKinney for cycling, food trucks, craft beer, and live music.

BTB attracts over 500 international cyclists to participate in 2016's competition, and brings 10,000 spectators to Historic Downtown McKinney.





Presenting Sponsor - \$15,000

- City of McKinney's Bike the Bricks Presented by 'Sponsor.'
- 10'x10' event booth – including tent, table, chairs and limited electricity.
- Exclusive product placement.
- 500 linear feet of fence banners with premiere placement. Event produced and installed banners.
- Sponsor recognition from Entertainment Stage and Race Stage.
- Primary logo placement on all printed promotional materials including poster, print advertising and event guide.
- Included in Bike the Bricks Social Media posts (Facebook 12,000+ followers, Instagram and Twitter 5,000+ followers).
- City eNewsletter - 45,000 subscribers – minimum two features.
- Logo on Bike the Bricks website.
- Listed as Presenting Sponsor in Bike the Bricks press release.
- Listed as Presenting Sponsor Event T-shirt.
- Hospitality package, including race gear.
- Opportunity to welcome crowd.
- Opportunity to provide a branded pace car to advance each race.



Start/Finish Sponsor - \$7,500

- Prominent Start/Finish brand recognition.
- Sponsor recognition from Entertainment Stage and Race Stage.
- 10' x 10' event booth – including tent, table, chairs and limited electricity.
- 250 linear feet of fencing banners. Sponsor produced & event installed banners.
- Secondary logo placement on all printed promotional materials including poster, print advertising and event guide.
- Included in Bike the Bricks Social Media posts (Facebook 12,000+ followers, Instagram and Twitter 5,000+ followers).
- Listed in Bike the Bricks press release.
- Logo on Bike the Bricks website.
- Listed as sponsor on Event T-shirt.
- Hospitality package, including race gear.





Event T-Shirt Sponsor - \$3,000

- Featured logo recognition on sleeve of 600 official race shirts.
- Sponsor recognition from Entertainment Stage and Race Stage.
- 10' x 10' event booth – including tent, light kit and limited electricity.
- Secondary logo placement on all printed promotional materials including poster, print advertising and event guide.
- Listed in Bike the Bricks press release.
- Logo on Bike the Bricks website.
- Hospitality package, including race gear.





Curve Sponsors - \$2,500

- Banner visibility at popular course curves – 2 sponsorships available.
- Sponsor recognition from Entertainment Stage and Race Stage.
- 10' x 10' event booth – including tent, light kit and limited electricity.
- 100 linear feet of fencing banner at designated corner. Sponsor to provide banners, event to install.
- Secondary logo placement on all printed promotional materials including poster, print advertising and event guide.
- Listed in Bike the Bricks press release.
- Logo on Bike the Bricks website.
- Listed as sponsor on Event T-shirt.
- Event refers to 'Sponsor-Branded' curve in all race correspondence.





Banner Sponsor - \$1,000

- Sponsor recognition from Entertainment Stage and Race Stage.
- 100 linear feet of fencing banner. Sponsor to provide banners, event to install.
- 10' x 10' event booth – including tent, light kit and limited electricity.
- Logo on Bike the Bricks website.





Thanks for Your Support

McKinney takes a unique approach to moving forward – by staying true to the past. Historic Downtown McKinney is the heart and soul of our city and one of the key features that sets us apart from the rest of North Texas. McKinney enjoys one of the oldest authentic and thriving historic downtowns in Texas.

Once the center of all commercial and social activity for Collin County, the town center continues to serve as a flourishing retail, dining, entertainment and business gathering place. Downtown offers more than 130 unique shops including restaurants, art galleries, furniture stores, exquisite antique collections, gift shops, apparel boutiques and spas.

Community events are a crucial part of the atmosphere of Historic Downtown, and we rely on support from the business community to ensure these events continue. McKinney Main Street raised sponsorship funding totaling \$350,000 in 2015 and over \$3 million in the past 10 years to carry out events like Bike the Bricks, Oktoberfest and Home for the Holidays.

McKinney Main Street is a 501(c)3 non-profit organization and all of the events hosted by Main Street draw thousands of visitors to McKinney each year. Our mission is to ensure that downtown McKinney continues to be the vibrant, inviting, safe and growing area it is known for today. We look forward to working with you and appreciate your ongoing support!

Company: _____ Sponsor Level: _____ Amount: _____

Representative Approval: _____ Main Street Director: _____

