



## How Mare Island PedalFest came to be ...

Inspired by Congressman Mike Thompson (CA-05), who started an initiative to get more people moving, especially on bikes, the Mare Island PedalFest is focused on gathering all ages and abilities for two-wheel fun, food & frivolity.





#### **ONE DAY EVENT FOR ALL AGES:**

### TIMED RACES | FAMILY FRIENDLY BIKE TOUR | SPECTATOR FESTIVAL

#### **RACE CATEGORIES**

Juniors - Age/Gender

Beginners - Age/Gender

Intermediate - Age/Gender

Advanced - Age/Gender

**Lonesome Louis Team Race** 





## **The Bikes - Gravel, MTB, Cyclocross**

Mare Island PedalFest is a first of its kind in northern California. Events as such are mostly in Europe.

The ethos and spirit of the event captured all levels of cycling enthusiasts and racers.





# Uniqueness of the island offers one-of-a-kind cycling experience

Through buildings

Up and down stairs

Over logs

Through alleys

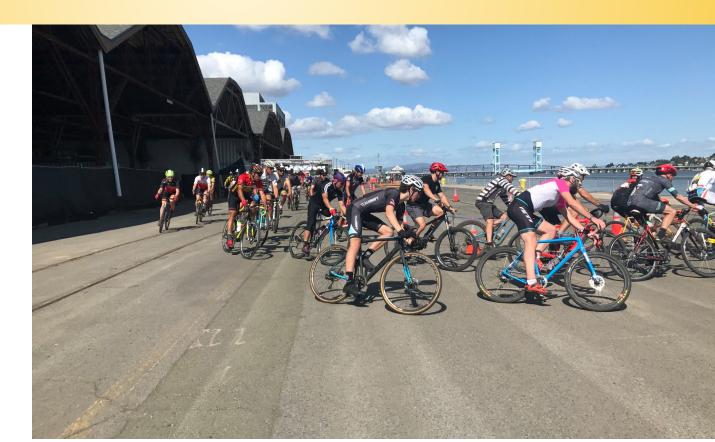




# While some were racing, others were touring - Lap of the Shipyard

First race lap keeps group together before they head out onto course.





## **Mixed Terrain Experiences**

Pavement +

Bark +

Dirt +

Water +

+ OBSTACLES

**= FUN** 





## Lap of the Shipyard | AM & PM tours CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE

Two docent-led bicycle tours of the island, with introduction to the Mare Island Historical Museum. \$20 fee for tour with funds going towards the museum.





## Kids Bike Rodeo to take place adjacent to start/finish





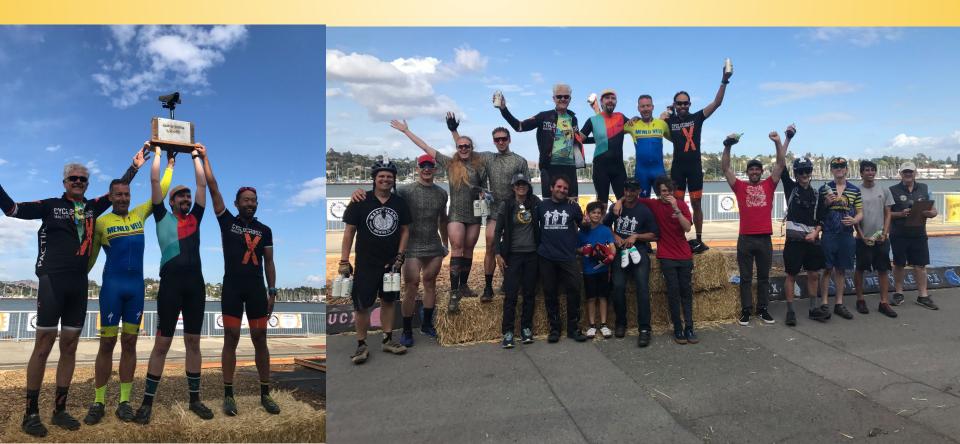
## Kids Bike Rodeo | Skills. Safety. Empowerment.



## Fun for all. Announcers. Awards. Personal & Team Challenges. AWARD SPONSORSHIP OPPORTUNITIES AVAILABLE



## **Hay Bale Podium Award Ceremony**



## Something for everyone ... cycling, food, beer & fun!

All ages invited and welcome

Accessible price points

If not racing, then watching or touring the island

Food & Drink at Mare Island Brewing Co

Edutainment is an optimal word





## PedalFest is a spectator sport ... with multiple revenue opportunities

Mare Island Brewing Co offers viewing to watch, eat & drink, and cheer on the racers.

Partners & Sponsors able to show/sell at this central location.





### **EVENT MARKETING**

- Website logo placement & link
- **Email Marketing custom** content opportunities
- Social Media & PR
- Partner Marketing
- Postcard/Poster
- Influencer Marketing Brian Kennedy



WARDS FOR TOP THREE FINISHERS BY CRITEGORY

FALL RECES AND EVENTS STREET ON THE WRITERFRONT AT

#### 851 Waterfront Ave

Vallejo, CA LEARN MORE + REGISTER:

Questions? mareislandpedalfe gmail.com 707.278.8377



SCHEBULE + ROVANCED PURCHASE PRICING:

8:00 am | Day-Of Registration Opens :00 am | Beginner's Roce (2 laps): \$20

10:30 am | "Lap of the Shippard" (1st departure): \$20 10:30 am | "BMX Experience" begins: free

12:00 am | High School Boys & Girls Roce (3 lops): \$25

1:00 pm | "Lap of the Shippard" (2nd departure): \$2

2:00 pm | Intermediate Race (9 land: \$30

1:30 pm | Advanced Race (4 laps): 535 2:40 pm | "Lucky Louis" Team Race: \$40 per tear

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#### Bike enthusiasts enjoy the ride at Mare Island Pedalfest

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By THOMAS GASE I toase@timesheraldonline.com I Valleio Times Herak PUBLISHED: October 1, 2019 at 5:07 n.m. | UPDATED: October 1, 2019 at 5:08 n.m.

The inaugural Mare Island Pedalfest was held on Sunday in Vallejo and a number of bike riders had

"This weekend's PedalFest was both fun and healthy," Thompson wrote in an email to the Times-Herald, "I rode the course and think I found my own inner kid! So many cool kinds of bikes there and wonderful to see young people and families out exploring our district's beautiful and historic Mare Island and getting some good exercise." - Congressman Thompson (September, 2019)

### **2022 TIMELINE**

**REGISTRATION OPENS APRIL 15th** 

PRESS RELEASE JULY 15th

MARKETING CAMPAIGN May - Sept

COURSE REVEAL (MEDIA EVENT) August TBD

**EVENT - SUNDAY, SEPTEMBER 25TH** 





## Mare Island PedalFest 2022 Sponsorship

Contact: Adam or Rebecca at mareislandpedalfest@gmail.com 707.278.8377

SPONSOR LEVEL	MARKETING	EVENT SIGNAGE	EVENT GIVEAWAY	EVENT PASSES + PERKS
\$2,500 Captain	-Website: logo primary position -Email: logo primary position -Press release inclusion -Dedicated social media posts -Print - logo inclusion -Radio mention + call out	-Prominent brand placement on all collateral - flyers -4 barricade banners -Logo on race bib	-Prominent brand placement – logo on T-shirt and/or event giveaway	-Event Race Entry Passes (4) -VIP Parking Passes (2) -Dedicated "home base" table and specialty beer selection at Brewing CoTabling opportunity at home base*
\$1,500	-Website: logo secondary position -Email: logo secondary position -Press release inclusion	-Brand placement on all collateral -2 barricade banners	-Brand placement – logo on T-shirt and/or event giveaway	-Event Race Entry Passes (2) -VIP Parking Pass (1) -Tabling opportunity at home
Quarterdeck	-Dedicated social media post -Print - logo inclusion -Radio mention	-Logo on race bib		base*
\$1,000	-Website: logo secondary position -Email: logo secondary position -Press release inclusion	-Brand placement on key collateral labericade banners	-Secondary placement – logo on T-shirt and/or event giveaway	-Event Race Entry Passes (2) -VIP Parking Pass (1)Tabling opportunity at home
Shipshape	-Social media posts -Radio mention			base*
\$500	-Website: logo third level position -Email: logo third level position -Social media posts	-Brand placement on key collateral -1barricade banners	N/A	-Event Race Entry Passes (2) -Tabling opportunity at home base*
Pollywog	v oursed test table above	то на примене учествення на видеринення на почения (ПРВ 1 от 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		

<sup>\*</sup>Must provide vendor-owned tent, table, chairs