

# veloBall

CALIFORNIA STATE RAILROAD MUSEUM  
THURSDAY, OCTOBER 5, 2017



SACRAMENTO AREA  
BICYCLE ADVOCATES

Velo Ball is SABA's annual fundraising gala, a celebration of the elegant simplicity of the bicycle and the simple joys of riding one, the people who work to create a cleaner, healthier world, and SABA's ongoing efforts to improve the quality of life in our region.

This year Velo Ball returns to the spectacular Roundhouse at the California State Railroad Museum in Old Sacramento on Thursday, October 5. Bikes and trains were the dominant modes of travel in late 19<sup>th</sup> century America and today they're part of a healthy, efficient, clean and sustainable future.

Surrounded by historic train equipment, guests will enjoy great local food and drink, music, and a silent auction of bikes and bike accessories and locally made treasures donated by local businesses and friends of SABA.

We're raising \$25,000 from sponsors to cover the costs of producing this event so we can bring home all that we raise from ticket sales and auction proceeds.

By supporting Velo Ball, you demonstrate your alignment with the SABA's goal of creating a vibrant, clean, healthy community to:

- 300+ Velo Ball guests, including bike-friendly professionals, community leaders, elected officials and residents from throughout the Sacramento region – and, this year, as many as 150 attendees from the California Bike Summit, Oct. 3-5, in Sacramento.
- 9,000 people in our database
- 6,500 people who follow us on Facebook, Twitter and Instagram
- 3,500 people who visit our website each month



# SPONSOR OPPORTUNITIES

	PLATINUM \$5,000 CASH	GOLD \$2,500 CASH	SILVER \$1,000 CASH OR EQUIVALENT VALUE	BRONZE \$500 CASH OR EQUIVALENT VALUE
<b>MEDIA</b>				
<b>Press release</b> <i>Distributed to numerous outlets (Late Aug 2017—must reserve by 8/21/2017)</i>	YES			
<b>ONLINE</b>				
<b>Squeaky Wheel e-newsletter</b> <i>Aug 2017 edition: 8,800 recipients (must reserve by 8/21/2017)</i>	Logo	Name	Name	
<b>Squeaky Wheel e-newsletter</b> <i>Sept 2017 edition: 8,800 recipients</i>	Logo	Name	Name	Name
<b>Homepage</b> ( <i>sacbike.org</i> )	Name & Link			
<b>Facebook, Twitter &amp; Instagram</b> <i>Posts to our 6,500 followers</i>	Name & tag (3x)	Name & tag (2x)	Name & tag (1x)	Name
<b>Event webpage</b>	Logo & link	Logo & link	Logo & link	Name & link
<b>Online auction catalog</b>	Logo	Logo	Logo	Logo
<b>AT THE EVENT</b>				
<b>Giveaway of your choice</b> <i>to 300+guests</i>	YES			
<b>Welcome remarks to guests</b>	YES			
<b>Event signage</b>	At entrance & on auction tables	At entrance	At entrance	At entrance
<b>Event program</b>	Logo	Logo	Name	Name
<b>Tickets</b>	8 tickets + unlimited drinks	8 tickets	6 tickets	4 tickets
<i>To reserve or learn more, contact: Jim Brown 916-444-6600 jim@sacbike.org</i>				