

# Winter Garden Wheel Works 2022 “Think Pink” Breast Cancer Ride Sponsor Invitation



## OVERVIEW:

Held in Historic Downtown Winter Garden, Florida, Winter Garden Wheel Works is hosting its 12th annual breast cancer awareness ride called “Think Pink”. The event attracts both leisure & competitive cyclists from corporate teams, cycling clubs as well as families from the local community.

Cyclists travel from all over Florida to participate in the “Think Pink Ride”. This event is a fully supported bicycle ride. Riders and family’s may choose from a 10, 30, or 60-mile routes. This is a go-at-your-own pace ride for cyclists of all levels of experience.

The Think Pink Ride will be held “Rain or Shine” on Saturday, October 9<sup>th</sup> from 8:00am-3:00pm. All proceeds from the event go to benefit Moffett Cancer Research Center. Over the years in collaboration with various sponsors Wheel Works has been able to donate over \$50k.

Participants will receive a bag of goodies and promotional items from various sponsors. A custom printed event shirt with sponsors logos. Free coffee in the morning and lunch after the ride. Participants will also have the opportunity to partake in a raffle for cycling specific prizes.

We hope to count on our Vendor Partners and Local Businesses for your support with our next event.

Sincerely,

**Dennis A. Jones**

Owner

Winter Garden Wheel Works

## **PARTNERSHIP BENEFITS:**

The breast cancer benefit rides started in 2010 and has grown to be a “don’t miss event”. This year we are expecting 500 riders. Sold out last year.

Your company can share in the visibility, goodwill, and excitement of the event by sponsoring the 2022 “Think Pink” Breast Cancer Ride. You will also have the potential to grow the event with us into a tradition for years to come.

### **Benefits:**

- **ENHANCE YOUR IMAGE.** Potential customers will have a more positive image of your product or company.
- **GET NOTICED.** The Think Pink Ride will receive widespread media coverage, locally, regionally and nationally on the Web and in locally printed media and by our radio sponsors.
- **LEVERAGE YOUR ADVERTISING DOLLAR.** The estimated value of each sponsorship level is far greater than your monetary investment.
- **DIFFERENTIATE.** People buy products and services from firms that reflect their values. We'll help build a localized brand that clearly differentiates you from competitors, communicates your values and forges emotional bonds with customers in a compelling, meaningful way.

## **SAG SPONSOR (\$500) TEAMBUILDING OPPORTUNITIES:**

Host a rest stop and get a group of employee volunteers to staff it. Give the rest stop a fun theme or specific marketing theme about your company to make it even more entertaining for volunteers and riders.

We hope you will accept our invitation and participate in this spectacular event!

Contact Information:

Dennis Jones  
Dennis@wgwheelworks.com  
101 W. Plant St.  
Winter Garden FL, 34787  
PH: 407-654-1496  
FAX: 407-654-1403

# Sponsorship Opportunities

Please check the appropriate sponsorship level. Fill out requested information, sign and return to the below address.

- Title Sponsor - (1) - Gold – \$5,000 Center logo on shirt, included in all media, table at event
- Presenting Sponsor - (2) – Silver – \$2,000 Logo on shirt, included in all media, table at event
- Food Sponsor – (1) RESERVED Logo on shirt, included in all media, table at event
- Bronze Sponsor - (4) - \$1000.00 Logo on shirt, included in all media, table at event
- Tour Rides - SAG Sponsor - \$500 (6) Logo on shirt, included in all media, table at event
- Table at event and packet info - \$100 (6)

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

SPECIAL REQUESTS OR INSTRUCTIONS:

\_\_\_\_\_

\_\_\_\_\_

Make Checks payable to:  
Winter Garden Wheel Works  
Mail to: Winter Garden Wheel Works/Think Pink Ride  
101 West Plant Street  
Winter Garden FL, 34787