



# FAT TIRE FEST 2010

Join us October 17 at Castaic Lake Recreation Area for a fun-filled day of mountain biking, exhibitions and events for mountain bikers and their families!



- One of the largest mountain bike events in Southern California
- Extensive Media Coverage
- 500+ Attendees
- Industry Exhibitors
- Family-oriented Fun

**NEW THIS YEAR**  
**Cyclocross Race**  
Presented by:  
Back on Track Productions





# CORBA'S FAT TIRE FEST: OCTOBER 17, 2010, CA

## ABOUT CORBA & THE FAT TIRE FESTIVAL

The Fat Tire Festival is CORBA's premiere fund raiser and one of Southern California's largest Mountain Bike events. CORBA is an all-volunteer, non-profit organization. All funds raised are applied directly to programs and operations. CORBA's roots are in advocacy for mountain biking recreation and trail access. Today, the call to action is especially important as we encourage and support mountain biking as a sustainable form of exercise and fitness for youths and adults alike. Our primary capital-intensive programs include our Youth Adventures program and our Trail Building and Maintenance Crew.

Both Trail Crew and Youth Adventures programs are equipment-intensive and costly to operate. The Fat Tire Fest is our greatest opportunity to raise needed funding. We appreciate your company's participation as a Fat Tire Fest sponsor.

The Fat Tire Fest and Fund Raiser provides vital support for all of CORBA's community programs and advocacy. Please review the enclosed information regarding promotional support and exhibiting opportunities. You may also visit the Fat Tire Fest Web site ([www.fattirefest.com](http://www.fattirefest.com)) for more information and to see photos from past events. For more information on CORBA, please visit [www.corbamtb.com](http://www.corbamtb.com). We look forward to having you join us at this exciting event.

## OUR PROGRAMS

YOUTH ADVENTURES provides interpretive mountain bike rides to organizations that serve disadvantaged, inner city or at-risk youths from ages 8-17 and are held bi-weekly in the Santa Monica Mountains National Recreation Area.

Our TRAIL CREW is deployed at least once a month to build and maintain trails. Due to park budget cuts, almost all trail maintenance is conducted by volunteer groups. CORBA members have volunteered thousands of hours to benefit local parklands by building new trails and maintaining existing trails for the entire community to enjoy. In 2009 alone we worked on over 100 miles of trails.



FREE MONTHLY MOUNTAIN BIKING SKILLS AND BACK COUNTRY PREPAREDNESS CLINICS. More than 3,500 people have learned proper bike handling, trail etiquette, and how to be a valuable member of the mountains community.

Our ADVOCACY work keeps trails open and accessible for mountain biking, and works to create new trail recreation opportunities. Our advocacy efforts have given a voice to the issues that affect mountain bikers as well as hikers, equestrians and trail runners. CORBA serves as a hub, keeping the Los Angeles area mountain biking community informed and in touch.

## DEMOGRAPHICS – YOUR AUDIENCE

Mountain biking recreation attracts people from all walks of life and is poised for growth in Southern California as younger riders enter the sport, and as more people turn to cycling as a stimulating way to exercise and achieve good health and fitness.

Mountain bikers include people of all ages, with the largest age group being 25 to 54.

Cyclists enjoy the "good life" from a varied palette of outdoor experiences and travel to a busy social and cultural calendar.

- The average individual income of cyclists is **\$61,072**
- **61%** are married
- The average household income is **\$91,938** (source: MRI Double base, 2008)

Additionally, *Bike* magazine readers spent an average of **\$1,787** on their last mountain bike and **\$1,100** on bike clothing/equipment, and **86%** made an online purchase last year. Cycling is America's largest lifestyle sport and is enjoying a period of unmatched vitality (*Bicycling Magazine*, 2009).

Nowhere in the Los Angeles area will you find this targeted demographic for you to contact and display your products and services in one location.

## MEDIA AND MARKETING

**INTERNET:** Ongoing promotion via our Web site, weekly e-blasts with event updates, listing in online event directories and more!

**ADVERTISING:** Print advertising in local cycling and fitness magazines, including *Dirt Rag* and *Southern California Bicyclist* (and others TBD); On-air Radio Spots on BikeSport Radio; Listings in regional event calendars; Online advertising with lifestyle related web sites, and more!

**DIRECT MAIL/P.O.P:** Postcards and fliers are distributed to our general mailing list; in-store fliers and posters displayed in local bike shops and sporting goods stores, and more!



# CASTAIC LAKE, CA

## SPONSORSHIPS and EXHIBIT SUPPORT

Any sponsor can select from many events for exclusive sponsorship. This will provide an excellent opportunity to stand out from the exhibit area and be recognized as a valued supporter of CORBA.

Events include: Poker Ride • Pro Rider Clinic • Skills Class • Skills Features • Wheelie Contest • Hill Climb Contest • Kids Skill Area • Bike Limbo Contest

This year we have enhanced our sponsorship opportunities by adding a Presenting Sponsor in an effort to grow the festival and align ourselves with a savvy, fitness-conscious brand that speaks to the adventurer in all of us. We have also included additional sponsorship opportunities for your business to gain increased levels of exposure.

To our past supporters, you may notice that exhibiting fees have increased this year. Previously, we accepted more product donations for the raffle in order to keep exhibiting fees down. As the raffle ran longer it diminished exhibitors' face time with participants. We adjusted the formula so partici-

pants will have more time to mingle with exhibitors. However, we encourage you to offer products for sale at your booth, which will add value to your experience. Exhibition hours are from 8:30 a.m. to 4:00 p.m.

## ALL SPONSORSHIPS INCLUDE:



online into perpetuity

- Logo recognition on all event-related graphics: print advertisements, flyers, T-shirts, posters, post-cards
- Banner placement at the location of sponsored activity, where applicable
- Logo recognition and link on Fat Tire Fest Web site
- One Goodie Bag insert
- Logo recognition in the *Terra Times* e-newsletters. *Terra Times* has a circulation of 1,500 posted and after the event

## PRESENTING SPONSOR \$10,000

(Branded Sponsor)

Get maximum exposure with the FTF audience. Your company will receive top billing on all promotional and advertising materials.

- Recognition as exclusive Presenting Sponsor
- Two exclusive emails announcing your sponsorship
- Opportunity for representative to make remarks / announcement during the event about your company, brand or product
- Two Goodie Bag inserts and logo on goodie bag (Presenting Sponsor to provide bags)
- Logo recognition on all event related graphics, FTF Web site and on all newsletters and e-mails for FTF
- 20 x 20 exhibit space - Prime location
- Eight complimentary event registrations including box lunches

## PLATINUM SPONSOR \$2,500

(Parking Sponsor)

Exclusive opportunity to have your brochure or promotional materials given to the driver of every car entering the event. This will ensure your pres-

entation goes home with every family.

- Banner / Signage placement at the Parking Lot and Entrance to FTF. Opportunity for company representative to make contact at Parking Lot / Entrance
- One Goodie Bag insert
- Logo recognition on all event related graphics, FTF Web site and on all newsletters and e-mails for FTF
- 10 x 20 exhibit space
- Four complimentary event registrations including box lunches

## GOLD SPONSOR \$1,500

(Activity Sponsor)

Get great exposure with the FTF audience. Your company will receive priority billing on all promotional and advertising materials.

- Banner / Signage placement at the location of sponsored activity. Opportunity for company representative to make contact at sponsored activity.
- One Goodie Bag insert
- Logo recognition on all event related graphics, FTF Web site and on all newsletters and e-mails for FTF
- 10 x 20 exhibit space
- Four complimentary event registrations including box lunches

## SILVER SPONSOR \$1,000

(Announcement Sponsor)

Get great exposure with the FTF audience. Your company will receive priority billing on all promotional and advertising materials.

- Opportunity for representative to make remarks / announcement during the event about your company, brand or product
- One Goodie Bag insert
- Logo recognition on all event related graphics, FTF Web site and on all newsletters and e-mails for FTF
- 10 x 20 exhibit space
- Four complimentary event registrations including box lunches

## BRONZE SPONSOR \$500

(Advertising Sponsor)

Our most affordable sponsorship level offers you great advertising opportunities and exposure with the FTF audience

- One Goodie Bag insert
- Logo recognition on all event related graphics, FTF web site and on all newsletters and emails for FTF
- 10 x 20 exhibit space
- Four complimentary event registrations including box lunches

## EXHIBITORS

\$175 Package - 10 x 10 exhibit space, includes two complimentary box lunches

\$300 Package - 10 x 20 exhibit space, includes four complimentary box lunches



## Join us October 17 at Castaic Lake!

For sponsorship opportunities contact our FTF coordinator today: (818) 206-8213  
ftf@corbamt.com [www.fattirefest.com](http://www.fattirefest.com)





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## ADDITIONAL OPPORTUNITIES

### PRO MOUNTAIN BIKER

Each year we offer a clinic and ride with a pro MTB rider. Previous pro riders have included Tinker Juarez, Marla Streb and Kathy Pruitt. If your company sponsors a pro rider team member who would be available to attend for the day, please contact our FTF coordinator at [ftf@corbambt.com](mailto:ftf@corbambt.com). CORBA can provide accommodations, travel expenses.

### RAFFLE DONATIONS

We appreciate raffle donations by Sponsors, Exhibitors and companies who are unable to attend the event. Donors unable to attend will have their logo posted on the Fat Tire Fest Web site with an active link. We request that our exhibitors and donors donate appropriate, quality items for the raffle and silent auction which include, but are not limited to, bikes and related gear and services (a portion of your contribution may be tax deductible). You may attach your company card or brochure to ensure the winner knows where the product came from. Please fill out the enclosed donation form and either mail it in with the exhibitor fee or bring it with you to the event. Raffle donations may be shipped in advanced (see address below), or brought to the event, but please remember to include the form with your items so we have a record of your donation and can acknowledge you.

### GOODY BAGS

The Presenting Sponsor will provide 500+ Goody Bags. Any company – exhibiting or not – can provide items for the goody bags (subject to item approval). Goody bag contributors must supply items for the bags by October 8 (see below).

## GUIDELINES

The final deadline to register for the 2009 Fat Tire Fest is Friday, October 8, 2010. **We encourage exhibitors and sponsors to register online at [www.corbambt.com](http://www.corbambt.com)** Follow the instructions on the Sponsorship form. You may register by mail. Send your payment, Sponsorship Form and Donation Form as soon as possible to secure your desired placement. The sooner you register, the more advertising and visibility your company achieves as an event supporter.

## ADVERTISING DEADLINES

### PRINT

Available for sponsor only. Print advertising in flyers, posters, post cards, on T-shirts and publications. Print deadline for logos is August 1, 2010. We will do our best to accommodate you thereafter.

### WEB

Sponsors will have their logos posted on the Fat Tire Fest Web site and linked to their Web site once payment has been received. Photos of donated bikes and donor acknowledgement will also be posted on the event Web site. You can register as late as October 8, but the earlier your payment is received, the more advertising you will be included in.

### BANNER PLACEMENT

Available all for sponsors. Banners must be delivered at least one week prior to the event (see below). Priority banner placement will be according to highest visibility and space availability. As the date approaches, you will be updated with details and any new exhibitor information, parking, events, etc.



**2009 GUEST PROS:** Sid Taberlay, Brian Lopes and Ned Overend



**Thank you for your participation and support of CORBA and mountain biking recreation in Los Angeles and the surrounding areas. We hope to see you October 17th!**

## CONTACT INFORMATION [www.fattirefest.com](http://www.fattirefest.com)

For sponsorship and exhibition opportunities: Contact our FTF coordinator (818) 206-8213

Send raffle donations, goody bag insertions, banners and other materials to: CORBA Fat Tire Fest 1525 Goodman Ave. Redondo Beach, CA 90278

### Advertising Materials:

E-mail art work directly to our graphic designer at: [jim@asylumdesign.com](mailto:jim@asylumdesign.com). A high resolution digital file of your current logo is required in both CMYK and black & white formats.

Design by Asylum: [www.asylumdesign.com](http://www.asylumdesign.com)

Main Cover Photo by M5 Productions

CORBA is a 501(c)(3) non-profit organization serving the mountain biking and trails community of Los Angeles, Ventura counties and surrounding area. See inside for details and demographics.



[www.corbambt.com](http://www.corbambt.com)

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