

LONE STAR BMX SPONSORSHIP KIT 2020





WHAT IS LONE STAR BMX?

**NOW IS YOUR CHANCE TO SUPPORT
THIS ACTION PACKED, COMPETITIVE
SPORT WITH A DIVERSE AND ALWAYS
GROWING FAN BASE.**

Lone Star BMX is San Antonio's only USA BMX sanctioned track. Established in 1979, Lone Star BMX has deep community roots and several decades of history in San Antonio. Today, our local rider count averages around 50 riders on a local race day, not including family and friends who tag along to support each other. Lone Star BMX's mission is to introduce bicycle motocross (BMX) to families in San Antonio and the surrounding area. In addition, our goal is to teach riders determination, sportsmanship, and valuable skills that can be carried beyond the BMX track.

Bicycling has evolved from riding two wheels around the neighborhood into an active sport for all ages and BMX has continued to show growth in the cycling industry now more than ever before. As more people decide to participate in the sport, the market will continue to grow bringing more riders in to our local track.

Lone Star BMX is a completely player-owned and operated, non-profit organization. Every event is operated by volunteers and members within our community. Our riders are made up of a diverse group of all ages and backgrounds. From businessmen to salesmen, construction workers, teachers, stay-at-home moms, retail managers, nurses, to school children, our diversity allows us to work together to create a really unique community and achieve a wide range of success.



BMX AND LONE STAR FACTS



BMX

There are over 375 USA BMX sanctioned tracks across the United States.

Locally, ABA sanctioned more than 14,000 BMX races last year. Each "National" level race brings out 800-2,000 athletes to local tracks. Also, these race day main events are live streamed on Facebook with outstanding average video views of 34.5K+ per day and 100K+ reach.

BMX made its debut as an Olympic sport in the 2008 Games held in China.

USA BMX athletes and events have garnered earned media coverage on CNN, NBC Nightly News and recently, the cover story of Southwest Airlines magazine.

LONE STAR

Local USA BMX Pro, Tanner Sebesta, also Lone Star BMX's current track operator, was one of eight national elite riders to be selected for the 2016 USA Olympic trial team.

Howard Johnson, Jake Trevino, and many more have placed top ten in the nation out of their age group.

Lone Star BMX hosts a state race annually with an average of 300 participating athletes and over 1,000 supporters of the event.





FANS, MEDIA, SCHEDULE

FANS

We have a wide range of demographic with ages ranging from 2 to 61 and over, but mostly consist of families. We promote an affordable, family friendly environment for all ages.

MEDIA EXPOSURE

Our Facebook page has an audience of 3,000 viewers. With connections to local media, we have big plans to broadcast the track every opportunity possible. On a national level, USABMX has the ability to highlight our track which brings in an audience throughout the United States.

2020 SCHEDULE

Local Races: Every Thursday and Saturday 6-8pm

Race for Life | TBD

Lone Star State Qualifier Race | TBD

TAILOR YOUR OWN PACKAGE

LOCAL RACE SPONSORSHIP

(52 slots possible)

\$100 – Single day event

\$250 – Three (3) single day events

\$800 – Ten (10) single day events

YEARLY AD PROGRAM

Full Page \$675

1/2 Page \$500

1/4 Page \$275

With races twice a week (Thursday and Saturday) for 26 weeks, we have plenty of slots available for our local race sponsorship package. You can sponsor a single race or multiple races based on your needs. This is your opportunity to spotlight your company for the entire evening. You will be our primary race sponsor for that evening's activities and events and announcing. You are welcome to provide your own marketing materials and on site advertising for each sponsored event as well**.

- High Inclusion in social media rotation
- Inclusion in all event notifications and announcements
- Recognized as event sponsor for specific event
- High Inclusion in announcer rotation
- On-site promotional space included
- Additional promotional opportunities available

*In the event of cancellation substitute date(s) will be used.

**Track operator can provide guidelines and accommodations as needed.

FACILITY BANNER

(20 slots/annually) – \$400

We would enjoy having one of your custom 3x6 banners displayed at our track. First come first serve on track location (fencing, bleachers, etc.), but all banners will be placed in high traffic and high exposure areas around the track and seating areas.

TOWER BANNER

(Limited slots/annually) - 2'x4' Banner with your name/logo: \$450

Let's have your business logo front and center with the action in one of the focal points of the entire track, the ANNOUNCER'S TOWER. If you want your business to be seen, this is the location for your banner!

JERSEY SPONSORSHIP

(4 SLOTS/annually) – \$500

With this sponsorship your company will be one of only FOUR (4) corporate logos to be included in this year's design. Riders purchase these jerseys to show their support for our local track. As riders travel and compete in state, region, and national events your company can travel with them.

TAILOR YOUR OWN PACKAGE

SPONSOR-A-RIDER/SCHOLARSHIP PROGRAM \$500

Includes single point races and practices for season- You are not just supporting the track or an organization with this package, you are supporting a rider and a dream. Give a local rider the opportunity to experience the track and the thrill of racing with an individual rider sponsorship. By sponsoring a single rider for the season you are affording them the opportunity to enjoy FREE practices and FREE local single point races for the entire season***. USABMX membership required, not included.

Specialty Series and State/Gold Cup Qualifier(s)

(Slots vary, 3 min.) - \$750 - Event of choice

Each season brings new specialty race series and regular state and regional events to the track. These events are scheduled by USABMX and/or created by the local tracks themselves to highlight a certain point's series or track challenge or feature race. Sponsoring these events will get you into a larger audience outside of just the local fan base. These races can welcome as many as a thousand participants and spectators. Each series or event occurs over several days over a weekend or as a series of events scheduled throughout the entire season. Each event as a whole would be your event and you would be included as the event sponsor in all marketing in its entirety.

- Inclusion in all event notification and announcements as primary sponsor
- On-site promotional opportunities available
- Additional promotional opportunities available
- Corporate logo on award plate(s) where applicable
- Recognized as event sponsor for specific event
- Corporate logo on website
- Company name on moto sheets
- Corporate logo on all marketing materials
- High inclusion in announcer rotation
- High inclusion in social media rotation

*In the event of cancellation substitute date(s) will be used.

**Track operator can provide guidelines and accommodations as needed.

TRACK LOGO

\$5500 (turn 1 or 3) | \$4500 (turn 2)

Do you want your corporate logo to be seen in every turn? This is the opportunity to make that happen. Our track logo sponsorship package includes a custom logo on one of our 3 asphalt turns. This is a 3-year sponsorship and will have limited availability. The turns get more attention than most of the track as that is where a lot of unexpected action happens. Your logo will stand out in that action and will be maintained throughout the duration of the sponsorship.

Your corporate logo will not go unnoticed!

- Corporate logo on a track turn surface*
- High inclusion in announcer rotation
- High inclusion in social media rotation
- Exclusive mentions in special track promotions
- Corporate logo on website
- Multi-year opportunity

*Logo art should expect reasonable wear and will be maintained on a regular scheduled basis throughout term of contract.

LONE STAR BMX SPONSORSHIP FORM

INDIVIDUAL NAME/COMPANY (PLEASE PRINT EXACTLY AS YOU WOULD LIKE IT TO APPEAR)

CONTACT PERSON

PHONE NUMBER

ADDRESS

EMAIL

SPONSOR TYPE

- | | |
|---|--|
| <input type="checkbox"/> LOCAL RACE SPONSORSHIP (SINGLE DAY EVENT) \$100 | <input type="checkbox"/> SPONSOR-A-RIDER/SPONSORSHIP PROGRAM \$500 |
| <input type="checkbox"/> LOCAL RACE SPONSORSHIP (3 SINGLE DAY EVENTS) \$250 | <input type="checkbox"/> YEARLY AD (FULL PAGE) \$675 |
| <input type="checkbox"/> YEARLY AD (1/4 PAGE) \$275 | <input type="checkbox"/> SPECIALTY SERIES/ STATE RACE \$750 |
| <input type="checkbox"/> FACILITY BANNER \$400 | <input type="checkbox"/> LOCAL RACE SPONSORSHIP (10 SINGLE DAY EVENTS) \$800 |
| <input type="checkbox"/> TOWER BANNER \$450 | <input type="checkbox"/> TRACK LOGO \$5500 (TURN 1 OR 3) |
| <input type="checkbox"/> YEARLY AD (1/2 PAGE) \$500 | <input type="checkbox"/> TRACK LOGO \$4500 (TURN 2) |
| <input type="checkbox"/> JERSEY MEMBERSHIP \$500 | |

TOTAL:

THANK YOU FOR YOUR SUPPORT AND CONTRIBUTIONS!

DO NOT SEND CASH.

PLEASE MAKE CHECKS PAYABLE TO: LONE STAR BMX RACING

MAIL TO: OFFICE OF LONESTAR BMX
761 COVENT DRIVE | KYLE, TX 78640

EMAIL YOUR BUSINESS LOGO TO:
LONESTARBMXSA@GMAIL.COM

USABMX.COM/TRACKS/1346

