



Dear SB-250 Valued Sponsor:

Come join us for our 10 year Anniversary to help children with Spina Bifida!

On June 25th & 26th 2021, the *Suzannah Smiles* non-profit corporation will be hosting a charity cycling event, the Spina Bifida (SB250). All proceeds from the event are donated to Spina Bifida Texas (SBTX). It will be our 10-year Anniversary and SB250 continues to grow as a premier cycling event with participants from all over the state of Texas. In the last 9 years the SB250 has raised over \$200,000 to help the children of our state of Texas. This single event generates a significant portion of SBTX's operational capital for the year. As always, with your help the 10th Anniversary of SB250 will be bigger (more riders and more donations)! We are also expanding our marketing for the event. So what a great way for all to see your brand associated with such a worthwhile cause! To keep the ride safe and fun for all, we need your help.

- **About Spina Bifida:** It is estimated that Spina Bifida affects 2 in every 1,000 births in Texas, almost twice the national average! Spina Bifida is a birth defect that occurs when the lower end of the spinal cord does not form properly in the developing baby. Paralysis, loss of bowel and bladder control, brain damage and learning disabilities are among the many issues associated with this complex disability. According to the Center for Disease Control (CDC), if every woman of child bearing age (15-44) would take a vitamin containing 400mcg of folic acid every day, the incidence of Spina Bifida would be reduced by 70%.
- **About Spina Bifida Texas (SBTX):** Based in San Antonio, and extending into Central and South Texas including the Rio Grande Valley, it is committed to serving individuals affected by Spina Bifida. The mission of SBTX is "to improve the lives of those affected by Spina Bifida and to promote its prevention through folic acid awareness." SBTX is committed to preventing SB and helping children and families affected by this debilitating disease. SBTX provides assistance for low to moderate income families. Information at: <http://www.sbttx.org/>
- **About the SB-250 Ride:** The Spina Bifida 250 bicycle ride will start in McAllen, TX on June 25th, 2021 and end in San Antonio, TX on June 26th, 2021. Participants will be cycling distances of up to 250 miles in two days through the grueling South Texas heat to raise funds through sponsorships and donations with all profits going to Spina Bifida Texas. Information can be found at: <https://www.suzannahsmiles.org/> or contact Casey Swanson, Event Coordinator (956) 460-3570, email casey@suzannahsmiles.org.

Our goal this year is to raise \$75,000.00, please consider supporting this effort.

Sincerely,

Casey Swanson –
CEO/President, Suzannah Smiles

Suzannah Smiles is 501 (c) 3 nonprofit corporation.

Sponsorship Levels Please make all checks payable to *Suzannah Smiles*.

Title Sponsor Donation- \$10,000.00

- Event naming rights for a year on all event related materials and social media including SBTX and Suzannah Smiles Foundation website.
- Recognition as SB250 TITLE sponsor at all SB250 and SBTX events, website, media announcements, event emails, banners and other advertising outlets for the year. Includes links to your social media platforms.
- Recognition plaque for display at your business.
- Name on official SB250 2020 cycling jersey and racing bibs (shorts) to be worn by riders in the charity ride (and many times after that).
- Name on official SB-250 2020 commemorative poster advertising event at local, regional and state bike shops and businesses.
- Complementarity event entry for SB-250 2020 including cycling jersey and racing bibs, meals and hotels for up to 4 riders (must be 18 years of age or older).
- SB-250 2020 T-shirt, hat, and car decal for 4 riders.
- SB-250 2020 commemorative poster.

Platinum Sponsor Donation \$5,000.00

- Recognition as SB-250 PLATINUM sponsor at all SB-250 and SBTX events, website, media announcements, event emails, banners and other advertising outlets for the year. Includes links to your social media platforms.
- Recognition plaque for display at your business.
- Name on official SB-250 2020 cycling jersey or racing bibs (shorts) to be worn by riders in the charity ride.
- Name on official SB-250 2020 commemorative poster advertising event at local, regional and state bike shops and businesses.
- Complementarity event entry for SB-250 2020 including cycling jersey and racing bibs, meals and hotels for up to 2 riders (must be 18 years of age or older).
- SB-250 2020 T-shirt, hat, and car decal for 2 riders.
- SB-250 2020 commemorative poster

Gold Sponsor Donation \$2,000.00

- Recognition as SB-250 GOLD sponsor at all SB-250 and SBTX events, website, media announcements, emails, banners and other advertising outlets for the year. Includes links to your social media platforms.
- Recognition plaque for display at your business.
- SB-250 2020 T-shirt, hat, and car decal.
- SB-250 2020 commemorative poster.
- Food sponsor for Thursday night and/or Friday night dinner would be listed in this category.

Texas Chain Crushers Donation \$250.00 - \$1,000.00

- Recognition as SB-250 PELOTON SUPPORTER on SB-250 website and banner displayed at packet pick-up.
- Personalized supporter recognition plaque.
- SB-250 2020 T-shirt and commemorative poster.

Media Sponsors

- Would advertise the event on radio, TV, newspaper, and/or social media.
- Recognition as SB-250 2020 Media SUPPORTER on SB-250 website, commemorative poster and banner.
- Personalized media supporter recognition plaque.

SB-250 Official Bike Shop

- 250.00 donation or merchandise for swag bag (ex...water bottles, towels)
- Recognition as OFFICAL SB-250 BIKE SHOP on SB-250 website, social media with active link to shop social media platforms. Included in event emails and updates.
- Offer discount for SB riders.
- Advertise for SB by displaying advertising poster.
- Work with SB organizers to have training ride to promote the event.
- SB-250 OFFICAL BIKE SHOP plaque to hang in the shop.

SB-250 National Sponsors

- Offer discounts to SB-250 riders.
- Recognition as SB-250 National Sponsors on SB-250 website, social media with active link to social media platforms. Included in event emails and updates.