



**ROLL
WIT' IT**

PHILADELPHIA GRAN FONDO

SATURDAY, SEPTEMBER 14

ABOUT THE EVENT

Presenting the Bicycle Coalition of Greater Philadelphia's first-ever Philly Gran Fondo — "Roll Wit It" — celebrating the region's beautiful Schuylkill River, rolling hills, and unique culinary traditions. Beginning and ending at Sedgley Porter House, the home of the Bicycle Coalition Youth Cycling program, this event celebrates and raises funds for BCYC youth athletes via both entry fees and team fundraising opportunities. Come for the ride, stay for the food! We'll have a family-friendly yard party at the end of the ride, with a kids course, games, music, and food & drink.

SEE OPPORTUNITIES TO SUPPORT





SPONSORSHIP OPPORTUNITIES

ROLL WIT IT: PHILADELPHIA GRAN FONDO

\$5,000 Premier Sponsor

- Recognition as Premier Sponsor in all media
- Logo on all Roll Wit It promotional materials, including event posters and website
- Logo on aid station signage
- Focused social media marketing on BCYC + BCGP channels
- Premium activation space at event
- Verbal recognition as Premier Sponsor at event
- Opportunity for email marketing to event registrants
- Opportunity to volunteer at aid station(s)
- Full page ad placement in online rider guide
- Four (4) complimentary ride entries
- Listing in the Bicycle Coalition's Annual Report

\$2,500 All Star Sponsor

- Recognition as All Star Sponsor in all media
- Logo on all Roll Wit It promotional materials, including event posters and website
- Recognition on BCGP and BCYC social media
- Activation space at event
- Verbal recognition at event
- Half page ad placement in online rider guide
- Two (2) complimentary ride entries
- Listing in the Bicycle Coalition's Annual Report

\$1,000 Community Sponsor

- Recognition as Community Sponsor in all media
- Logo on all Roll Wit It promotional materials, including printed materials and event website
- Recognition on BCGP and BCYC social media
- Activation space at event
- Quarter page ad placement in online rider guide
- One (1) complimentary ride entry
- Listing in the Bicycle Coalition's Annual Report

Interested in Sponsorship Packages?

Contact Sonja Bontrager, Development Director

sonja@bicyclecoalition.org