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# Gold Coast *East* Tour

*Sponsorship Opportunities*

Sunday July 14<sup>th</sup>, 2024



*To Benefit*

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**Dementia Society of American**



**New York Bike Coalition NYBC**



**American Diabetes Association**



**Long Island Cares**



**Kids Need More**

**KIDS NEED M♥RE**

# BECOME A GOLD COAST EAST TOUR SPONSOR

A variety of sponsorship opportunities for all types of businesses and organizations are currently available for the Huntington Bicycle Club's Annual Gold Coast Tour *East* on July 14, 2024.

We can work with you to customize sponsorship packages to suit your goals and objectives, and to create maximum exposure for your brand, products and services.

Our sponsorships are opportunities to develop mutually beneficial partnerships designed to produce the best possible return for you. If you've been searching for a unique way to showcase your product and message to a captive and receptive audience, then developing a partnership with our "high profile event with small-town charm" may be an ideal solution.

## ACCORDING TO THE NATIONAL ASSOCIATION OF SPORTING GOODS RETAILERS:

- Cyclists have better than average incomes. 30% of all adult bicyclists in the U.S. live in households with incomes of \$100,000 or more – compared to 17.5% of all U.S. adults living in households with incomes of \$100,000 or more. This is 71% higher than the national household income for this income bracket.
- A higher percentage of adult cyclists are college graduates compared to the total U.S. population of adults.
- Cycling is the second most popular recreational activity in the United States, and participation has been growing steadily in recent years.
- Studies have shown that pedestrians and cyclists stay longer and spend more money at local shops than drivers do. – League of American Bicyclists.
- Cycling saves carbon emissions, reduces car and truck traffic congestion, is great for physical health, is fun and makes our communities more desirable places to live, work and visit.

Your message will reach 1,000 -1,200 cyclists and their families on July 14th, but it will reach thousands more in the community, catching the eye of motorists and residents as cyclists pass by.

During the weeks leading up to the event, flyers and emails will be distributed. The event is posted within the tri-state cycling community on websites, blogs, social media and other club materials. Local media has also covered the event.



**Go to our Donations Page on the HBC website and select your Sponsorship Level to pay by credit card.**

**[www.hbcli.org/donations](http://www.hbcli.org/donations)**

## Donations



Click the link with the arrow to contribute to the specified fund. If recurring donations have been set up for a fund, a "Schedule Donation" link will appear for that fund. Click the Schedule Donation link to make a recurring donation.

### Gold Coast East Route Direction Sign Sponsor (\$250)



Small logo on T-shirt, Logo on one route sign or turn sign, Logo on HBC "Gold Coast" page

**Donate >**

### Gold Coast East The Peloton Sponsor (\$500)



Small logo on T-shirt, Logo on one route sign or turn sign, Logo on HBC "Gold Coast" page, Sponsorship signs at the Start/Finish as well as providing your own "crew" to promote business, More prominent logo on both Gold Coast and HBC Website, Business samples: (water bottles etc., free memberships etc) can be included in the HBC "Goody-Bag"

**Donate >**

### Gold Coast East Chase Group Sponsor (\$1000)



Small logo on T-shirt, Logo on one route sign or turn sign, Logo on HBC "Gold Coast" page, Sponsorship signs at the Start/Finish as well as providing your own "crew" to promote business, More prominent logo on both Gold Coast and HBC Website, Business samples: (water bottles etc., free memberships etc) can be included in the HBC "Goody-Bag", Larger logo on T-Shirt back Table at Tour Registration, Large sign allowed at Start/Finish, Distribution of sampling products/samples, including your staff to promote business

**Donate >**

### Gold Coast East Leaders Group Sponsor (\$2500)



Small logo on T-shirt, Logo on one route sign or turn sign, Logo on HBC "Gold Coast" page, Sponsorship signs at the Start/Finish as well as providing your own "crew" to promote business, More prominent logo on both Gold Coast and HBC Website, Business samples: (water bottles etc., free memberships etc) can be included in the HBC "Goody-Bag", Larger logo on T-Shirt back Table at Tour Registration, Large sign allowed at Start/Finish, Distribution of sampling products/samples, including your staff to promote business, Large main logo on top back of T-shirt, Ability to post signage at all rest stops in addition to Tour Registration, Brand mentions in all event press releases, 4 free entries to event and free VIP parking, Party package: entry to Gold Coast Tour Volunteers Party, Magnetic logo on all SAG wagons, provide

### The General Fund



Our General Fund supports the Growth and General operation of HBC. Please note that HBC is designated as a non-profit organization. Your donation may be tax deductible. Please ask your tax advisor for guidance on this. The amount shown on the next page is a suggested amount. Please feel free to donate a larger amount to help support our club.

### The Gold Coast Fund



Please consider donating to our Gold Coast Fund. A portion of the Gold Coast Fund proceeds will be donated to several charities including: Kids Need More, Dementia Society of America, The NY Bicycling Coalition, and Americans Diabetes Association. The amount shown on the following page is a suggested amount. Please feel free to donate a larger amount to help support our charities.

## \$250 – Route Direction Sign Sponsor

- Small logo on T-shirt
- Logo on one route sign or turn sign
- Logo on HBC “Gold Coast” page

## \$500 – The Peloton Sponsor

- All of the above, plus:
- Sponsorship signs at the Start/Finish as well as
- providing your own “crew” to promote business
- More prominent logo on both Gold Coast and HBC Website
- Business samples: (water bottles etc., free memberships etc) can be included in the HBC “Goody-Bag”

## \$1,000 – Chase Group Sponsor

- All of the above, plus:
- Larger logo on T-Shirt back
- Table at Tour Registration
- Large sign allowed at Start/Finish
- Distribution of sampling products/samples, including your staff to promote business

## \$2,500 – Leaders Group Sponsor

- All of the above, plus: large main logo on top back of T-shirt
- Ability to post signage at all rest stops in addition to Tour Registration
- Brand mentions in all event press releases
- 4 free entries to event and free VIP parking
- Party package: entry to Gold Coast Tour Volunteers Party
- Magnetic logo on all SAG wagons, provided by sponsor

### TABLES

If you are setting up a table at registration, you may do so beginning at 6:30am.

### LOCATION START & FINISH Harborfields High School

98 Taylor Avenue  
Greenlawn,  
New York, 11740

### SAMPLES & SIGNAGE

Samples, brochures or items to be included in the Goody-Bags and banners, posters or any materials to be displayed if received by **July 7th, 2024**

Contact:  
Steven Labiner  
[goldcoastchair@hbcli.org](mailto:goldcoastchair@hbcli.org)  
Cell: 516-662-1286

### CHECKS

Please make checks payable to:  
**Huntington  
Bicycle Club**

Mail to:  
P.O. Box 322  
Huntington Station,  
NY 11746

**Go to our Donations Page on the HBC website and select your Sponsorship Level to pay by credit card.**  
[www.hbcli.org/donations](http://www.hbcli.org/donations)

## SPECIFICATIONS FOR ALL LOGOS

Logos should be in .jpeg or vector art form so they can be resized as needed. Art needs to be received by April 1st to guarantee inclusion in the pre-event mailings and t-shirts. Please email art to: [goldcoastchair@hbcli.org](mailto:goldcoastchair@hbcli.org)





The Huntington Bicycle Club **Gold Coast Tour** has been a revered North Shore of Long Island cycling event for over 40 years.

This year, the various bicycle routes wind their way along the beautiful and historic North Shore of Long Island from Huntington to Head of the Harbor, Old Field, Strong's Neck and Stony Brook. The Long Island Gold Coast, as it was called, was a favorite retreat of the rich and famous. Starting at about the turn of the 20th century and through the 1930's, the North Shore was a virtual Who's Who of High Society.

The Gold Coast Tour attracts cyclists of all ages and ability levels from Long Island as well as NYC, New Jersey and Connecticut. Participation for this classic event has been in the 1,000 to 1,200 range.

## AN OVERVIEW OF WHAT THE GOLD COAST EAST TOUR HAS TO OFFER:

### **Trial 12 Mile Tour**

This pleasant flat route meanders through Greenlawn, East Northport and Elwood for about 12 miles. A ride leader will be available to guide those who are ready to start at 9:00 am. Novice cyclists will learn the rules of the road for group riding and the use of cue sheets and road markings to follow a tour route.

### **King Park Ramble 25 Miles**

A family-friendly excursion (without the steep hills) through the neighborhoods of Greenlawn, East Northport, Commack and Elwood. Spectacular views of Long Island Sound highlight this route. and vicinity.

### **Vintage Villages 45 Miles**

You will also enjoy the harbors and hills as you pedal through a string of charming and historic villages including: Smithtown, Head of the Harbor, Stony Brook and Setauket.

### **Grand Tour Metric Century 62 Miles**

Travel along Suffolk County's North Shore Gold Coast. Enjoy the scenic views of Short Beach, Stony Brook Village, Stony Brook Harbor, Strong's Neck and the Oldfield Lighthouse.

### **New for 2024! The Big 8-0 Cycling Challenge 80 Miles**

The 80 Mile route is a challenging ride that takes you out to the quiet and beautiful villages of Belle Terre and back through Poquott and Port Jefferson. Harbors, hills, vintage villages, and water views provide many photo ops.

Food and beverages will be available at all rest stops. SAG wagons will be provided on all routes.

Routes will be clearly marked.

- Cue sheets will be provided, and the routes will be posted on Ride with GPS (RWGPS)

