

THE HUNTINGTON BICYCLE CLUB GOLD COAST TOUR

The Huntington Bicycle Club Gold Coast Tour has been a revered North Shore of Long Island cycling event for over 40 years. Our various bicycle routes wind their way along the beautiful and historic North Shore of Long Island from Great Neck to Huntington. 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. From the Astors to the Vanderbilts, this was THE place to be for some of the most notable Americans. The mansions constructed during that period numbered in the hundreds. The Gold Coast Tour draws cyclists of all ages and ability levels from Long Island as well as NYC, New Jersey and Connecticut.

AN OVERVIEW OF WHAT THE HUNTINGTON BICYCLE CLUB GOLD COAST TOUR HAS TO OFFER:

TRIAL TOUR TWELVE

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.

THE HUNTINGTON RAMBLE (25 MILES)

A family-friendly excursion (without the steep hills) through the neighborhoods of Huntington and vicinity.

VINTAGE VILLAGES (55 MILES)

You will also enjoy the harbors and hills. Then you pedal through a string of charming and historic villages - Laurel Hollow, Oyster Bay, Locust Valley, Roslyn, Old Westbury, Brookville and others.

METRIC CENTURY (62 MILES)

Harbors, hills, vintage villages, views of Oyster Bay Harbor and Mill Neck Bay and the affluent communities along the way, show you why Long Island's North Shore is called the "Gold Coast."

CENTURY CHALLENGE (100 MILES)

Even experienced century riders find this one a challenge. Your tour includes all the beautiful sights of the other tours.



Gold Coast Tour 2022

- There will be ride leaders for every route and level
- Sag wagons supports will be provided on all routes
- Food Rest stop locations will be recommended on all routes thanks to our Tour Sponsors.

HUNTINGTON BICYCLE CLUB



SPONSORSHIP OPPORTUNITIES

To Benefit



CURE PANCREATIC CANCER
• LUSTGARTEN FOUNDATION •

Advancing the scientific and medical research related to the diagnosis, treatment, cure and prevention of pancreatic cancer.
In Memory of Howard Ebert.

lustgarten.org

KIDS NEED MORE

A 501(c)(3) nonprofit charitable organization dedicated to creating a community through recreational events and camping experiences for children, families & young adults coping with cancer and life-threatening illness.

kidsneedmore.org



A variety of sponsorship opportunities for all types of businesses and organizations are currently available for Huntington Bicycle Club's 36th Annual Gold Coast Tour on July 10, 2022. 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.



THE GOLD COAST TOUR DRAWS CYCLISTS FROM LONG ISLAND AS WELL AS NYC, NEW JERSEY AND CONNECTICUT.

Your message will reach 1,000 -1,200 cyclists and their families on July 10th, 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.



SPONSORSHIP PACKAGES & MATERIALS

\$250 - RAFFLE & ROUTE DIRECTION SIGN SPONSOR

- Logo on T-shirt and the Gold Coast jersey
- Vendors business location will be displayed on the cue sheets and Ride with GPS directions
- Logo on HBC "Gold Coast" page and the Huntington Bike Club website

\$500 - THE PELOTON SPONSOR (BASIC SPONSOR)

All of the above, plus:

- Logo 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 (ENHANCED 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

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 must be received by **July 1, 2022**.

Contact:

STEVE LABINER
at slabs25@gmail.com
Cell: 516-662-1286

CHECKS

Please make checks payable to:
HUNTINGTON BICYCLE CLUB
Mail to:
P.O. Box 322
Huntington Station,
NY 11746

SPECIFICATIONS-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. Please email art to:slabs25@gmail.com



Gold Coast Tour 2022