

BARRIO LOGAN GRAND PRIX

SATURDAY JUNE 15, 2024

The Annual Barrio Logan Grand Prix Bicycle Race, promoted and produced by the San Diego Bicycle Club (SDBC) has become one of Southern California's largest cycling events. This unique race is hosted in the San Diego historic community of Barrio Logan. Spectators are treated to numerous views of the racers along city streets in the Barrio Logan Area. It's a full day of racing for men and women of all ages, from professional and Olympic-level cyclists to first-time racers.

Barrio Logan Grand Prix is once again proud to host the **2024 SCNCA Junior State Championships!**

In addition to a **free racing event for children**, the Barrio Logan Grand Prix also includes a **kids' bike safety rodeo** to help kids develop bike handling and safety skills. All youth participants will receive a free helmet

The Start/Finish Line for the .8 mile "figure eight" race course is located on Newton Avenue across from Perkins Elementary School.



SDBC's Mission

To support and develop athletes of all levels in the sport of bicycle racing

Promote bicycling as a means of transportation, and promote and advocate for safe bicycling

2023 EVENT SPONSORS



SDBC



SAN DIEGO BICYCLE CLUB

SDBC.ORG



@SANDIEGOBICYCLECLUB

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In 2023, over 270 riders from all of SD County and beyond raced Barrio Logan Grand Prix. Sponsors, vendors, teams, support and spectators attended the race all day, to watch the drama and enjoy this bustling downtown location. The expected attendance is estimated at 1,500 people.

Event sponsorship

Co-Presenting \$4,500 (1 available)

- Co-Presenting naming rights
- Opportunity to hang two (2) banners at the event
- Opportunity for product distribution to riders
- One (1) dedicated email blast (content drafted by sponsor)
- Opportunity to present at award ceremony
- Mention in press release
- Two (2) complimentary race entries
- 10x20 vendor space - opportunity for product/material distribution
- Mention on social media
- Name/logo placement on the following marketing and promotional materials:
 - + Racers' bibs
 - + Event T-shirt
 - + Event banner/sign
 - + Event website page
 - + Event postcard (day-of)
 - + Event posters and fliers
- Pre and post-race announcements

*Potential to be included in news/TV segment should the opportunity arise

Supporting (3 available)

\$2,750

- Mention in press release
- One (1) complimentary race entry
- 10x10 vendor space - opportunity for product/material distribution
- Mention on social media
- Name/logo placement on the following marketing and promotional materials:
 - + Event banner/sign
 - + Event website page
 - + Event postcard (day-of)
 - + Event posters and fliers
- Pre and post-race announcements

Supporting Bike Rodeo & Community Kids' Race (4 available)

\$1,750

- Supporting naming rights
- 10x10 vendor space to sample product/materials
- Mention on social media
- Name/logo placement on the following marketing and promotional materials:
 - + Event Website page
 - + Event postcard (day-of)
 - + Event posters and fliers



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BARRIO LOGAN GRAND PRIX 2023

Presented by the San Diego Bicycle Club
Host of the SCNCA Junior Citizens Championships
Pilot Car + Primes Health Group (San Diego)

START TIME	DURATION	CATEGORY
9:00 AM	30 MIN	Novice (Cat 5)
9:30 AM	30 MIN	Open
9:35 AM	30 MIN	Masters 50+ (Cat 1-4)
9:45 AM	30 MIN	21 Men/Women 15-14
10:20 AM	30 MIN	21 Men/Women 16-15
11:05 AM	30 MIN	Col #Races (Cat 5)
11:40 AM	30 MIN	WHEELCHAIR COMMUNITY ADVANTAGE
12:10 PM	30 MIN	Women Cat #Races (Cat 5) & Masters & Women 50+
1:45 PM	30 MIN	Col 20+
2:45 PM	30 MIN	21 Women 1-3
3:15 PM	30 MIN	21 Men 1-3
3:55 PM	30 MIN	Masters 30+ (Cat 1-4)*

Thank you to our 2023 Race Sponsors!



Champion

\$500

- 10x10 vendor space - opportunity for product/material distribution
- Mention on social media
- Name/logo placement on the following marketing and promotional materials:
 - + Event website page
 - + Event postcard (day-of)
- Pre and post-race announcements

Individual Race Category

\$300

Sponsor (\$150 cash / \$150 primes)

- 13 Available/1 per race
- Recognition on large poster displayed at race
- Pre and post race announcements

Racers' Village Booth

\$150

- 10x10 vendor space to sample product/materials opportunity for product/material distribution

Contact: racedirector@sdbc.org

SDBBC