



# Pedal to Padre, Inc.



## General Information

Pedal to Padre, Inc. incorporated in 2017 and continues the Pedal to Padre tour which began in 1996. Our purpose is to provide a tour between Brownsville, TX and South Padre Island, TX targeted toward a wide range of riders at varying experience levels. The primary tour will be approximately 32 miles and an expert route may be offered for advanced riders looking for a 50+ mile tour. Pedal to Padre has seen between 1,000 – 1,500 riders for the last several years and we hope to continue that tradition. Local non-profit organizations are recruited to volunteer at the event in return for a donation to their organization, and as revenues allow, Pedal to Padre, Inc. plans to make donations to local non-profit causes in the cities we ride through or to local municipal recreation, beautification, or tourism causes.

Dates: Sunday May 5, 2019  
Start: Brownsville Event Center – 1 Event Center, Brownsville, TX 78526  
Finish Line: Schlitterbahn Waterpark & Resort – 33261 State Park Rd. 100, South Padre Island, TX 78597  
Price: varies

## MARKETING OPPORTUNITIES

**GOLD SPONSOR\* (\$5,000)** - Sponsor is recognized on the Pedal to Padre Website, and in all Advertising as a sponsor. Sponsors recognized first in order of financial commitment, then in order of date committed. Sponsors returning for consecutive years are prioritized over new sponsors at the same level. Sponsor Logo on event registration forms (printed and online). Sponsor logo on all event t-shirts. Company Advertisement or Specialty/sample item(s) included in race bags issued to riders (1,000 bags) minimum. Logo inclusion on signs along the event route. A 10' x 10' booth space at packet pickup location or event. A 10' x 10' booth space at Port Isabel regrouping area. A 10' x 10' booth space at event finish location. ***\*(please see Important Terms on page 2)***

**SILVER SPONSOR\* (\$3,000)** – Sponsor is recognized on the Pedal to Padre Website, and in all Advertising as a sponsor. Sponsors recognized first in order of financial commitment, then in order of date committed. Sponsors returning for consecutive years are prioritized over new sponsors at the same level. Sponsor logo on all event t-shirts. Company Advertisement or Specialty/sample item(s) included in race bags issued to riders (1,000 bags) minimum. A 10' x 10' booth space at packet pickup location or event. A 10' x 10' booth space at Port Isabel regrouping area. A 10' x 10' booth space at event finish location. ***\*(please see Important Terms on page 2)***

**BRONZE SPONSOR\* (\$1,500)** – Sponsor is recognized on the Pedal to Padre Website, and in all Advertising as a sponsor. Sponsors recognized first in order of financial commitment, then in order of date committed. Sponsors returning for consecutive years are prioritized over new sponsors at the same level. Sponsor logo on all event t-shirts. Company Advertisement or Specialty/sample item(s) included in race bags issued to riders (1,000 bags) minimum. A 10' x 10' booth space at packet pickup location or event. ***\*(please see Important Terms on page 2)***

**WATER STATION GOLD SPONSOR\* (\$500)** - Sponsor is recognized on the Pedal to Padre Website, and in all Advertising as a sponsor. Sponsors recognized first in order of financial commitment, then in order of date committed. Sponsors returning for consecutive years are prioritized over new sponsors at the same level. Company Advertisement or Specialty/sample item(s) included in race bags issued to riders (1,000 bags) minimum. ***\*(please see Important Terms on page 2)***

**WATER STATION SILVER SPONSOR\* (\$300)** - Sponsor is recognized on the Pedal to Padre Website, and in all Advertising as a sponsor. Sponsors recognized first in order of financial commitment, then in order of date committed. Sponsors returning for consecutive years are prioritized over new sponsors at the same level. Company Advertisement or Specialty/sample item(s) included in race bags issued to riders (1,000 bags) minimum. ***\*(please see Important Terms on page 2)***



Thank you for your interest in Pedal to Padre, Inc. and the annual Pedal to Padre event. With regard to marketing opportunities if you do not see something that fits your exact needs or budget please reach out to us. We are dedicated to working with our corporate sponsors and finding the right fit for your marketing needs. If you should have any questions please feel free to contact any one of our marketing specialists below:

Contacts: David Warren  
Corporate Marketing  
Pedal to Padre, Inc.  
[dwhernandez72@gmail.com](mailto:dwhernandez72@gmail.com)  
(956) 639-6791

Roy De los Santos-Cuellar  
Corporate Marketing  
Pedal to Padre, Inc.  
[roy.delossantos@sbcglobal.net](mailto:roy.delossantos@sbcglobal.net)  
(956) 371-7221

Michael A De los Santos-Cuellar  
Corporate Marketing  
Pedal to Padre, Inc.  
[cuellar.Michael@gmail.com](mailto:cuellar.Michael@gmail.com)  
(956) 755-9757

**\*IMPORTANT TERMS:**

**Excluding Banners & Signage at a 10' x 10' booth space setups, All signage included at any sponsorship level is handled by Pedal to Padre, Inc.**

**All promotional materials, giveaways, samples, specialty items, etc. for the race bags included at the different sponsor levels will be provided by the sponsor to Pedal to Padre, Inc. no later than 3 weeks prior to the event, to allow sufficient time for bag preparation. Items accepted after this deadline are not guaranteed to be included in the race bags.**

**Any and all items associated with this event whether branded or unbranded are subject to approval by Pedal to Padre, Inc. This includes but is not limited to tents, booths, banners, signs, collateral, flyers, brochures, handouts, give-aways, samples, specialty items, promotional items, etc.**

**Pedal to Padre, Inc. encourages finalization of all sponsorship agreements & details by April 1, preceding the event to allow ample time for printing, publication and advertising deadlines. Agreements entered into after this date may subject the sponsor to exclusion from certain advertising or benefits if applicable deadlines have passed or if production has already begun. Sponsorship fees are not pro-rated for missed opportunities due to sponsor agreement execution date or late delivery of artwork.**

**Artwork for any items Pedal to Padre, Inc. will include a sponsors logo on should be sent in a vector format (.svg, .ai, .cdr). Any formats other than these may delay inclusion of artwork in advertising or other media. Please coordinate with Pedal to Padre, Inc. Corporate Marketing in writing for any artwork which does not meet this format to ensure we have what we need to provide maximum exposure for you as a sponsor.**