



# DEVIL'S SLIDE RIDE & RUN

## 2020 SPONSORSHIP

### PACIFICA, CA




EVENT DATE: SATURDAY, MAY 30, 2020



The annual Devil's Slide Events benefitting PARCA offer challenging road rides and timed trail runs set amid the breath-taking scenery of San Mateo County's coastal zone. In our 9<sup>th</sup> year, we draw large crowds, from weekend warriors to ultra endurance athletes, to "Run or Ride, Conquer the Slide!" Participants praise our events' organization, friendly volunteers, delicious food and wide variety of cycling and trail running options.

## ABOUT DSR

### 2019 Demographics

-  Riders | 73% Male - 27% Female | Average Age: Late 40s
-  Runners | 47% Male - 53% Female | Average Age: Early 40s
-  Majority reside in zip codes with six figure median incomes



### Highly Responsive Audience

150K Social Media Reach  
2X Industry Average Open and Click Rates

Bike Rides	Miles	Elevation Gain
Century from Hell	101	Over 9,000'
Merciless Metric Century	64	5,500'
Fiendish Forty	40	2510'

Trail Runs	Miles	Elevation Gain
Cruel 50K	31	Over 7,000'
Devil's Dirty 30K	18.7	4,250'
Hella' Hard Half	13	3,050'
Evil 11K	6.8	1,600'
Fiery 4K	2.5	650'

### Press

- Our "Century from Hell" was named as one of "NorCal's Top 10 Gran Fondo and Century Rides" by 7x7 Magazine.
- The exhilarating 50K, 30K, and Half-Marathon Trail Runs include a climb of the "the steepest trail in the Bay Area, bar none!" according to San Francisco Chronicle's Outdoor Writer, Tom Steinstra.

## SPONSORSHIP BENEFITS

Sponsor the DSR to directly connect with hundreds of successful, affluent, health-conscious, high achievers who love the challenge of endurance sports. You'll also contribute to a worthy cause by helping people with developmental disabilities lead happy, independent lives.

### Meet Your Audience

- **Affluent, educated, with high decision power:**  
The average US cyclist has a median HH income over \$80,000 and median age of 38. 63% of U.S. recreational cyclists are professional managers, 90% have attended college, and 39% have post-grad degrees. 36% of trail runners have incomes over \$100,000.
- **Sports with growing engagement and popularity:**  
Cycling is the 2<sup>nd</sup> most popular outdoor activity in the US – more Americans participate in cycling than in skiing, golf, and tennis combined. Trail running has grown exponentially; the number of trail runners doubled between 2008 and 2019.

Sources: USA Cycling, Bicycle Magazine, The Active Network, CNN Money, Forbes Magazine, Inc. Outside Magazine, American Trail Runners Assn., Outdoor Foundation

### Support Our Mission

PARCA, a 501(c)(3) non-profit, has been enriching the lives of people with developmental disabilities and their families since 1952. We offer programs and services, which support inclusion, self-sufficiency, and personal growth for people with developmental disabilities of all ages.

**1,000+** People with developmental disabilities and their families served in the San Francisco Bay Area



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## 2020 SPONSORSHIP OPPORTUNITIES

**BECOME A CASH OR IN-KIND SPONSOR TODAY!**

Fill out our online form: [parca.formstack.com/forms/dsr2020sponsorship](http://parca.formstack.com/forms/dsr2020sponsorship)

	TITLE SPONSOR 3 AVAILABLE	PRESENTING SPONSOR	EVENT SPONSOR	ANGEL	BENEFACTOR	SUPPORTER
<b>Prominent Brand Exposure:</b> Your name incorporated in our logo, website header, and all promotional materials	•					
<b>Limited Number of Sponsors</b>	•					
<b>Press Recognition:</b> Acknowledgment in media interviews and press releases	•					
<b>First Right of Refusal:</b> For following year	•	•				
<b>Recognition on Event Websites' Homepage:</b> Prominent name, logo and linked URL display	•	•				
<b>Recognition in Email Marketing:</b> Includes name or logo and URL link	•	•	•			
<b>Social Media Promotion of Sponsorship:</b> From the Devil's Slide Run and Ride and PARCA channels	•	•	•			
<b>Recognition in Printed Event Materials:</b> Includes name or logo on postcards and flyers	•	•	•			
<b>Recognition at PARCA Annual Client Awards Dinner:</b> With over 200 attendees	•	•	•	•		
<b>Exhibitor Space:</b> Set up a booth onsite	•	•	•	•	•	
<b>Recognition on Maps and Cue Sheets:</b> Name or logo on posters and flyers	•	•	•	•	•	
<b>Recognition on Event Signage:</b> Name or logo on posters and flyers	•	•	•	•	•	•
<b>Complimentary Event Registration:</b> Full access registration for any event	10	8	6	4	2	1
<b>Recognition on Event Websites' Sponsor Page:</b> Name, logo, and linked URL displayed	•	•	•	•	Name & link only	Name & link only
<b>Sponsorship Cost</b>	Negotiated	\$ 5,000	\$ 2,500	\$ 1,000	\$ 500	\$ 250

Contact us at [dsr@parca.org](mailto:dsr@parca.org) to request information or discuss custom options.

Submission deadline for guaranteed inclusion on advance printed materials: **Friday, April 3, 2020**

Submission deadline for guaranteed inclusion on day-of printed materials: **Friday, April 24, 2020**

### FRIEND UNDER \$250

Name and linked URL displayed on websites' sponsor page & one complimentary registration



**Thank you for your support of the Devil's Slide Events and PARCA!**

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