



The Shasta Wheelmen's mission is "To Enhance the love of bicycling while building a safe cycling culture for all of Shasta County". We are the largest cycling club between Chico and the Oregon border with 150 active members. Our club promotes cycling safety, mutual respect, healthy living, and pride in our community. Routine club activities include leading four group bike rides every week, engaging with local agencies to promote non-vehicle transportation, cycling safety and healthy recreational programs. We raise funds for the Bikes for Kids Christmas program and for various cycling related projects with Shasta Living Streets and the California Bicycle Coalition.

All Shasta Wheelmen sponsors enjoy the following benefits:

- Promotion to Wheelmen Club members through logo placement, business description and contact information in our monthly newsletter and [website](#).
- Opportunity to present at Club meetings or distribute promotional materials.
- All Wheelmen members are encouraged to patronize our sponsors.

We are currently offering three levels of sponsorship that include additional benefits listed below.

- I. **Yellow Jersey** - \$500 annually or \$1200 for three years.
 - a. Major logo placement on our jersey designs (rear cargo pockets)
 - b. Logo placement on Shasta Wheelmen banners and flyers at community events
 - c. Free email advertising to all club members, up to one promotional email per month.
 - d. Two Club memberships
- II. **Green Jersey** - \$300 annually.
 - a. Minor logo placement on our jersey designs (sleeves or side panels)
 - b. One Club membership
- III. **Polka Dot Jersey** – Business offers a 10% or greater discount for goods/services.
 - a. Brand affiliation with Shasta Wheelmen

Your support is greatly appreciated.

For sponsorship inquiries, please contact:

Craig Collins (Club VP), craigmcollins@gmail.com, 530-491-3867

Note: The Shasta Wheelmen is a 501(c)(7) organization which the IRS defines as "a social club organized for pleasure, recreation, and other similar purposes." As such, any sponsorship donations to the Shasta Wheelmen are not tax-deductible.