



**TX TOUGH**  
HUNT. HUNTIN'. BIKE.

# Bike Rally & Expo



**September 25-26, 2009**

at The Multi-Purpose Complex

Hwy 56 W. & FM 87

**This Is Your Chance  
To Sell To A  
Captive Target Audience!**

**See Back For Details!**

**Friday Night**

- ◆ Dinner
- ◆ Equipment Show
- ◆ Entertainment

**Saturday**

- ◆ Breakfast
- ◆ Rally
- ◆ Lunch
- ◆ Equipment Show
- ◆ Entertainment



327 N. Main  
Bonham TX 75418

*"The Best Little Bike Rally In Texas"*  
**For Entry or Booth Information Contact:**

**Bonham Area Chamber of Commerce**  
903.583.4811 ◆ [bonhamchamber@cableone.net](mailto:bonhamchamber@cableone.net)  
[www.bonhamchamber.com](http://www.bonhamchamber.com)

**Yes, this is a GREAT opportunity for you to market your business and products to a captive target audience of 1,500 or more people. Cyclists that have come to participate in the "Best Little Bike Rally In Texas" and lots of aspiring cyclists as well. Last year 1,500 participated in the Rally, and we are expecting lots more in 2009. TX Tough will be joining us for their ride this year to add even more customer potential.**

**The Autumn In Bonham Bike Rally, in Bonham, Texas has added an Expo for its 23<sup>rd</sup> Annual Event, and you are invited to participate. Registration, start and finish will be held at The Fannin County Multi-Purpose Event Complex, with 27,000 sq. Ft of air conditioned exhibit space available to set-up display booths just for you and lots of restrooms and concession areas to add to the appeal. We have also added a dinner Friday, a lunch Saturday and entertainment to the festivities to draw the crowd a day early to look at new products or to pick up some last minute needs before and after the rally Saturday morning.**

**We will also be having entertainment throughout the day on Saturday to hold the cyclist through Saturday evening so you can have lots of opportunities to market to them. The Expo will be in the same room as registration, so you will have a captive audience that can't ignore that you are there.**

**With the addition of the TX Tough Riders, Autumn In Bonham is growing into one of the premier rides in Texas, and a great opportunity for you to get notice by lots of Bicycle Enthusiast. Hopefully, you will take advantage of this captive target market.**

**You will surely want at least a booth in this Expo to attract new customers to your shop, or to keep your current customers from finding someone else. We also have some great marketing opportunities that go way beyond just having a booth at the Expo. We have some sponsorship levels that include a larger booth area, signage, and some opportunities to be of service to the riders before and during the Rally. Some of these opportunities actually draw the riders into your shop to pre-register prior to the event.**

**Look them over and sign-up before the Expo fills up!**

**Gold Sponsorship: \$4,000 Investment** - This is the best marketing opportunity available. You will get a listing on all literature that goes out (provided you signed up by July 15, 2009); You will get a 20' X 20' display space in the Expo; you will get an opportunity to display your company banner in the registration area; you will have an opportunity to provide a SAG Wagon during the ride; and you will get a logo on the back of the T-Shirts (provided you signed up by July 15, 2009) that will be given to the riders, and will also be worn by all volunteers assisting with the event. You also get 15 dinner tickets for the Friday Night Dinner.

**Silver Sponsorship: \$1,500 Investment** - This is a good marketing opportunity. You will get a listing on all literature that goes out (provided you signed up by July 15, 2009); You will get a 20' X 10' display space in the Expo; you will get an opportunity to display your company banner in the registration area; and you will get a logo on the back of the T-Shirts (provided you signed up by July 15, 2009) that will be given to the riders, and will also be worn by all volunteers assisting with the event. You also get 10 dinner tickets for the Friday Night Dinner.

**Bronze Sponsorship: \$500 Investment** - This is still a good marketing opportunity. You will get a listing on all literature that goes out (provided you signed up by July 15, 2009); You will get a 10' X 10' display space in the Expo; and you will get a logo on the back of the T-Shirts (provided you signed up by July 15, 2009) that will be given to the riders, and will also be worn by all volunteers assisting with the event. You also get 4 dinner tickets for the Friday Night Dinner.

**Booth Only: \$150 Investment** - This will give you a 10' X 10' booth in the Expo that will give you the opportunity to market your company and products to a thousand or more cyclist and aspiring cyclist during the Friday and Saturday Expo. You also get 2 dinner tickets for the Friday Night Dinner.

See the enclosed entry form and return it before July 15, 2009 if you are taking advantage of one of the sponsorships that gets your company logo on literature and T-Shirts.

**This Is A Great Opportunity!  
Don't Let It Pass!**

**Call Kelly @ 903-583-4811 for more information!**