

Mount Diablo Challenge

Memorial Ride

Sunday, October 2, 2022

39th Mount Diablo Challenge **SPONSOR OPPORTUNITIES**

Will you be a sponsor of the 2022 Mt. Diablo Challenge? What is the Mt. Diablo Challenge Memorial? This is a unique opportunity for all bicycle riders to race 11.2 miles against the clock to the 3,849 ft. summit of Mt. Diablo and set their personal best time. The State Park road will be closed to the public. Recreational riders, families and elite riders on road bikes, mountain bikes, tandems, tag-a-longs, unicycles, and electric assisted bikes participate. While doing so they raise money to fund safety on the mountain, for road and trail bike riders, hikers, runners and all who enjoy this spectacular venue.

Your benefit is high exposure to Bay Area and Northern California communities through traditional media, social media, Bay Area cycling clubs, magazine ads and event promotion material. Print and electronic media covers California, while electronic media covers a national audience. Your sponsor level may also include your logo placed on the event jersey, t-shirt, and podium backdrop at the post-ride celebration attended by more 1,000 riders, volunteers, and family and friends. The celebration includes awards presented to the Queen and King of the Mountain and to numerous age/gender categories. Music, a barbeque lunch, beverages, and vendor fair are included.

A little history of the event- The Mt. Diablo Challenge began as a memorial ride for a member of the Valley Spokesmen Bicycle Club, Joan Walt, who rode the mountain a few times a week and died at age 26 of a rare heart disorder. Her mother asked if the club would do a ride in her memory and so it began in 1982. The 2021 event was dedicated to 86-year-old cyclist, Joe Shami, who died in a traffic accident that year. His love of Mt. Diablo led him to climb it 615 consecutive weeks. It also led to his nickname "The Legend of Mt. Diablo." It is fitting, therefore, to add "Memorial Ride" to the Mount Diablo Challenge in memory of both Joan and Joe who will continue to serve as an inspiration to cyclists for years to come.

Beneficiaries of the event have been the American Heart Assn, the American Lung Association, Oakland Children's Hospital and Save Mt. Diablo. The focus now is safety for all on Mt. Diablo, working closely with the staff of Mt. Diablo State Park.

How do you participate in this great event?

Become a sponsor, promote your company, and support safety on Mt. Diablo. There are 5 levels of sponsorship. Sponsor opportunities are available from \$15,000 (**TITLE SPONSOR – 1 ONLY**) and 4 additional categories of sponsorship ranging from \$10,000 to \$1,000. *Multi-year options are available.*

Fifty percent of the net proceeds of the event will be donated to charitable organizations 501(C)(3) and social welfare organizations 501(C)(4) and organizations that benefit bicycle safety on Mount Diablo. Recent funds have been used for safety signage, road marking, material for road maintenance and repairs, off road repair stations and donations to search & rescue and amateur radio groups affiliated with Mt. Diablo.

The event is produced by Valley Spokesmen Bicycle Club (VSBC), a 501(C)(4) nonprofit mutual benefit corporation formed in 1971. VSBC also produces the Cinderella Classic and Cinderella Challenge ALL WOMEN AND GIRLS bicycle event. 2022 will be the 39th year of this well-known women's' cycling event.

Contact: Clay Dunning

Mt. Diablo Challenge, PO Box 2630, Dublin, CA 94568-0784
E-Mail: sponsors@mtdiablochallenge.org

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SPONSOR BENEFITS

TITLE SPONSOR - \$15,000 – (SOLD)

- FEATURED PRESENTATION – crowning and awards to KING and QUEEN of the Mountain
- Your company name/logo MOST PROMINENTLY featured on the following:
 - All electronic and print material, Mount Diablo Challenge web site and social media
 - Podium backdrop and start and finish banners
 - Commemorative event jersey and T-shirt
 - Other event announcements and promotions
- 15 complimentary entries to Mount Diablo Challenge
- Free and most-prominent booth space at the vendor fair

Platinum – \$10,000, (Optional 3-year commitment- ONE ONLY)

- Your company name/logo PROMINENTLY featured or placed on the following:
 - All electronic and print material, Mount Diablo Challenge web site and social media
 - Podium backdrop and start and finish banners
 - Commemorative event jersey and T-shirt
 - Other event announcements and promotions
- 10 complimentary entries to Mount Diablo Challenge
- Free and prominent booth space at the vendor fair

Gold – \$7,500 (Optional 3-year commitment- TWO ONLY)

- Company logo included on the following:
 - All electronic and print advertising, Mount Diablo Challenge web site and social media
 - Commemorative event jersey and T-shirt
 - Podium backdrop
 - Other event announcements and promotions
- 7 complimentary event entries to Mount Diablo Challenge
- Free booth space at the vendor fair

Silver – \$5,000, (Optional 3-year commitment- FOUR ONLY)

- Company logo included on Mount Diablo Challenge web site
- Company name listed on event announcements and podium backdrop
- 5 complimentary event entries to Mount Diablo Challenge
- Free booth space at the vendor fair

Bronze – \$1,000, (Optional 3-year commitment- 10 ONLY)

- Company name listed on Mount Diablo Challenge website
- Company name listed as sponsor at the vendor fair
- 2 complimentary event entries to Mount Diablo Challenge

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ABOUT MOUNT DIABLO*

Mount Diablo is a mountain of the Diablo Range, in Contra Costa County of the eastern San Francisco Bay Area in Northern California. It is south of Clayton and northeast of Danville.

It is an isolated upthrust peak of 3,849 feet visible from most of the San Francisco Bay Area. Mount Diablo appears from many angles to be a double pyramid and has many subsidiary peaks.

Mount Diablo is sacred to many California Native American peoples; according to Miwok mythology and Ohlone mythology, it was the point of creation. Prior to European entry, the creation narrative varied among surrounding local groups. In one surviving narrative fragment, Mount Diablo and Reed's Peak (Mount Tamalpais) were surrounded by water; from these two islands the creator Coyote and his assistant Eagle-man made Native American people and the world. In another, Molok the Condor brought forth his grandson Wek-Wek the Falcon Hero, from within the mountain.

The summit is accessible by foot, bicycle, or motor vehicle. Road access is via North Gate Road in Walnut Creek and South Gate Road in Danville.

The mountain boasts one of the largest viewsheds in the Western United States and played a key role in California history. The summit is used as the reference datum for land surveying in much of northern California and Nevada.

On a clear day the Sierra Nevada Mountains are plainly visible. The best views are after a winter storm when a snowy Sierra shows up the best. Lassen Peak, 181 miles away, is occasionally just visible over the curve of the earth. Sentinel Dome in Yosemite National Park is visible. Eight bridges are visible, from west to east: San Mateo, Bay, Golden Gate, San Rafael, Carquinez, Benica, Antioch, and Rio Vista.

After initial legislation in 1921, the state of California acquired enough land in 1931 to create a small state park around the peak. Many improvements were carried out in the 1930s by the Civilian Conservation Corps, but park expansion slowed in the 1940s through the 1960s. Significantly, botanist Mary Leolin Bowerman (1908–2005), founder of Save Mount Diablo in 1971, published her Ph.D. dissertation in 1936 at the University of California, Berkeley and then in 1944 the book, *The Flowering Plants and Ferns of Mount Diablo, California*. Her study boundaries became the basis for the state park's first map and for the park's eventual expansion, as well as the origin of many of the park's place names. Save Mount Diablo remains dedicated to the preservation of Mount Diablo.

Today Mount Diablo encompasses more than 90,000 acres of protected lands, including 100 access points, 520 miles of trails and 400 miles of private fire roads.

An aerial navigation beacon, the Standard Diablo tower, was erected by Standard Oil at the summit in 1928. The 10-million-candlepower beacon became known as the "Eye of Diablo" and was visible for a hundred miles. Following its restoration in 1964, the beacon has been illuminated each year to honor veterans from sunset until dawn on Pearl Harbor Day. Beginning in 2022, it will be illuminated on Memorial Day, Veterans Day, and Pearl Harbor Day from sunset to sunrise and every year thereafter.

Mount Diablo offers a wealth of recreation including camping, hiking, and cycling and is host to many events such as Mount Diablo Challenge bicycle timed ride and other prominent events.

*Source: Wikipedia (edited).

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ABOUT VALLEY SPOKESMEN BICYCLE CLUB

Valley Spokesmen Bicycle Club (VSBC) is a 501(C)(4) nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law ("Law"). The purposes for which this corporation is formed include pleasure, recreation, and other nonprofit purposes and include providing its members with an opportunity to express their interest in bicycling related activities such as bicycle touring and bicycling racing. The corporation's purposes shall also include education, maintenance, and improvement of health through physical activity as well as the enjoyment of companionship and the environment through bicycling.

Valley Spokesmen Bicycle Club is a San Francisco Bay Area bicycle club based in Dublin California. The club was founded in August 1971 and subsequently incorporated. The club has over 500 card-carrying members. The club schedules local and area-wide rides for the benefit of its members and guests ranging from short neighborhood rides to strenuous century-length epic rides. Non-members are encouraged to attend club rides and club meetings and join on any scheduled outings.

Valley Spokesmen Bicycle Club produces a number of cycling events including Cinderella Classic and Cinderella Challenge Annual All Women and Girls Bicycle Ride, Mount Diablo Challenge annual bicycle timed ride to the summit of Mount Diablo, and Tour of Sacramento River Delta. VSBC also sponsors Valley Spokesmen Racing Team and other events from time to time.

Valley Spokesmen Bicycle Club is a member and supporter of these organizations:

- Adventure Cycling Association
- Bay Area Ridge Trail Council
- Bicycle Trail Council of the East Bay
- Bike East Bay
- California Bicycle Coalition
- California State Parks Foundation
- East Bay Regional Parks
- Greenbelt Alliance
- League of American Bicyclists
- Golden Gate Ntl. Parks Conservancy
- Nature Conservancy
- Planning and Conservation League
- Rails to Trails
- Yosemite Conservancy

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Sponsor Form

Business Name: _____

Contract Person: _____

Contact Telephone: _____ (✓ if mobile)

Contact Email: _____

Business Address: _____

Sponsor Level: _____

Check Amount: _____ **Check Number:** _____

**Please Make Check Payable to the
Valley Spokesman Bicycle Club - Tax ID 94-2910031**

Please submit your sponsorship check with this form as quickly as possible. Your digital file/ logo/etc. (depending on level of sponsorship) should also be submitted as quickly as possible to ensure inclusion in our marketing/promotional campaign as indicated by Sponsor Level.

Mail to:
Mount Diablo Challenge
Valley Spokesmen Bicycling Club – P.O. Box 2630, Dublin, CA 94568

Questions? Please contact:

Email: sponsors@mtdiablochallenge.org

Thank you for supporting the Mount Diablo Challenge and sharing the excitement which comes from everyone achieving their personal best!

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