



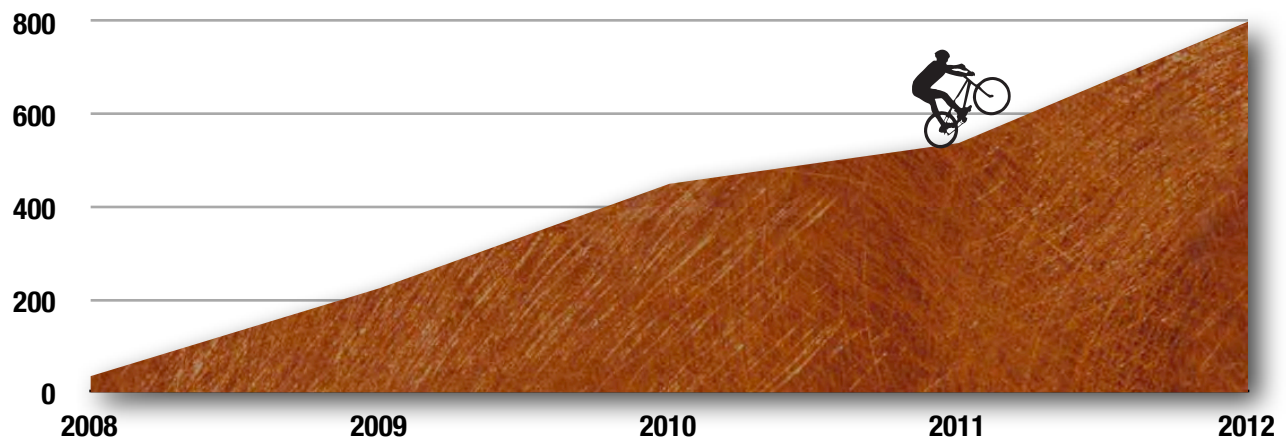
The Northern Indiana Mountain Bike Association (NIMBA) is seeking sponsorships for our 2013 NIMBA Mountain Bike Race Series. NIMBA promotes health, fitness and well-being by getting people outdoors on their local mountain bike trails. We build and maintain mountain bike trails in northern Indiana and southern Michigan. Our trails include Bendix Woods, Potato Creek State Park, Rum Village, TK Lawless Park, and soon to be Bonneyville Mill. The NIMBA trails are also open to hikers and trails runners, so they have become a valuable recreational asset to our communities.

NIMBA is responsible for building and maintaining these trails, and all costs associated with those responsibilities. NIMBA runs the mountain bike race series to raise the much needed funds to keep these trails open. All labor is volunteer; there are no paid NIMBA members or officers. We also partner with our sister mountain bike clubs in Portage, IN, Warsaw, IN,. NIMBA events touch all of northern Indiana as well as southern Michigan.

NIMBA is the International Mountain Bicycling Association Chapter for the Michiana Area. NIMBA was formed in 1995 and currently has over 150 paid members and our Facebook page has over 540 members.

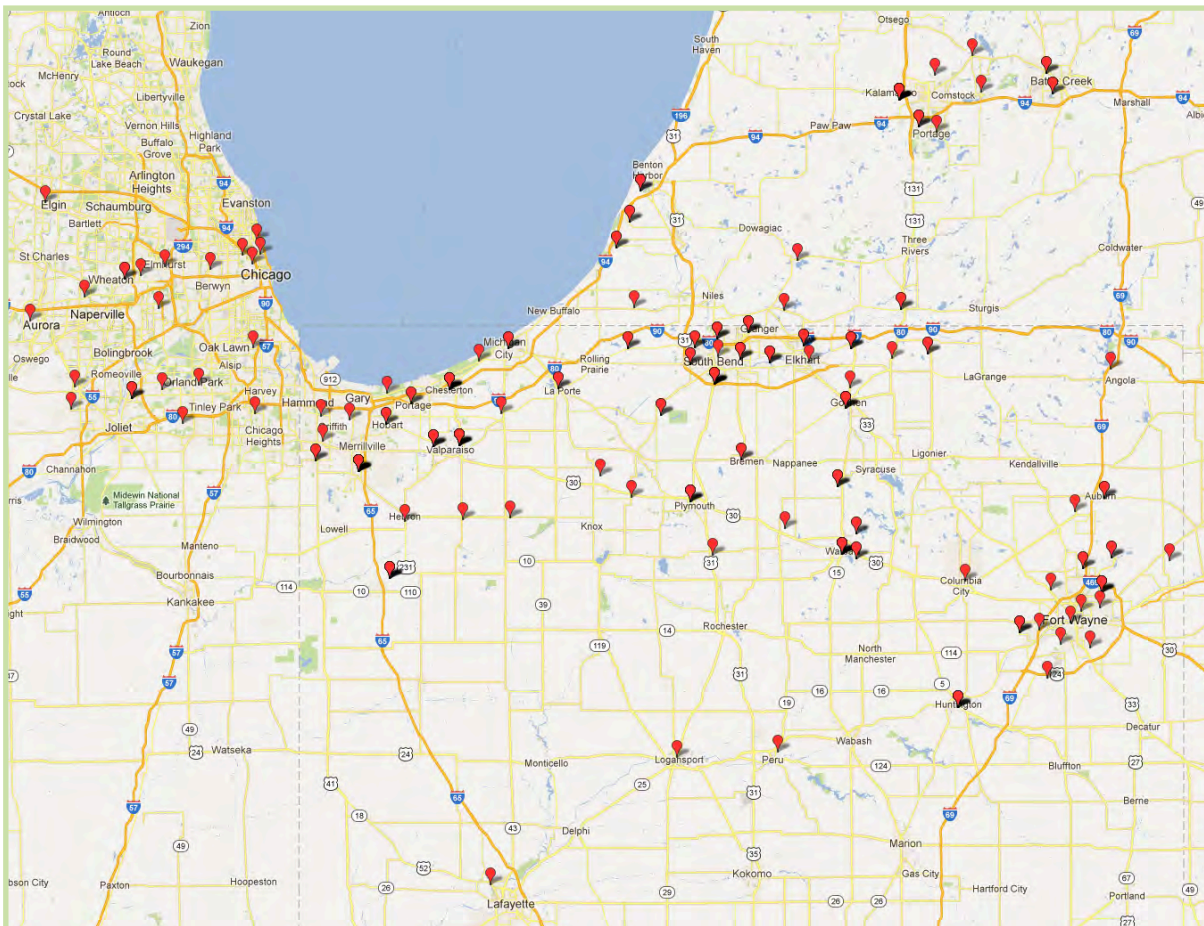
The NIMBA race series participation is growing approximately 30% each year with 8 races planned for this year. These events are held at state, county and local parks, so it is not unusual to draw many more spectators as people are at the park for other reasons. NIMBA races benefit our park systems as well, because property managers get all the gate and parking revenue. Your sponsorship will not only touch the racers directly but their families, as well. Below is a graph to illustrate our growth since we began the race series in 2008.

**NIMBA RACE SERIES PARTICIPATION PER YEAR**



Where do NIMBA racers come from? Each red dot represents a zip code of a racer. This map only includes the midwest but we have also had riders from Georgia, Massachusetts and several other states.

### Racers by Zip code



### 2013 Race Series Schedule

May 12, 2013	Time Trial	Bendix Woods County Park, New Carlisle, IN
June 2, 2013	Time Trial	Dr. TK Lawless County Park, Vandalia, MI
June 30, 2013	Time Trial	Potato Creek State Park, North Liberty, IN
July 21, 2013	Cross Country	Dr. TK Lawless County Park, Vandalia, MI
August 4, 2012	Time Trial	Rum Village City Park, South Bend, IN
August 18, 2013	Cross Country	Winona Lake Trails, Warsaw, IN
September 1, 2013	Time Trial	Bluhm County Park, Westville, IN
October 6, 2013	Cross Country	Potato Creek State Park, North Liberty, IN

The NIMBA race series is run in a professional manner and include the following

- Online pre-registration
- Electronic chip timing
- Quality medals for the top 3 finishers in each class (over 20 classes)
- Season award plaques for top 3 finishers in each class for the season
- Complimentary food for all of the riders
- Bike shop sponsors for all races, that provide mechanical assistance, swag and demo bikes
- A swag drawing with items provided by bike shop sponsor and other sponsors
- Annual Race Series shirts available for purchase
- A DJ providing music at most of the venues

### Benefits of sponsorship

- Free Race Passes (number depends on sponsorship level)
- Help make Michiana a better community by helping us maintain our trails.
- Advertising on the NIMBA website [www.nimba-bike.org](http://www.nimba-bike.org)
- Facebook advertising of all events. (pushed to friends and friends of friends)
- Advertising at NIMBA events (both races and non-race events).
- Your tent with products if you so desire at the event(s).
- Your banner at the event which is included in all award ceremony pictures, at start & finish line.
- Your flyer, advertisement or coupon in every racer's bag at every event, and at participating bike shops in Northern Indiana and Southern Michigan.
- Verbal plugs throughout the event(s) by our announcer.
- Your chance to touch hundreds of potential customers at each event.

On the following page you will find a variety of sponsorship options, please call with any questions. We would like to confirm your sponsorship response by the end of March. We are working on all race publications and need to get the proper sponsors and logos added asap. We look forward to hearing from you.

Thank you for your consideration.

John Marquardt - [NIMBA](http://NIMBA)  
[nimba.bike@gmail.com](mailto:nimba.bike@gmail.com) | (574) 261-2437



## SPONSORSHIP FORM

Company Name \_\_\_\_\_

Your Name \_\_\_\_\_ Email \_\_\_\_\_

### RACE SPONSORSHIPS

- |  |  |
|--|--|
| <input type="checkbox"/> Single Race \$200           | <input type="checkbox"/> General Sponsor Race Series \$1,250           |
| <input type="checkbox"/> Food Sponsor \$200          | <input type="checkbox"/> Title Sponsor Single Race \$500               |
| <input type="checkbox"/> Food Sponsor Series \$1,600 | <input type="checkbox"/> Race Series Title Sponsor All 8 Races \$3,500 |
| <input type="checkbox"/> T-Shirt Sponsor \$500       |  |

Single race or food sponsors please select the race below

- |   |  |
|---|--|
| <input type="checkbox"/> May 12th Bendix Woods    | <input type="checkbox"/> August 4th Rum Village          |
| <input type="checkbox"/> June 2nd Dr. TK Lawless  | <input type="checkbox"/> August 18th Winona Lake Trails  |
| <input type="checkbox"/> June 30th Potato Creek   | <input type="checkbox"/> September 1st Bluhm County Park |
| <input type="checkbox"/> July 21st Dr. TK Lawless | <input type="checkbox"/> October 6th Potato Creek        |

### GENERAL SPONSORSHIPS

- |                                |                                |                                  |                                   |                          |
|--------------------------------|--------------------------------|----------------------------------|-----------------------------------|--------------------------|
| <input type="checkbox"/> \$100 | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$5,000  | choose your own \$ _____ |
| <input type="checkbox"/> \$250 | <input type="checkbox"/> \$750 | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$10,000 | amount _____             |

Signature \_\_\_\_\_ Date \_\_\_\_\_

Nimba Contact \_\_\_\_\_

**PLEASE ATTACH CHECK & MAIL TO**

**NIMBA**  
**P.O. BOX 6383**  
**South Bend, IN 46660**

[www.nimba-bike.org](http://www.nimba-bike.org)  
**QUESTIONS?** [nimba-bike@gmail.com](mailto:nimba-bike@gmail.com)