

ON YOUR MARK,



GET SET, PEDAL!

The Sloan Everett Memorial Bike Ride

PURE COUNTRY PEDAL • OCTOBER 21, 2023



Our Event

The Pure Country Pedal is an annual bike ride hosted at the Breckenridge City Park in memory of Sloan Everett. In its first fundraising year in 2019, there were 95 registered bikers and over \$13,000 in corporate sponsorships and private donations.

Today, Pure Country Pedal has grown tremendously and was able to give a total of \$35,814 in 2022 to the Caddo, Hubbard Creek and Wayland Volunteer Fire Departments in Stephens County.





Sloan's Story

In many ways, Sloan Everett was the definition of pure country, but first and foremost, Sloan was a believer who loved God and committed his life to Jesus Christ. Everyone loved Sloan, but more importantly, Sloan loved everyone. After Baylor graduation and spending 7 years in the corporate world, he came home with his new bride, Liesl, to the family he loved, the land he loved, and the ranching tradition which had always owned his heart. Sloan felt a strong sense of responsibility to his family, friends and the community. In 2017, Sloan, along with Cody Crockett and Sydney Wallace, lost his life cowboying -- protecting his family's cattle from an enormous wildfire in the Texas panhandle, near the small community of Lefors.



Sloan's Story

Sloan was young, active, and full of life. From childhood on, he enjoyed athletics of almost every kind (anything with a ball)! Biking, however, was a hobby he especially enjoyed with friends. **The Sloan Everett Pure Country Pedal Memorial Bike Ride** was originated by Breckenridge Chamber of Commerce board member, Kyle Fambro. Sloan and Kyle served on the board together and enjoyed road biking in and around Breckenridge, where Sloan was born and raised.

The Chamber hosted the inaugural bike ride for the local community in the fall of 2017 as a way to honor Sloan's life. In 2019, Sloan's parents and 5 sisters created a fundraiser in conjunction with the bike ride that directly benefits the **Stephens County Volunteer Fire Departments**. The event has continued to grow and give back to Breckenridge and to these vital members of the local and surrounding communities over the last four years.





PURE COUNTRY PEDAL DONATES 100% OF NET PROFITS TO VOLUNTEER FIREFIGHTERS IN STEPHENS COUNTY

In 2022, the Pure Country Pedal raised a total of \$35,814, allowing us to donate \$11,938 each to the Caddo, Hubbard Creek and Wayland volunteer fire departments who play an invaluable role in protecting lives and property in our community, while putting themselves in harm's way without necessary resources.



Fundraising Efforts

Biker Registrations

\$40 Entry Fee (18+)

\$25 Entry Fee (17 & Under)

Corporate Sponsorships

Corporate sponsors ranging from \$250 - \$2,500

Private Donations

Donations from individuals and businesses.

Donations of any amount are welcome.

Goal Registrations: 150 // Goal Donations: \$40,000



About the Event

Entry Fees

- Adults (18 Years & Older): \$40
 - Includes 1 event t-shirt & 1 brunch ticket
- Youth (17 Years & Under): \$25
 - Includes 1 event t-shirt & 1 brunch ticket
- Brunch tickets for non-riders will be sold for \$10
- T-Shirts for non-riders will be sold for \$20

**REGISTRATION FOR ANY RIDER IS REQUIRED,
REGARDLESS OF AGE.**

**ONLINE REGISTRATION WILL END
SATURDAY, OCTOBER 14th**

SAME DAY REGISTRATION WILL BE AVAILABLE



Event Timeline

*TENTATIVE



- 8:00 AM Registration Opens
- 8:30 AM Welcome Ceremony
- 9:00 AM Ride Begins
- 9:30AM Entertainment Begins
Kyle Fambro: 9:30 - 10:30
- 10:00 AM Brunch
- 10:30 AM Entertainment Begins
The Urban Pioneers: 10:30 - 1:00
- 12:30 PM Raffle Winners Announced





EVERYONE IS WELCOME REGARDLESS OF RIDE PARTICIPATION!

Not registered for the bike ride? No problem! Join us for the post-ride brunch and entertainment at the Pavilion starting at 9:30 AM!

Brunch tickets are \$10 and t-shirts are \$20. Both are available on our website at PureCountryPedal.com.



**PRESENTING
SPONSOR**

\$2,500



SOLD OUT

Presenting Sponsor

Sponsorship includes but is not limited to:

- Up to 10 complimentary biker registrations, 10 brunch tickets, and 10 event t-shirts
- Logo on all event advertising such as programs, t-shirts (large), wristbands, photographs, etc.
- Name and logo included in all advertising including but not limited to website, social media, printed materials and press releases
- Recognition on all signage at the event (product display if applicable)
- Branding along route signage on highways
- Recognition in all social media posts
- First right of refusal for future event sponsorships



**REGISTRATION
SPONSOR**

\$2,000

SOLD OUT

Registration Sponsor

Sponsorship includes but is not limited to:

- Up to 5 complimentary biker registrations, 5 brunch tickets, and 5 event t-shirts
- Logo on registration wristbands and t-shirts (large)
- Name and logo included on website, social media, printed materials and press releases
- Recognition on all signage at registration check-in and start/finish line
- Recognition on social media
- First right of refusal for future event sponsorships



**T-SHIRT
SPONSOR**

\$2,000

SOLD OUT

T-Shirt Sponsor

Sponsorship includes but is not limited to:

- Up to 5 complimentary biker registrations, 5 brunch tickets, and 5 event t-shirts
- Logo on t-shirts (large)
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships



**ROUTE
SPONSORS (5)**

\$1,500

SOLD OUT

Route Sponsor

Sponsorship includes but is not limited to:

- Up to 3 complimentary biker registrations, 3 brunch tickets, and 3 event t-shirts
- Branding along route signage on highways (10 sign minimum)
- Logo (small) featured on t-shirts
- Name and logo included on website, social media, printed materials, press releases
- Recognition on all signage at start/finish line
- Recognition on social media
- First right of refusal for future event sponsorships



**ENTERTAINMENT
SPONSOR**

\$1,000



SOLD OUT

Entertainment Sponsor

Sponsorship includes but is not limited to:

- Up to 2 complimentary biker registrations, 2 brunch tickets, and 2 event t-shirts
- Logo/Signage by performers at post-ride brunch
- Logo (small) on t-shirts
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships



**BRUNCH
SPONSOR**

\$1,000

SOLD OUT

Brunch Sponsor

Sponsorship includes but is not limited to:

- Up to 2 complimentary biker registrations, 2 brunch tickets, and 2 event t-shirts
- Recognition at post-ride brunch
- Logo (small) on t-shirts
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships



**REST STOP
SPONSOR**

\$1,000

SOLD OUT

Rest Stop Sponsor

Sponsorship includes but is not limited to:

- Up to 2 complimentary biker registrations, 2 brunch tickets, and 2 event t-shirts
- Recognition at post-ride brunch
- Logo (small) on t-shirts
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships



START/FINISH



**FINISH LINE
SPONSOR**

\$1,000

SOLD OUT

Finish Line Sponsor

Sponsorship includes but is not limited to:

- Up to 2 complimentary biker registrations, 2 brunch tickets, and 2 event t-shirts
- Recognition at post-ride brunch
- Logo (small) on t-shirts
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships



Additional Sponsorship Opportunities

AVAILABLE

"Tour de France" Sponsorship

\$750+ Donation

- Name on back of t-shirt
- Signage at event
- 1 free ride registration with event t-shirt and brunch ticket
- Facebook + IG post promoting your business

AVAILABLE

"Race Across America" Sponsorship

\$500+ Donation

- Name on back of t-shirt
- Facebook + IG post shout-out

AVAILABLE

"Transcontinental Race" Sponsorship

\$250+ Donation

- Facebook + Instagram post shout-out



VOLUNTEERS

We need volunteers to assist with the following:

- Day Before Event (Route Sign Setup on Highways)
- Registration
- Brunch Setup
- Rest Stops
- Start & Finish Lines (Cheering!)
- Setup / Tear Down





WE APPRECIATE YOUR SUPPORT! NOW, LET'S RIDE.

FOR INQUIRIES REGARDING EVENT QUESTIONS, CHARITABLE CONTRIBUTIONS & SPONSORSHIP OPPORTUNITIES, OR PRESS AND MEDIA, EMAIL US AT CONTACT@PURECOUNTRYPEDAL.COM

PLEASE MAIL ALL DONATIONS TO:



PURE COUNTRY PEDAL
P.O. BOX 1753
BRECKENRIDGE, TX 76424



