



*“Once again, St. Pete shows that there is magic in their people, landscapes and culture.”*

*— Tweed Ride attendee*

## ST. PETERSBURG TWEED RIDE - JANUARY 20, 2024 SPONSOR PACKET



ST. PETERSBURG





## WHAT IS A TWEED RIDE?

A Tweed Ride is a leisurely bicycle ride where participants dress up in tweed and vintage attire and ride through beautiful downtown St. Petersburg.

Initially started as a “Fundraiser” in 2011, it has turned into one of the largest Tweed Rides in the country and is now the annual fundraiser for the St. Petersburg Shuffleboard Club. To celebrate the club’s 100th anniversary in 2024, it is expected that 400 riders will be dressed up in their best tweed and vintage attire.

## WHY SPONSOR THE TWEED RIDE?

Sponsoring the Tweed Ride gives you an opportunity to support the club during its centennial year and its preservation work, ensuring that the club remains a unique asset for the St. Petersburg community. Additionally, it provides a fun and creative way to advertise your business. As a sponsor, your business will be recognized by our 400 attendees, 5000+ email subscribers, and 15,000 social media followers. You can also dress up your bicycles with your business information and get the word out to the ride’s spectators.

*“Tweed Ride should be designated as an official Holiday!”*

*— Attendee*

*“The Tweed Ride is one of those things that makes St. Petersburg so amazingly unique, and it was great partnering and shaking our groove thang with all of you fantastic people! See you on the dance floor!”*

*—The Cat’s Meow*



## SINCE 2011, THE ST. PETERSBURG TWEED RIDE BY THE NUMBERS:



# 3025

RIDERS



# 5075

SCONES  
CONSUMED  
(ESTIMATE)



# \$81,140

RAISED FOR  
PRESERVATION WORK  
AT THE CLUB



# TOO MANY TO COUNT

SMILES AND WAVES  
AS THE RIDE WINDS  
THROUGH DOWNTOWN

### FUNDRAISING

From 2017-2019, the Tweed Ride raised \$45,292 to restore the clubhouse walls and the terrazzo courts.

Since 2020, we've raised \$35,848 for future preservation work such as replacing the clubhouse windows and preserving the grandstand seating.

### AWARDS:

- 2014: Creative Loafing's Best of the Bay "Best Roaring Bike Ride"
- 2014: Creative Loafing's Best of the Bay "Best Organized Bike Ride (Readers' Choice)"
- 2018: Coast Bike's "Coastable Event of the Year"



*"Riding through the streets of St. Pete in the company of all of you, along with my family, was one of the best days I've ever had in our awesome city!"*

*"Thank you for putting on this fabulous (and kid-friendly) event. Beautiful day, beautiful people, beautiful bicycles, beautiful city to ride through."*





*“The most fun I’ve had in a long, long time.”*



*“The crew at the shuffleboard club knocked it out of the park...such a great event”*



*“Shout out for being the heart and soul behind one of the ‘Burg’s best annual events.”*

## ST. PETERSBURG TWEED RIDE SPONSOR LEVELS

### PRESENTING SPONSOR - NOT AVAILABLE..... \$10,000

- All Roadmaster sponsor recognition plus:
- 24 tickets, which includes three reserved tables for 8 with logo placement
- 24 reserved bike parking spots, with logo placement
- Logo on spoke card
- Prominent logo placement on event signage and marketing materials

### ROADMASTER - 2 AVAILABLE..... \$5000

- 16 tickets, which includes two reserved tables for 8 with logo placement
- 16 reserved bike parking spots, with logo placement
- Recognition and logo placement on event signage and marketing materials
- Social media recognition
- Logo/name included on all pre- and post-event e-communications
- Special thanks and verbal recognition during announcements
- Opportunity to speak during announcements
- Sponsorship recognition on SPSC website sponsor page with hyperlink to company’s website
- Recognition of sponsorship in all press and media coverage of event

### ENGLISH RACER - 4 AVAILABLE..... \$2500

- All Tandem sponsor recognition plus:
- 8 tickets, which includes a reserved table for 8 with logo placement
- 8 reserved bike parking spots, with logo placement

### TANDEM..... \$1000

- 4 tickets
- 4 reserved bike parking spots, with logo placement
- Recognition and logo placement on event sponsor poster
- Social media recognition
- Logo/name recognition included on all pre- and post-event e-communications
- Special thanks and verbal recognition during announcements
- Sponsorship recognition on SPSC website sponsor page with hyperlink to company’s website

### PENNY-FARTHING..... \$500

- All Friend sponsor benefits plus:
- 2 reserved bike parking spots, with logo placement
- Sponsorship recognition on SPSC website sponsor page with hyperlink to company’s website
- Special thanks and verbal recognition during announcements

### FRIEND..... \$250

- 2 tickets
- Recognition and logo placement on event sponsor poster
- Social media recognition
- Name recognition included on all pre- and post-event e-communications





To purchase your sponsorship opportunity, or to further discuss St. Petersburg Shuffleboard Club sponsorship opportunities, please contact:

Christine Page, Executive Director  
727-822-2083  
christine.page@stpeteshuffle.com



ST. PETERSBURG



Founded in 1924, the St. Petersburg Shuffleboard Club is a historic recreational club in the heart of downtown St. Petersburg, the longest-running and largest shuffleboard club in the world. We offer our members and the public league play, tournaments, lessons, and other activities in order to preserve and promote the game of shuffleboard.