



# COYOTE CREEK SPRINT ENDURO

**2023 SPONSORSHIP OPPORTUNITY**

## 2023 COYOTE CREEK SPRINT ENDURO SPONSORSHIP OPPORTUNITY

Thank you for your consideration of becoming a sponsor of the 2023 Coyote Creek Sprint Enduro. We are the Timekeepers Motorcycle Club, a long-time established non-profit club based in San Jose, California. Club membership ranges from recreational riders to internationally ranked ISDE competitors. Established in 1983, the Timekeepers are a team of experienced event organizers who have established a solid track record through the many dirt bike racing events we have run throughout Northern California, including the Wild Boar Enduro, Prime Time Hare Scramble, Wild Piglet Family Enduro, and the Coyote Creek Sprint Enduro. The Timekeepers were the first in this area to run a Sprint Enduro event, a format that is gaining momentum and continues to grow as a series.

The event draw participation primarily from riders based in California and Nevada, and receives great feedback from riders. As a club, we have an established relationship with the Santa Clara County Parks Department.

As a non-profit club that exists solely based on race revenue from our events, and with increased expenses due to inflation, we are seeking your help to continue being sustainable as an organization.



## SPONSOR PROPOSAL

The Coyote Creek Sprint Enduro is an American Motorcyclist Association District 36 sanctioned event run at the Metcalf OHV Park in Santa Clara County. It is a high-octane, adrenaline-pumping off-road motorcycle racing event that attracts competitors and spectators from all over the region. The event has run in its current form since 2018. In each year the event has run, we have seen increased ridership and participation. The event is split into a two-day event, with a family portion on the first day. In addition, there is a popular team race at the end of day one. The Champion Series race takes place on the second day. Participation ranges from recreational riders to professional racers.

Our event in 2022 drew 275 riders, and we expect that our ridership will continue to grow in an upwards trajectory for the 2023 event through organic marketing and active social media promotion. We expect 400 riders at our 2023 event, with age ranges from 7 and up. With corresponding family members and spectators, we expect over 1000 to attend the event over the course of the two days. This provides a great opportunity for targeted marketing.

Our social media reach is through our Instagram and Facebook accounts, where post impressions can exceed 200,000 views. We have a dedicated social media account manager who remains hyper aware of social media trends and utilizes them to increase post impressions and exposure of our club and sponsors.

As a sponsor of the 2023 Coyote Creek Sprint Enduro, you will receive the following benefits:

- The Timekeepers will place your company logo and name on our event information page, and provide brand promotion through our Instagram, Facebook, and other social media accounts. Additionally, your company logo will be placed on our promotional t-shirts.
- Products/items that are donated to the club as giveaway items will be promoted through our Instagram/Facebook social media profiles.

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- You will be provided with an opportunity to participate as an on-site vendor with a display area, able to conduct business with a corresponding SCC Parks Concession permit.
- We will keep you updated with event planning and provide a recap of our event after the event has concluded.

The 2023 event is scheduled for October 7-8, 2023 and will take place at the Metcalf Motorcycle Park in Santa Clara County. Active social media promotion will launch in the months leading up to the event, by both Northern California AMA District 36 and the Timekeepers Motorcycle Club.

For our 2023 event, we are not establishing “tiers of sponsorship”, and are asking for monetary and item contributions.

We are planning to run a “Pro Purse” at our event this year which will serve both as an exposure opportunity for your business, as well as serving as an incentive to attract top tier riders to the event.

We are planning to run a giveaway with item contributions during our event this year to help raise funds. We piloted a giveaway in our 2022 event and saw great success and exposure as every participating rider and spectator was given an opportunity to participate in the giveaway.

If you are interested in becoming a sponsor of the 2023 Coyote Creek Sprint Enduro, please contact us at [tmc.enduro@gmail.com](mailto:tmc.enduro@gmail.com). We look forward to hearing from you!

## SAMPLE FLYER

# 2022 Coyote Creek SPRINT ENDURO



Round 4 D36 Family Enduro Series  
Round 5 D36 Championship Enduro Series  
Presented by Monterey Peninsula Power Sports

**Family Enduro: October 8th, 2022**  
**Championship Enduro: October 9th, 2022**



**Entry Fee: Sat \$65 adult, \$40 youth**

**Sun: \$65.**

**Pre-enter online via Mototally!** [link below](#)

Parking: \$10 per vehicle; Camping \$20

AMA Card: \$49 / 1 Day: \$20

D36 Card: \$40 / 1 Day \$15

\*\$3 from every entry goes to D36 LAO.

\*No rider insurance.

\*Spectators witnessing these events thereby assume all risks for any injuries or damages resulting there from.

\*Tech inspection + spark arrestors required.

\*Park is closed Fri-Sun. No pit-riding or practice allowed before, during, or after the event.

**Gate Hours Fri: 5pm-10pm Sat: 6am - 10pm; Sun: 6am - 6pm.**

**Sign-ups Fri/Sat: 6:30pm - 9pm; Sat/Sun: 6am - 9am, Sat: 2-3:30pm**

**Finisher pins, Same day scoring and trophies.**

**INFO:** [timekeepersmc.com](http://timekeepersmc.com) / [ama-d36.org](http://ama-d36.org)

**Contact:** [tmc.enduro@gmail.com](mailto:tmc.enduro@gmail.com)

**Social Media IG:** @enduro\_tmc

**FB:** Timekeepers Motorcycle Club

Metcalf Motorcycle Park  
300 Metcalf Rd, San Jose, CA 95138

**Start Time: 9:00am**  
**3 different special tests**  
**3-4 miles each**

**Ride each test (3) times for a total of**  
**(9) timed sections**  
**All riders ride full course!**



Food will be available this year

**Saturday Oct 8th**  
**Team Relay Race**

**3:30 - 4:30 pm**

**Entry: \$25 per rider**  
**All ages and skills welcome**  
**No points, No cards, All fun.**



**CLICK HERE FOR**  
**SATURDAY PRE-ENTRY**

**CLICK HERE FOR**  
**SUNDAY PRE-ENTRY**

2021 WINNER  
Shane Siebenthal

