



The Lu Lacka Wyco Hundo 2019

April 28, 2019

www.llwh.bike

Lu Lacka Wyco Hundo is a 103 mile bicycle ride in North Eastern Pennsylvania. The route traverses portions of Luzerne, Lackawanna, and Wyoming Counties in the Endless Mountains Region of Pennsylvania.

This annual spring event is headed into the seventh year of challenging an international field of riders to pit their early season fitness versus the varied and undulating terrain of Northeastern Pennsylvania.

Riders have said that they choose to ride the Lu Lacka Wyco Hundo because of the challenging route, the spectacular views, and the laid back feeling of exploring the less traveled roads with like minded athletes.

The Lu Lacka Wyco Hundo is a regional forerunner in the rapidly expanding “Gravel Grinder” type of ride that has taken the bike industry by storm.

The Lu Lacka Wyco Hundo has experienced dramatic growth in it’s fifth year. The first year (2013) had 18 brave souls. The second year (2014) had 155 registered riders. In 2015 we had over 250 riders. We have sold out the event in under a day in 2016, 17, and 18.

We limit the number of riders to to keep the event small so that everyone can enjoy the roads as quiet as they should be experienced. We also want to ensure the “down home” roots of this ride is extended to all of our riders.

In 2013, Lu Lacka Wyco was the new kid on the block. We had no money or prizes for the brave souls that tried our event. We went to our friends for support and we even found some new friends who were willing to pitch in. The Lu Lacka Wyco seeks to add additional sponsors to the list of satisfied partners we have already built. If you would like to partner with the Lu Lacka Wyco Hundo and have your brand shared with thousands people each week, please reach out to event director Pat Engleman llwh100@gmail.com or (267) 603-3015



Current and Past Sponsors Include:

Susquehanna Brewing Company	Lone Wolf Cycling Apparel Company
Rothera Caps Cycling Apparel	High Way 2 Bicycle Parts & Accessories Distributor
Stan’s No Tubes	Surly Bicycles, Parts, and Accessory Manufacturer
Princeton Tec Active Lifestyle Light Manufacturer	Cannondale Bicycles
Pedal Pushers Club Cycling Apparel	Carbo Rocket Nutritional Product
Scratch Labs Nutritional Product	Sock Guy Cycling Apparel Company
Bicycle Times/Dirt Rag Cycling Publication	Keswick Cycle Bicycle Retailer
Bicycle Revolutions Bicycle Retailer	Hammer Nutrition.

Sponsorship Level Opportunities.

Title Sponsor \$5,000 in cash or equivalent product/service 1 available

This opportunity provides thousands of impressions through all of our social media outlets, daily mentions of your company name, brand placement on the top of all of our communication, print, and web material. In addition to those impressions, the ride will be called The Lu Lacka Wyco Hundo presented by (Your Company) in all communications. This role will also provide your company with multiple free passes to the ride and after party.

Secondary Sponsor \$1000 in cash or equivalent product/service 3 available

Similar to the sponsorship level above, you will have thousands of unique impressions for your brand through our multiple social media, and print outlets. We will provide top level brand placement on all communication and print materials. This role will also provide your company with multiple free passes to the ride and after party.

Tertiary Sponsor \$800 in cash or equivalent product/service 5 available

This opportunity will also include thousands of unique brand impressions across a multitude of media. We will provide second tier brand placement on all communication and print materials. This role will also provide your company with multiple free passes to the ride and after party.



Taco Stand Sponsor \$800 in cash or equivalent product/service 1 available.

What crazy event promoter has a taco stand for a couple of hundred riders at the top of the hardest climb of the day? One that you want to be involved with! You will get to have your brand name attached to this rest stop that should serve to be a highlight of the ride. We will name the taco stand rest stop after your brand, you can have your print materials (banners, coupons, flyers) at this stop where it will make an impression on hundreds of riders and it will be shared around the world through social media. We will also promote this stop up until the day of the ride with multiple media impressions per week.

Rest Stop Sponsor \$400 in cash or equivalent product/service 3 available

Our riders look forward to our rest stops. Wouldn't you if you just climbed an average of 10 feet per mile? This opportunity allows you the unique chance to have your print materials (banners, coupons, flyers) at this stop where it will make an impression on hundreds of riders and it will be shared around the world through social media. We will also promote this stop up until the day of the ride with multiple media impressions per week.

Prize Sponsors

We have multiple opportunities for prize sponsorship; please reference the table below.

Sponsor level	Cash/Prize Value	Number available	Media Impr month	Comped Reg
1	\$400	5	32	8
2	\$300	7	24	6
3	\$100	9	8	2
4	\$50	12	4	1

We also offer all types of partnerships that might not fit into a single category on this sheet. Please feel free to reach out with your idea.



Prize winners with their loot (2013)

Patrick Engleman, the founder and manager of the Lu Lacka Wyco Hundo has numerous years of experience organizing bicycle events. He was part of the team that organized the 2013 Single Speed Cyclocross World Championships in Philadelphia. Mr. Engleman managed the Endurance Sports Expo 2010-2013. He also developed and coordinated many underground bicycle messenger events, and underground cyclocross events. He is a member the Board of Directors of the Southeastern Penna Trail Riders Association, and the Pennsylvania Interscholastic Cycling Association. He has thousands of social media followers.