



**BAPA**

Beverly Area  
Planning Association

1987 W. 111th St.,  
Chicago IL 60643  
bapa@bapa.org  
773-233-3100

Dear Neighbor,  
In professional bike racing, riders make their living by winning prizes. To attract the best riders to the Beverly Hills Cycling Classic, we need to offer top primes – cash prizes awarded to the winner of a lap in a race. This year, a new race course and festival area at 101st and Longwood Drive will add to the excitement of this popular event!

Area residents and businesses are invited to sponsor primes in the **16th annual Beverly Hills Cycling Classic | Bikes & Brews** presented by the Beverly Area Planning Association (BAPA) and coming to Beverly Hills/Morgan Park with four elite level pro/am races: masters', women's and two men's -- on **Friday, July 20**.

The amount of primes available in a pro am cycling race is a strong incentive for elite riders to participate – only one rider can win the top prize; several riders can win the primes offered for laps. And the more competitive the event, the more exciting the action for spectators.

Primes come from businesses and residents in the community where the race is held, and are collected in increments of \$200, \$100 and \$50. Prime donors have their names announced over the public address system during the race. The more you give, the more often your name is mentioned. Primes donations are not donations to the Beverly Area Planning Association and not tax deductible -- 100% of the money donated for primes is awarded to riders competing in the Beverly Hills Cycling Classic.

To donate a prime, please use the application below. **The final deadline for donating a prime is Monday, July 9.** If you need more information, or would like information about donating at other sponsorship levels, please call 773-233-3100 or email [sfood@bapa.org](mailto:sfood@bapa.org).

See you at Bikes & Brews!

### 2018 Beverly Hills Cycling Classic Committee

#### 2018 BIKES & BREWS PRIMES DONATION APPLICATION

Individual or Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Email: \_\_\_\_\_

BUSINESSES AND INDIVIDUALS WHO DONATE LARGE PRIMES WILL BE MENTIONED SEVERAL TIMES BEFORE THEIR SPONSORED LAP. THE MORE YOU DONATE, THE MORE OFTEN YOU'LL BE MENTIONED.

#### Select your prime level:

\_\_\_\_\_ \$200 or above\*      \_\_\_\_\_ \$100      \_\_\_\_\_ \$50

Please complete this information to be announced over the PA system during the lap you are sponsoring:

Type of business: \_\_\_\_\_ Years in business: \_\_\_\_\_

Business or individual message: \_\_\_\_\_

\*Primes sponsors at the \$200 or above level have the opportunity to present prize money to the winner of the lap they sponsor.

**Please make checks payable to: Beverly Area Planning Association (BAPA)**

**and mail or deliver to 1987 W. 111th St., Chicago IL 60643.**

**Deadline to receive prime commitments is 5 p.m., Monday, July 9, 2018**