

# Bike Town Sponsorship Commitment Form

Business Name:

Contact Person:

Address:

City, State, Zip:

Phone:

Email:



## Sponsorship Levels (Descriptions attached)

Please indicate sponsorship level -

\_\_\_\_\_ \$10,000 – Presenting Sponsor

\_\_\_\_\_ \$5,000 – Sprint Sponsor

\_\_\_\_\_ \$2,500 – Paceline Sponsor

\_\_\_\_\_ \$1,000 – Peloton Sponsor

If Peloton, \_\_\_ 10 x 20 tailgating tent or \_\_\_ 15 tickets to the VIP tent?

\_\_\_\_\_ \$500 - Domestique Sponsor

If Domestique, \_\_\_ 10 x 10 tailgating tent or \_\_\_ 8 tickets to the VIP tent?

*Included is a return envelope*

# **Bike Town Sponsorship Opportunities**

## **Presenting Sponsor**

### **\$10,000 Level**

- Event naming rights as “**Presenting Sponsor**” in all marketing materials
- **Exclusivity** as sponsor in your field of business
- **Exclusive V.I.P. opportunities** at the event, including prime viewing location, sponsor tent for hosting employees or clients, preferred parking, and more
- Large logo included prominently on front of official event t-shirt
- **High visibility on-site**
- Large logo included prominently on event banner
- Unlimited banner hanging at the criterium
- Large logo (and link) included prominently on official event website
- Logo displayed prominently in all billboards, print ads, posters and flyers
- Additional exposure opportunities such as vendor booth or company giveaways

## **Sprint Sponsor**

### **\$5,000 Level**

- Recognition as “Sprint Sponsor” in all press releases and media materials
- **V.I.P. opportunities** at the event, including sponsor tent for hosting employees or clients near start/finish line
- **Opportunity to be official presenting sponsor of Half-Time Show**
- Large logo included on back of official event t-shirt
- Large logo included prominently on event banner
- Opportunity to hang up to 6 company banners at the criterium
- Large logo (and link) included on official event website
- **High visibility on-site**
- Logo displayed prominently in all print ads, posters and flyers
- Additional exposure opportunities such as vendor booth or company giveaways

## **Paceline Sponsor**

### **\$2,500 Level**

- Recognition as “Paceline Sponsor” in all press releases and media materials
- 25 V.I.P. passes to sponsor hospitality tent
- **Opportunity to be official sponsor 4 separate PRIMES (a single lap, winner-take-all prize announced during the race)**
- Logo included on back of official event t-shirt
- Logo included on official event banner
- Opportunity to hang up to 4 company banners at the criterium
- Logo (and link) included on official event website
- Logo displayed in all print ads, posters and flyers

## **Peloton Sponsor**

### **\$1,000 Level**

- Recognition as “Peloton Sponsor” in all marketing
- **15 V.I.P. passes to general sponsor tent or 10 x 20 tailgating tent along the course (tailgating tents allow significantly more guests but require sponsor to bring own refreshments)**
- Opportunity to be official sponsor for a PRIME (a single lap, winner-take-all prize)
- Logo included on back of official event t-shirt
- Logo included on event banner
- Opportunity to hang up to 2 company banners at the criterium
- Logo (and link) included on event website
- Small logo included in all print ads, posters and flyers

## **Domestique Sponsor**

### **\$500 Level**

- Recognition as “Domestique Sponsor” in all press releases and media materials
- **8 V.I.P. passes to general sponsor tent or 10 x10 tailgating tent along the course (tailgating tents allow significantly more guests but require sponsor to bring own refreshments)**
- Small logo included on back of official event t-shirt
- Name recognized on event banner
- Opportunity to hang 1 company banner at the criterium
- Logo (and link) included on official event website

**All sponsors’ names will be announced from the announcer’s stage several times during the race**

***Higher level sponsors will be announced more frequently!***