

# SPARTANBURG CRITERIUM

april 27, 2018

an initiative of:



partners for  
active living



## 2018 sponsorship opportunities

Downtown Spartanburg, SC puts a sweet southern SPIN on the traditional tailgate! This bike race turns the heart of the city into a simply extravagant party. Rent a tent, bring your friends, and load up your tailgating gear to watch cyclists race around the half-mile downtown course. "The Crit" is a part of the USA CRITS Speed Week series and is known for it's open-air plaza center, dangerously sharp left turns and unique atmosphere!



## SPRINT SPONSOR: \$7,500

### Pre-event Promotion

- **Amateur race naming rights:** title sponsor of one of the amateur races
- **Logo on all billboards:** 6 billboards across the region
- **Logo on t-shirts:** approximately 400 t-shirts
- **Print advertising and other materials:** inclusion on all print ads, posters, postcards, and credentialing as well as Spring Fling promotions
- **Online advertising and social media:** Partners for Active Living (PAL) Facebook and Instagram posts, company logo on Criterium website, Spartanburg Downtown Association and Spartanburg Convention and Visitors Bureau e-blasts

### On-site benefits

- **Logo on all event-printed banners:** logo on start/finish banner that runs across the street and denotes the start/finish area of the downtown criterium
- **8 course side banners:** banners provided by the company and hung course-side
- **Spectator experience:** premier placement of a 20 X 40 spectator tent for up to \*125 clients, employees, or guests with food and beer **OR** premier placement of a 20 X 40 spectator tent for up to \*100 clients, employees, or guests with food and beer AND 1 TV in your tent with exclusive live feed of the races

\*PAL will provide enough food and drink for up to 100 or 125 people. If you expect to have more in your tent, please plan accordingly or contact us and we can arrange for more food/drink based on a per person rate.

# PACELINE SPONSOR: \$5,000

## Pre-event Promotion

- **Amateur race or course turn naming rights:** title sponsor of one of the amateur races or course turns (decided per availability)
- **Logo on all billboards:** 6 billboards across the region
- **Logo on t-shirts:** approximately 400 t-shirts
- **Print advertising and other materials:** inclusion on all print ads, posters, postcards and credentialing, as well as Spring Fling promotions
- **Online advertising and social media:** PAL Facebook and Instagram posts, company logo on Criterium website, Spartanburg Downtown Association and Spartanburg Convention and Visitors Bureau e-blasts

## On-site benefits

- **Logo on all event-printed banners:** logo on start/finish banner that runs across Broad St.
- **6 course side banners:** banners provided by the company and hung course-side
- **Spectator experience:** premier placement of a 20 X 30 spectator tent for up to \*100 clients, employees, or guests with food and beer provided

# ROULEUR SPONSOR: \$2,500

## Pre-event Promotion

- **Logo on t-shirts:** approximately 400 t-shirts
- **Print advertising and other materials:** inclusion on posters
- **Online advertising and social media:** PAL Facebook and Instagram posts and inclusion whenever poster is shared online; company logo on Criterium website

## On-site benefits

- **Logo on all event-printed banners:** logo on start/finish banner that runs across Broad St.
- **4 course side banners:** banners provided by the company and hung course-side
- **Spectator experience:** premier placement of a 10 X 20 spectator tent for up to \*50 clients, employees, or guests with food (appetizer menu only) and beer provided

\*PAL will provide enough food and drink for up to 50 or 100 people (per sponsorship level). If you expect to have more in your tent, please plan accordingly or contact us and we can arrange for more food/drink based on a per person rate.



# CHASE SPONSOR: \$1,500

## Pre-event Promotion

- **Logo on t-shirts:** approximately 400 t-shirts
- **Print advertising and other materials:** inclusion on posters
- **Online advertising and social media:** PAL Facebook and Instagram posts and inclusion whenever poster is shared online; ; company logo on Criterium website

## On-site benefits

- **Logo on all event-printed banners:** logo on start/finish banner that runs across Broad St.
- **2 course side banners:** banners provided by the company and hung course-side
- **Spectator experience:** premier placement of a 20 X 20 spectator tent on the INSIDE of Broad St. for clients, employees, or guests (NO food and beer provided)

# PELTON SPONSOR: \$1,000

## Pre-event Promotion

- **Logo on t-shirts:** approximately 400 t-shirts
- **Print advertising and other materials:** inclusion on posters
- **Online advertising and social media:** PAL Facebook and Instagram posts and inclusion whenever poster is shared online; ; company logo on Criterium website

## On-site benefits

- **Logo on all event-printed banners:** logo on start/finish banner that runs across Broad St.
- **2 course side banners:** banners provided by the company and hung course-side
- **Spectator experience:** premier placement of a 10 X 20 spectator tent on the OUTSIDE of Broad St. for clients, employees, or guests (NO food and beer provided) OR 15 tickets to the VIP tent

# DOMESTIQUE SPONSOR: \$500

## Pre-event Promotion

- **Logo on t-shirts:** approximately 400 t-shirts
- **Print advertising and other materials:** inclusion on posters
- **Online advertising and social media:** PAL Facebook and Instagram posts and inclusion whenever poster is shared online; company logo on Criterium website

## On-site benefits

- **Logo on all event-printed banners:** logo on start/finish banner that runs across Broad St.
- **1 course side banner:** banners provided by the company and hung course-side
- **Spectator experience:** 8 tickets to the VIP tent

# 2018 CRITERIUM BENEFIT OVERVIEW

## Level

## Pre-event Promotion

## On-site Benefits

**SOLD**  
Title  
\$17,000

- Title and men's pro race naming rights
- Logo on all billboards
- Logo on t-shirts
- Inclusion on all online and print advertising and materials

- Logo on all event printed banners
- Unlimited course-side banners
- 20 X 40 catered spectator area
- 1 TV in tent with live feed

**Sprint**  
**\$7,500**

- Amateur race naming rights
- Logo on all billboards
- Logo on t-shirts
- Inclusion on all online and print advertising and materials

- Logo on all event printed banners
- 8 course-side banners
- 20 X 40 catered spectator area
- Option for 1 TV in tent with live feed

**Paceline**  
**\$5,000**

- Amateur race or course turn naming rights
- Logo on all billboards
- Logo on t-shirts
- Inclusion on all online and print advertising and materials

- Logo on start/finish banner
- 6 course-side banners
- 20 X 30 catered spectator area

**Rouleur**  
**\$2,500**

- Logo on t-shirts
- Inclusion on posters and a limited online presence

- Logo on start/finish banner
- 4 course-side banners
- 10 X 20 catered spectator area

**Chase**  
**\$1,500**

- Logo on t-shirts
- Inclusion on posters and a limited online presence

- Logo on start/finish banner
- 2 course-side banners
- 20 X 20 spectator area INSIDE Broad St.

**Peloton**  
**\$1,000**

- Logo on t-shirts
- Inclusion on posters and a limited online presence

- Logo on start/finish banner
- 2 course-side banners
- 10 X 20 spectator area OUTSIDE Broad St. or 15 VIP tickets

**Domestique**  
**\$500**

- Logo on t-shirts
- Inclusion on posters and a limited online presence

- Logo on start/finish banner
- 1 course-side banner
- 8 VIP tickets

# 2018 SPARTANBURG CRITERIUM

## commitment form

Business Name:

Contact Person:

Address:

City, State, Zip:

Phone:

Email:

### Sponsorship Levels

Please indicate sponsorship level:

SOLD \$15,000 - Title

\_\_\_\_\_ \$7,500 - Sprint Sponsor

\_\_\_\_\_ \$5,000 - Paceline Sponsor

\_\_\_\_\_ \$2,500 - Rouleur Sponsor

\_\_\_\_\_ \$1,500 - Chase Sponsor

\_\_\_\_\_ \$1,000 - Peloton Sponsor

\_\_\_\_\_ 10 X 20 spectator tent OR

\_\_\_\_\_ 15 tickets to the VIP tent

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

Please email an EPS version of your logo upon sponsorship commitment

*Sponsor tent location will be determined based on sponsor commitment date  
The highest sponsor levels will have tent placement closest to the start/finish line*

**\*\*The Criterium is a rain or shine event. Sponsorships will not be refunded due to weather.\*\***

Contact Lindsey Graham at 864.598.9638 with questions  
Completed commitment forms can be sent to [lgraham@active-living.org](mailto:lgraham@active-living.org) or  
P.O. Box 6728, Spartanburg, SC 29304