

SPONSOR PACKET



Premier Cycling Race

Sunday • July 12, 2009 • Downtown Lodi

DELTA VELO RACING TEAM

PO Box 8900

Stockton, CA 95208

Damian Gonzalez, Sponsorship

(209) 810-6654

www.deltavelo.com

damian@deltavelo.com



Sunday • July 12, 2009 • Downtown Lodi

The inaugural Downtown Lodi Criterium is an action packed cycling event, bringing families, athletes and spectators throughout Northern California, to the heart of Lodi. Along with a large economic boost throughout the course of the event, the Lodi Criterium will also boost Lodi's reputation as a recreational destination. As the Northern Valley's staple cycling event, the Lodi Criterium will set the stage and opportunity to bring similar events to Lodi such as the Tour of California.

The Event

- Bike races and festival, Sunday, July 12, 2009, 8am – 4:30pm
- Free kids race
- Race course located in Downtown Lodi
- Festival area including music, raffle, vendors, food and drinks

Sponsors

- Anticipated 2000+ spectators.
- Over 500 pro and amateur athletes throughout California
- Catered hospitality / V.I.P. area with front row covered seating for the race
- Newspaper, web and television coverage
- Support local cycling programs, community and charities
- Networking opportunities

Spectators

- Multiple lap races, allowing for endless viewing opportunities
- Nearby restaurants and food vendors
- Downtown shops and boutiques
- A fun event for the whole family with free kids race

Media Coverage

- Television- Local TV coverage
- Internet Media– Sports related web sites
- Print publications – Newspaper and multi sport publications
- Advertising- TV, newspaper, internet, posters and flyers

DELTA VELO RACING TEAM

Contact Damian Gonzalez (209) 810-6654 damian@deltavelo.com www.deltavelo.com

Sponsorship Opportunities

Delta Velo is seeking sponsors for the Lodi Criterium. Sponsorships can be in the form of cash and/or donated services. As a sponsor you will be able to network with local businesses, meet professional cyclists and reach out the community and engage consumers one on one. Sponsorship opportunities and benefits of sponsoring at each level are outlined below.

Carbon Fiber Sponsor- \$5000 and up (Presenting/Title Sponsor)

- Name/logo on banner at start/finish line of Lodi Criterium
- Name/logo featured on event t-shirts
- Corporate logo and link featured on special event website
- Name/logo on sign(s) along race course
- Table at vendor site for product display and handouts
- Name/logo featured on brochures, posters, and flyers
- Mention in all press releases.
- Name mentioned in all ads (TV, Newspaper, Web)
- Name mentioned on speaker system throughout the day
- 12 passes for VIP area, including food and drinks

Titanium Sponsor- \$2500-\$4999

- Name/logo on banner at start/finish line of Lodi Criterium
- Name/logo featured on event t-shirts
- Corporate logo and link featured on special event website
- Table at vendor site for product display and handouts
- Name/logo featured on brochures, posters, and flyers
- Mention in all press releases.
- Name mentioned on speaker system throughout the day
- 10 passes for VIP area, including food and drinks

Aluminum Sponsor- \$1500-\$2499

- Name/logo on banner at start/finish line of Lodi Criterium
- Name/logo featured on event t-shirts
- Corporate logo and link featured on special event website
- Table at vendor site for product display and handouts
- Name/logo featured on brochures, posters, and flyers
- Mention in all press releases.
- Name mentioned on speaker system throughout the day
- 8 passes for VIP area, including food and drinks

Steel Sponsor- \$1000-\$1499

- Name/logo featured on event t-shirts
- Corporate logo and link featured on special event website
- Table at vendor site for product display and handouts
- Name/logo featured on brochures, posters, and flyers
- Name mentioned on speaker system throughout the day
- 6 passes for VIP area, including food and drinks

Chromoly Sponsor- \$500-\$999

- Corporate logo and link featured on special event website
- Table at vendor site for product display and handouts
- Name/logo featured on brochures, posters, and flyers
- Name mentioned on speaker system throughout the day
- 4 passes for VIP area, including food and drinks

Peleton Sponsor- \$250-\$499

- Corporate logo and link featured on special event website
- Name/logo featured on brochures, posters, and flyers
- Name mentioned on speaker system throughout the day
- 2 passes for VIP area, including food and drinks

DELTA VELO RACING TEAM

Contact Damian Gonzalez (209) 810-6654 damian@deltavelo.com www.deltavelo.com



Sunday • July 12, 2009 • Downtown Lodi

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____

E-mail: _____

Sponsorship Level:

- Carbon Fiber
- Titanium
- Aluminum
- Steel
- Chromoly
- Peleton

Total \$ _____

Please return with payment to:

Delta Velo Bicycle Club

P.O. Box 8900

Stockton, CA 95208

Once payment is received we will mail/email invoice for your records.

Sponsor Signature: _____ Date: _____

Delta Velo Signature: _____ Date: _____

DELTA VELO RACING TEAM

Contact Damian Gonzalez (209) 810-6654 damian@deltavelo.com www.deltavelo.com