

# Event Sponsorship and Advertising Opportunity

## Mike's Bikes Cat's Hill Classic

[www.catshill.org](http://www.catshill.org)

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### Background

On Saturday, May 1, 2010, the Los Gatos Bicycle Racing Club (LGBRC), the 2008 **USA Cycling's Club of the Year**, along with race title sponsor Mike's Bikes will host the Mike's Bikes Cat's Hill Classic. This will be the race's 37<sup>th</sup> anniversary. This is one of the most prestigious bicycle races in the country since 1974 and is part of the **Northern California/Nevada Cycling Association Premier Series**, the **Junior Points Series** and the **Lance Armstrong Junior Road Race Series**. It is an especially challenging course with an incredibly 23% steep hill from which the race draws its name. Statistical analysis indicates that our race is typically featured in the San Francisco Chronicle (512,000 impressions), Cyclingnews.com (twice for 225,500 impressions), NBC 11 (200,000 impressions), Los Gatos Weekly Times (17,000 impressions) Los Gatos Observer (8,500 impressions), Velonews.com (59,250 impressions) and VeloNews Magazine (48,000 impressions) for a total of 1,352,750 impressions!

LGBRC is a non-profit corporation dedicated to grass-roots programs that promote bicycle racing, general bicycle recreation and bicycle commuting. The club has taken a leadership role in junior development and strongly supports a junior road and track team, and a "Kids on the Track" program at the San Jose Hellyer Park velodrome.

In addition, LGBRC has broad community involvement in such events and organizations as the Silicon Valley Marathon, the Los Gatos High School Marching Band, CASA (Community Against Substance Abuse), Youth Science Institute (YSI), Cycle ReCyclery, Alex Smith Foundation and the LGEF (Los Gatos Education Foundation). To this end, the Cat's Hill Classic is LGBRC's premier event that is used to highlight our junior development program and our support of various charities. Your tax-deductible support of Cat's Hill will directly support our nationally renowned junior development program, our grass roots racing program and the community charities that LGBRC helps promote.

The Cat's Hill Classic is a fast-paced, multi-lap race that takes place on a short, closed course in scenic downtown Los Gatos, in the heart of Silicon Valley. The hill makes this an especially exciting race for spectators because the riders struggling up the 23% grade can be viewed from several vantage points, including the Start/Finish line. Last year the event drew nearly 700 participating athletes and approximately 5000 spectators. The area surrounding the racecourse features an exhibition area where sponsors may stage various demonstrations. Additionally, the race start/finish line and the hill are "wired for sound" through our professional PA system. Finally, a printed race announcement, including sponsor's logos, is published in newsletters and flyers that are widely distributed in Northern and Southern California, as well as Nevada. Race sponsors will also be featured on the Internet at [www.catshill.org](http://www.catshill.org) for an entire year!

The 37<sup>th</sup> Mike's Bikes Cat's Hill Classic is sure to be one of the most distinguished sporting events in the Santa Clara Valley. We have plans to make this year's event bigger than ever to appeal to an even greater audience. Your involvement will help ensure these goals are obtained. There are several sponsorship opportunities of which you may take advantage. Sponsorship opportunities typically include the following:

- **Individual race sponsorship**
- **Prize sponsorship**



## Highlights of Sponsorship Benefits

- Tax-deductible involvement in a grass-roots junior development program, as well as community support of charitable organizations such as the Los Gatos High School Marching Band
- Professional promotion as part of the NCNCA Premier Series (NPS) characterized by 1,352,750 impressions.
- Name/Logo printed on back of Cat's Hill souvenir T-shirt. This T-shirt will be awarded to top six finishers in all non-pro races; distributed to Los Gatos/Monte Sereno police, fire fighters and race workers; and sold to spectators and others.
- Name/Logo and URL will appear on the Cat's Hill website at [www.catshill.org](http://www.catshill.org)
- A banner(s), supplied by you, will be prominently displayed around the course from 9 AM until 6 PM on May 1, 2010.
- Audio sound bytes, provided by you, will be announced on our PA system throughout the race day. Our PA system covers all the key areas of the course, including the hill and the Start/Finish line.
- You will be given space to set up a product booth. The vendor booth area is always a big consumer attraction. Your booth will be mentioned in our promotional announcements (only race sponsor booths will be publicized in promotional announcements).
- You may take advantage of the exhibition area and stage demonstrations of your product or special event team (e.g., BMX half-pipe exhibitions, automotive sponsors may display vehicles, and offer test drives, etc.).
- You have the opportunity to participate in the award ceremony, which is photographed and posted on our race website.

Additional benefit details can be found in our 37<sup>th</sup> Mike's Bikes Cat's Hill Classic Advertising Order Form.

## Cost of Sponsorship

The exact cost for sponsoring the Cat's Hill Classic varies, depending on what level of support you choose to provide. Also, we are flexible and will work with you to make it affordable for your company's or organization's budget. Typically, **Title Sponsorship** requires a commitment of \$10,000; **Individual Race Sponsorship** requires a commitment of only \$300-\$1000; and **Prize Sponsorship** is a commitment in product donations of your choosing.

We are very excited to have you on board as a sponsor of LGBRC's premier event and look forward to hearing from you soon. If you have any further questions, please feel free to contact me at any of the following:

- Work phone: 408-978-8200
- e-mail: [bgordon@structint.com](mailto:bgordon@structint.com)

Sincerely,

Barry Gordon, President Los Gatos Bicycle Racing Club



# Mike's Bikes Cat's Hill Classic

## Sponsor Advertising Order Form

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**Sponsoring a Race:** The Mike's Bikes Cat's Hill Classic consists of twelve different categories of bicycle races. A different sponsor can purchase each race. The cost of each race varies, based on the prizes, the time of day the race occurs and the spectator-draw potential. For example, the higher category races offer larger prize purses; are typically later in the day, which increases spectator attendance; and receive more publicity throughout the day. Additionally, the upper category races are longer, more exciting events that attract more racers and spectators.

### ***Title Race Sponsor Benefits (Sold to Mike's Bikes):***

- Race title sponsor's logo will be printed on the **front** of Cat's Hill souvenir T-shirt. This T-shirt will be awarded to top six finishers in all races; distributed free to Los Gatos police, fire fighters and race workers; and sold to spectators for only \$10 each
- Race title sponsor's logo will be printed on the 250 neighborhood race notification flyers that are distributed to every household affected by the race two weeks and redistributed again three days before the race. The flyer is signed by the Los Gatos Chief of Police.
- Race title sponsor will have the right of first refusal for the subsequent Cat's Hill Classics.
- Race title sponsor will have the right for a multi-year Cat's Hill Classic title sponsorship.
- If applicable, the race title sponsor can be added to the USA Cycling race permit so that the race title sponsor's racing team, if any, can obtain full USA Cycling credit for promoting a race, i.e., they will not have to promote their own separate race. This will save the race title sponsor's team, if any, a very significant effort and they will be co-promoting one the premier races in the US.
- Race title sponsor will be specifically named on the extensive race permit insurance policy along with the Town of Los Gatos through USA Cycling
- Race title sponsor name/logo will appear on 1000 custom race bibs, i.e., race numbers, worn by all racers on race day.

### ***Individual Race Sponsor Benefits:***

- All individual race sponsors' names/logos are printed on back of Cat's Hill souvenir T-shirt.
- All race sponsors' names/logos will appear on all race fliers and race posters. Race fliers are distributed at local bike shops and local races. Race posters are posted at local bike shops, and in stores throughout downtown Los Gatos.
- All race sponsors' names/logos will appear on the Cat's Hill website for approximately one year at [www.catshill.org](http://www.catshill.org) and LGBRC website at [www.lgbrc.org](http://www.lgbrc.org)
- All race sponsors' names/logos banners, supplied by you, will be displayed on the course from 9 AM until 6 PM on the day of the race.
- All race sponsors' names will be mentioned in audio announcements concerning the race you choose to sponsor. Our PA system covers all the key areas of the course, including the hill and the Start/Finish line.
- All race sponsors will be given space to set up a product booth. The vendor booth area is always a big consumer attraction. Your booth will be mentioned in our promotional announcements.
- All race sponsors have the opportunity to participate in the award ceremony for their race.

## The cost for sponsoring the various races is as follows:

| Race                                 | Cost                 | Notes  |
|--------------------------------------|----------------------|--|
| Cat's Hill Classic Title Sponsorship | \$5,000 <sup>1</sup> | Sponsored by Mike's Bikes                                      |
| Men's Sr. 5                          | \$300                | Sponsored by Doug Perry - Alain Pinel Realtors                 |
| Men's Sr. 4                          | \$400                | Sponsored by   |
| Juniors 10-14 LAJRS/NCNCA event*     | \$300                | Sponsored by Chain Reaction Bicycles                           |
| Men's Sr. 3                          | \$500                | Sponsored by Los Gatos Roofing                                 |
| Juniors 15-18 LAJRS/NCNCA event*     | \$200/\$200          | Sponsored by RockTape/<br>Dorothy Courtney, Real Estate Broker |
| Kids Race 5-9                        | \$300                | Sponsored by Sereno Group Real Estate                          |
| Women's 3/4                          | \$400                | Sponsored by Crossroads Bicycles                               |
| Master's 35+ 1/2/3                   | \$500                | Sponsored by Hank Tolhurst                                     |
| Master's 45+ 1/2/3                   | \$400                | Sponsored by Hank Tolhurst                                     |
| Master's 35+ 4/5                     | \$300                | Sponsored by Nicerpage Web Design/BayAreaRider.com             |
| Women's 1/2/3                        | \$800                | Sponsored by Michelob Ultra                                    |
| Men's Pro/1/2                        | \$1,300              | Sponsored by Spokesman Bicycles                                |

<sup>1</sup> For information only: ~\$5000 for the Town of Los Gatos for police services

\* **Lance Armstrong Junior Race Series** and NCNCA Junior Point Series race

**Vendor Booth:** You may represent your business at the Cat's Hill with a vendor booth. A blocked-off area adjacent to the racecourse will be reserved for vendor booths and product demonstrations. Providing you register with us before May 1, you can set up a vendor booth in the designated area. You are responsible for setting up, staffing and removing the booth, as necessary, as well as all costs associated with the booth. Booths may be set up anytime after 8 AM and must be removed by 6 PM. When registering for a booth space, please supply us with approximate dimensions of your booth.

**Race primes and prizes:** You may also choose to donate merchandise or coupons redeemable for merchandise/services to be used as "*primes*" or prizes. *Primes* are awarded in each race to the winner of a sprint within the race and are separate from the overall winner at the end of the race. Your name will be announced in association with the primes or prizes that you donate, before and after the race that they are awarded in. We reserve the right to choose the most appropriate race to award your prime/prize in, unless negotiated otherwise. In addition, we reserve the right to award prizes as a balance of cash and merchandise, as we deem appropriate.

### Important Deadlines:

|   |                |
|---|----------------|
| Artwork (T-shirts/website in eps format): | March 1, 2010  |
| Payment:                                  | April 1, 2010  |
| Vendor PA announcements:                  | April 15, 2010 |
| Vendor Booth registration:                | April 20, 2010 |
| Course Banners:                           | May 1, 2010    |

**We would appreciate payment on or before the day the artwork is received.**

### For additional information, contact:

Barry Gordon

[bgordon@structint.com](mailto:bgordon@structint.com)

408-978-8200

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Mike's Bikes Cats Hill Race Director: Lisa Hern  
Vendor Booth Coordinator: Barry Gordon

# 37<sup>th</sup> Mike's Bikes Cat's Hill Classic Advertising Order Form

LGBRC member initiating this agreement

(check boxes of all categories that apply):

**Race Sponsor.**

|  | Race Categories           | Cost    |
|--|---------------------------|---------|
|  | Title Sponsorship         | \$5000  |
|  | Men Elite 5               | \$300   |
|  | Men Elite 4               | \$400   |
|  | Juniors ages 10-12, 13-14 | \$300   |
|  | Men Elite 3               | \$500   |
|  | Juniors ages 15-16, 17-18 | \$400   |
|  | Kids Race 5-9             | \$300   |
|  | Women Elite 3/4           | \$400   |
|  | Masters 35+ Cat 1/2/3     | \$500   |
|  | Masters 45+ Cat 1/2/3     | \$400   |
|  | Masters 35+ Cat 4/5       | \$300   |
|  | Women Elite 1/2/3         | \$800*  |
|  | Men Elite PRO/1/2/U23     | \$1300* |

Indicates Sold

\* LGBRC is also providing sponsorship funding.

**Vendor Booth** FREE to Race and Team Sponsors, all others pay \$100. Automobile displays are \$250.

Product or service that booth will display: \_\_\_\_\_ Booth size: \_\_\_\_\_

Special requirements: \_\_\_\_\_

**Note: Motorized vehicles will be restricted from the race course and vendor booth area between 9 a.m. and 6 p.m. on race day. Please make arrangements to have your booth and all necessary supplies delivered/set-up/cleaned-up before 8:30 a.m. and after 6 p.m.**

**Course Banner** FREE to Race Sponsors, all others: \$50 display fee.

**Race Primes and Prizes** I plan to donate: \_\_\_\_\_

**Total Cost for the advertising package selected:** \_\_\_\_\_

**ARTWORK DEADLINE: MARCH 1, 2010 (time to allow your artwork for T-shirt)**

**PAYMENT DEADLINE: APRIL 1, 2010**

Make check to "LGBRC" and mail to: Barry Gordon, 16230 West Ellenwood Avenue, Monte Sereno, CA 95030-5212

LGBRC reserves the right to distribute a balance of donated cash, merchandise, or coupons, as we deem appropriate, as the "prize purse" for a particular race, with cash constituting at least 50% of the prize purse.

Attach business card here

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

Fax #: \_\_\_\_\_

e-mail: \_\_\_\_\_

- I will provide artwork
- I have no artwork available
- I will provide \_\_\_ banner(s) to display
- I would like to participate in the award ceremony for the race I sponsor