

Event Sponsorship and Advertising Opportunity

Mike's Bikes Cat's Hill Classic

www.catshill.org

Background

On Saturday, May 14, 2011, the Los Gatos Bicycle Racing Club (LGBRC), the a **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 38th 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**, the **Lance Armstrong Junior Road Race Series** and the **Cat's Hill/Scotts Valley Grand Prix Omnium**. 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 cycling development programs and our support various charities. Thus, your tax-deductible support of Cat's Hill will directly support our nationally renowned development programs, our grass roots racing program and the community charities.

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 600 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 for an entire year!

The 38th 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
- 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
- A banner(s), supplied by you, will be prominently displayed around the course from 9 AM until 6 PM on May 14, 2011.
- 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 38th 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 only \$5,000; **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

Sincerely,

Barry Gordon, President Los Gatos Bicycle Racing Club



Mike's Bikes Cat's Hill Classic

Sponsor Advertising Order Form

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 and LGBRC website at 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	Fee	Sponsor
Cat's Hill Classic Title Sponsorship	\$5,000 ¹	Mike's Bikes
Men's Sr. 5	\$300	Doug Perry - Alain Pinel Realtors
Men's Sr. 4	\$400	John Sevic
Juniors 10-14 LAJRS/NCNCA event*	\$300	Chain Reaction Bicycles
Men's Sr. 3	\$500	Los Gatos Roofing
Juniors 15-18 LAJRS/NCNCA event*	\$200/\$200	RockTape and Dorothy Courtney, Real Estate Broker
Kids Race 5-9	\$300	Sereno Group Real Estate
Women's 3/4	\$400	Michele Aviles-Hanna Weddings & Events
Master's 35+ 1/2/3	\$500	Open - waiting on decision
Master's 45+ 1/2/3	\$400	Open - waiting on decision
Master's 35+ 4/5	\$300	Nicerpage Web Design/BayAreaRider.com
Women's 1/2/3	\$800	Michelob Ultra
Men's Pro/1/2	\$1,300	Spokesman Bicycles

¹ 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 14, 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, 2011
Payment:	April 1, 2011
Vendor PA announcements:	April 15, 2011
Vendor Booth registration:	April 20, 2011
Course Banners:	May 14, 2011

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

For additional information, contact:

Barry Gordon

bgordon@structint.com

408-978-8200

38th 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	Fee
	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 Prizes and Prizes I plan to donate: _____

Total Cost for the advertising package selected: _____

ARTWORK DEADLINE: MARCH 1, 2011 (time to allow your artwork for T-shirt)

PAYMENT DEADLINE: APRIL 1, 2011

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

