

# SPONSOR PACKET



*Premier Cycling Race*

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Sunday • July 11, 2010 • Downtown Lodi

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**DELTA VELO RACING TEAM**

P.O. Box 2282

Stockton, CA 95201

Damian Gonzalez, Marketing Director

(209) 810-6654

[www.deltavelo.com](http://www.deltavelo.com)

[damian@deltavelo.com](mailto:damian@deltavelo.com)



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The Lodi Cycle Fest is a part of a huge Northern California race weekend, drawing the top pro's in the country. Last year, we had a sold out pro field, making for an action packed race. The Lodi Cycle Fest will also draw amateur athletes, families and spectators throughout Northern California. Along with a local economic boost, the Lodi Cycle Fest will boost Lodi's reputation as a recreational destination.

#### The Event

- Pro and amateur bike races and festival
- Free kids and adult beach cruiser races
- Race course located in Downtown Lodi
- Festival area including music, raffle and vendors

#### For Sponsors:

- Anticipated 5000+ spectators.
- Over 800 pro and amateur athletes
- Catered hospitality / V.I.P. area
- Front row covered seating
- Newspaper, web and television event coverage
- Support local charities and cycling programs
- Networking opportunities

#### For Spectators

- Multiple lap races for endless viewing opportunities
- Nearby restaurants and food vendors
- Downtown shops and boutiques
- Free kids race, adult beach cruiser race and raffle

#### For the Media

- All access passes
- Wi-Fi internet access
- Complimentary food and drinks
- Interview with top U.S. cyclists



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# Sponsorship Opportunities

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Delta Velo is seeking sponsors for the Lodi Cycle Fest. Sponsorships can be in the form of cash and/or donated services. As a sponsor you will be able to network, reach out to the local community, enengaging consumers one on one and meet professional cyclists. Sponsorship opportunities and benefits 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



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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 2282  
Stockton, CA 95201

Once payment is received, invoice will be emailed for your records.

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Delta Velo Signature: \_\_\_\_\_ Date: \_\_\_\_\_