

S P R
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May 19-20, 2012

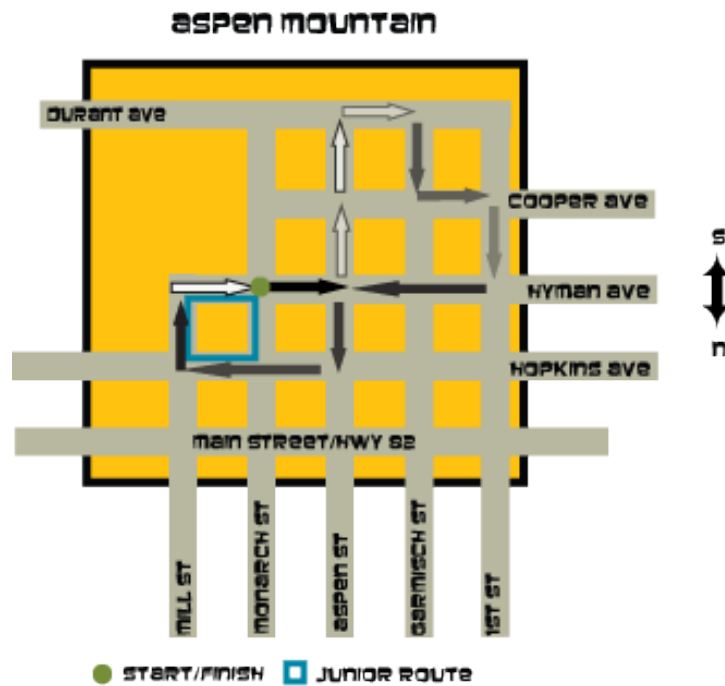


THE EVENT

This Aspen Cycling Festival is the single most exciting biking weekend in Aspen each summer! The Aspen Criterium, a .9 mile loop, races on the closed city streets of downtown Aspen each summer. With over \$8000 in prize money this race will challenge even the toughest and most skilled bike racers. Don't miss out on the annual Ride for the Pass, a 10-mile race up Independence Pass.

The Aspen Criterium is sanctioned by USA Cycling and part of the 2011 PreRace.com Rocky Mountain Cup.

THE COURSE



PARTICIPANTS AND CATEGORIES

With 9 categories and a cap of 75 racers per heat, the Aspen Criterium has the potential to host nearly 675 racers!

LOGISTICS

- Brought to you by the City of Aspen Special Events Department.
- Timing will be contracted out to One 2 Go Event Timing.
- Medical Response will be handled by local EMS
- Clean up crew provided by the City of Aspen

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Please contact us.

- Your company's or organization's name here: Widget Company Aspen Criterium
- The name and logo of your company or organization showcased at the Aspen Criterium.
- All the privileges of a Platinum Sponsor.

Platinum Sponsor | Gifts or In-Kind Donation of \$5,000

- Top billing with co-Platinum Sponsors, above all other sponsors, excluding Title Sponsor, of name and logo on all printed materials and Web site.
- Opportunity to provide athletes with a logo-imprinted item.
- Opportunity to set up a sponsor-provided booth or table at a high-traffic location to promote products or services.
- Opportunity to display a sponsor-provided banner.
- Live acknowledgement of sponsorship during race officials' announcements.
- Mention in all news releases and promotional materials.
- Knowledge that you were a major benefactor of a local charity.

Gold Sponsor | Gifts or In-Kind Donation of \$4,999-\$2,500

- Premier placement of name and logo on all printed materials and Web site
- Opportunity to provide athletes with a logo-imprinted item.
- Opportunity to set up a sponsor-provided booth or table at the event to promote products or services.
- Opportunity to display a sponsor-provided banner.
- Opportunity to insert product samples in race materials distributed to all participants.
- Live acknowledgement of sponsorship during race officials' announcements.
- Mention in all news releases and promotional materials.
- Knowledge that you were a major benefactor of a local charity.

Silver Sponsor | Gifts or In-Kind Donation of \$1,000-\$2,499

- Name and logo on all printed materials and Web site
- Opportunity to provide athletes with a logo-imprinted item.
- Opportunity to set up a sponsor-provided booth or table at the event to promote products or services.
- Opportunity to display a sponsor-provided banner.
- Opportunity to insert product samples in race materials distributed to all participants.
- Mention in all news releases and promotional materials.

Bronze Sponsor | Gifts or In-Kind Donation of \$750-\$999

- Logo on Web site
- Opportunity to provide athletes with a logo-imprinted item.
- Opportunity to set up a sponsor-provided booth or table at the event to promote products or services.
- Opportunity to display a sponsor-provided banner.
- Opportunity to insert product samples in race materials distributed to all participants.
- Mention in all news releases and promotional materials.

Copper Sponsor | Gifts or In-Kind Donation \$150-\$749

- Logo on Web site
- Opportunity to provide athletes with a logo-imprinted item.
- Opportunity to insert product samples in race materials distributed to all participants.

Contributor | Gifts or In-Kind Donation up to \$149

- Name on Web site.