



## History of the Sequoia Cycling Classic

Bicycle racing in the southern part of the San Joaquin Valley has long been associated with the Sequoia Cycling Classic in Exeter and Visalia, California. In 2007, the Quad Knopf Sequoia Cycling Classic was a huge success on all levels, and marked the 18<sup>th</sup> time professional riders from around the world joined non-professionals from throughout the western United States in a two-day event of bicycle racing. Placement on the **2007 National Racing Calendar (NRC)** brought worldwide media coverage and reminded everyone that Tulare County knows how to host a professional-level sporting event.

Over the years, the race weekend has taken many forms. Saturday's events have featured various road race and time trial courses in the Exeter area. Sunday's event has always been the Visalia Criterium, a short 0.7-mile "L"-shaped course winding through the streets of Downtown Visalia. The Sequoia Cycling Classic has consistently been a fun family event and features top professional and amateur racers.

## 2008 Sequoia Cycling Classic

This year's event will bring back the 40-kilometer Exeter Time Trial on Saturday that starts at Exeter High School, heads over the famous Rocky Hill into Yokohl Valley and then back again. Sunday will feature the classic Visalia Criterium that riders have come to love for the fast and wide course surrounded by spectators.

The Race Committee has succeeded in getting next year's event on the **National Racing Calendar March 15 & 16**. Doing so will ensure large fields of the top Men's and Women's professional racing teams will join hundreds of amateurs from across the western United States in competing for well over \$40,000 in cash and prizes throughout the weekend. The excitement levels will be high – *you won't want to miss out!*

## Sponsor Exposure

Exposure for our sponsors comes from many avenues:

### 1. Advertising

Early promotion will focus on website access to race information. Higher level sponsors will be highlighted on the webpage design, and a separate page will be designated completely to sponsors at all levels featuring company logo and hyperlink access to your own web page. As dates draw closer and community promotion begins, posters will be printed and placed prominently throughout Visalia and Exeter. There will be a large amount of television (1200 commercials on Comcast) and radio (90 spots) advertising the two weeks prior to the event. A Race Program will be distributed throughout the weekend to riders and spectators which will include all sponsors.

### 2. Banner Display

All sponsors are encouraged to provide race promotion staff with banners to display at the event.

### 3. Race Day and World Wide Web

This year, we are excited to announce a partnership with IBN Sports and the World Cycling Channel! The 2008 Sequoia Cycling Classic will be broadcast LIVE worldwide on the internet and then archived on their site for future viewing. Expect millions of hits the day of the event and tens of millions throughout the year. Upper level sponsors will be provided spots for video commercials to show during the feed and live on site via a jumbo screen both days of the event.



# Sponsorship Opportunities

## **criterium Sponsor \$20,000**

### **Benefits**

- Company name attached to the Visalia Criterium ("ABC Company Visalia Criterium")
- Ten (10) 30-second spots of air time at the Criterium, and seven (7) 30-second spots at the Time Trial to be filled with video material provided by the sponsor (video will be subject to pre-approval).
- Company name in all radio and television ads.
- Preferred placement, full-page, color ad on glossy paper in the Race Program distributed throughout the weekend to riders and spectators.
- Free booth rental space in the Vendor Expo
- Company banner, provided by the sponsor, prominently displayed throughout the weekend
- Logo placement on race posters
- Preferred logo placement on race tee-shirts
- Access to amenities of the VIP Pavilion

## **Time Trial Sponsor \$15,000**

### **Benefits**

- Company name attached to the Exeter Time Trial ("XYZ Company Exeter Time Trial")
- Ten (10) 30-second spots of air time at the Time Trial, and five (5) 30-second spots at the Criterium to be filled with video material provided by the sponsor (video will be subject to pre-approval)
- Company name in all radio and television ads.
- Free booth rental space in the Vendor Expo
- Company banner, provided by the sponsor, prominently displayed throughout the weekend
- Preferred placement, full-page, color ad on glossy paper in the Race Program distributed throughout the weekend to riders and spectators.
- Logo placement on race posters
- Preferred logo placement on race tee-shirts
- Access to amenities of the VIP Pavilion

## **Platinum Sponsor \$10,000**

### **Benefits**

- Five (5) 30-second spots of air time each event day to be filled with material provided by the sponsor (video will be subject to pre-approval).
- Company name in all radio and television ads.
- Free booth rental space in the Vendor Expo

- Company banner, provided by the sponsor, prominently displayed throughout the weekend
- Full-page ad in the Race Program distributed throughout the weekend to riders and spectators
- Logo placement on race tee-shirts
- Access to amenities of the VIP Pavilion

## **Gold Sponsor \$5,000**

### **Benefits**

- Two (2) 30-second spots of air time each event day to be filled with material provided by the sponsor (video will be subject to pre-approval).
- Free booth rental space in the Vendor Expo
- Company banner, provided by the sponsor, prominently displayed throughout the weekend
- Large ad/logo (1/2 page) placement in the Race Program distributed throughout the weekend to riders and spectators
- Logo placement on race tee-shirts
- Access to amenities of the VIP Pavilion

## **Silver Sponsor \$2,500**

### **Benefits**

- Free booth space rental in the Vendor Expo
- Company banner, provided by the sponsor, prominently displayed throughout the weekend
- Medium ad/logo (1/4 page) placement in the Race Program distributed throughout the weekend to riders and spectators
- Logo placement on race tee-shirts
- Access to amenities of the VIP Pavilion

## **Bronze Level Sponsor \$1,000**

### **Benefits**

- Free booth space rental in the Vendor Expo
- Small ad/logo (1/8 page) placement in the Race Program distributed throughout the weekend to riders and spectators
- Logo placement on race tee-shirts

## **Support Sponsor \$500**

### **Benefits**

- 1/2-price booth space rental in the Vendor Expo
- Company name listed in the Race Program distributed throughout the weekend to riders and spectators.
- Company name listed on race tee-shirts

**For further information, or to get your company involved in our event, contact:  
Linda Klein, Sponsor Coordinator, at (559) 300-9413 or artxlynndah@comcast.net**