



March 17-18, 2007

## 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. 2006 marked the return of the event following a short hiatus, and the 17<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.

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, which consistently makes for a fun family event and features top professional and amateur racers.

## 2007 Quad Knopf Sequoia Cycling Classic

Southern Sierra Cyclists embarks on their second year of working with Quad Knopf to build on this ongoing tradition. This year's event will feature a 30-Kilometer 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. Both days will include a Food Court, and Sunday's VIP Pavilion will ensure all VIP's, Sponsors, Volunteers, and Host Families are well-appreciated for their efforts and involvement.

The Race Committee has succeeded in getting next year's event on the **2007 National Racing Calendar (NRC) March 17 & 18**. In doing so, large fields of the top Men's and Women's professional racing teams will be in attendance competing for \$40,000 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 included on all webpage designs. 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 Activities

Event Sponsors (those sponsoring a particular race, such as the Men's Pro/1 Time Trial, or the Women's Pro/1/2 Criterium) are invited to present awards at the podium for their event and take advantage of the great photo opportunity.



# Sponsorship Opportunities

## Pro Event Sponsor \$15,000

Available for the following events:

- Pro/1 Men's Time Trial (TT)
- Pro/1/2 Women's TT
- Pro/1 Men's Criterium (Crit)
- Pro/1/2 Women's Crit

### Benefits

- Attach your company name to the event (i.e. *"Men's Pro/1 Time Trial brought to you by the John Smith Company"*)
- Opportunity to present awards at the podium
- Company name in all radio and television ads.
- 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 tee-shirts
- Access to amenities of the VIP Pavilion

## Platinum Event Sponsor \$10,000

Available for the following events:

- Elite 2 Men's Crit
- Master 35+ 1/2/3 Crit

### Benefits

- Attach your company name to the event (i.e. *"Elite 2 Men's Criterium brought to you by the John Smith Company"*)
- Opportunity to present awards at the podium
- Company name in all radio and television ads.
- 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 Event Sponsor \$5,000

Available for the following events:

- Elite 3 Men's Crit
- Elite 2 Men's Time Trial

### Benefits

- Attach your company name to the event (i.e. *"Elite 2 Men's Time Trial brought to you by the John Smith Company"*)

- Opportunity to present awards at the podium
- Company name in all radio ads.
- 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 Event Sponsor \$2,500

Available for six Time Trial categories and four Criterium categories.

### Benefits

- Attach your company name to the event (i.e. *"Juniors Criterium brought to you by the John Smith Company"*)
- Opportunity to present awards at the podium
- 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

- 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
- Access to amenities of the VIP Pavilion

## Support Sponsor \$500

### Benefits

- Company name listed 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.

**For further information, or to get your company involved in our event, contact:**

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