

RPP HOBBY

Lakeport

TWILIGHT CRITERIUM

PRESENTED BY CHEVRON & POWER MARKET

What is it?

A cycling race held in downtown Lakeport, CA. Criterium racing is wildly popular since it is the most spectator-friendly form of bike racing with short, fast races on city streets.

When is it?

Saturday, June 29, 2019. Many races will happen throughout the day, culminating in races featuring top-category riders.

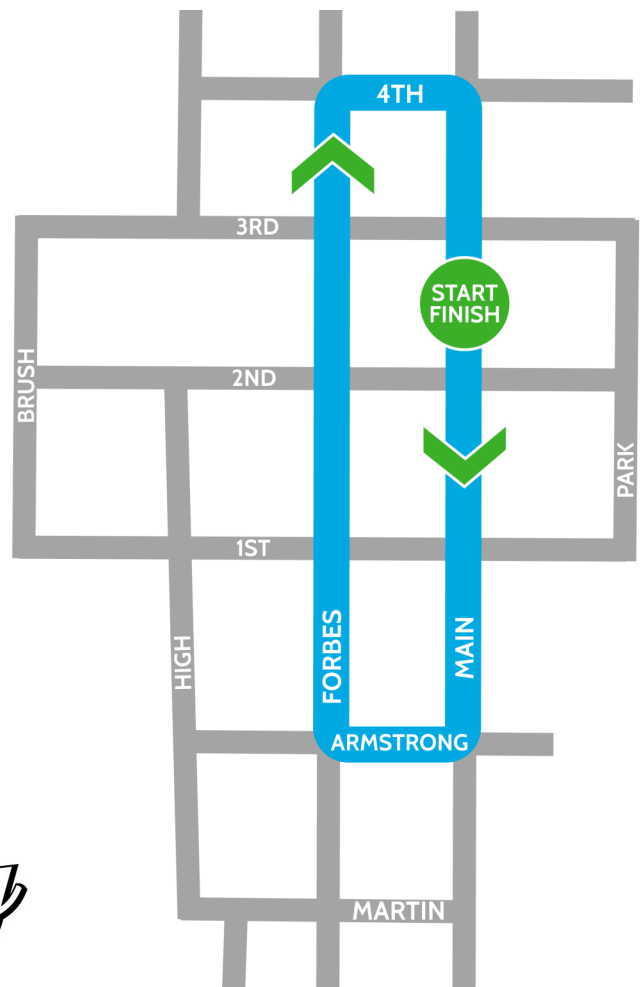
Race Organizers

Main Street Elite, a local cycling team. USA Cycling registered team #16561.



Main Street Elite Cycling Team is a 501(c)(3) non-profit charitable organization. Your sponsorship may be fully tax deductible. Our Tax ID is: 81-4521233

Race Route



Beginning and ending on Lakeport Main Street's historic Museum Park block, racers will travel south, turning right on Martin Street, right on Forbes Street, and right on 4th Street for a total lap length of .7 miles.



Sponsorship Opportunities

Title Sponsor: \$5,000 SOLD!

Presented by Sponsor: \$2,500

Name/logo included as "Presented By" race sponsor in all media. Logo included repeatedly on center podium banner. Most prominent inclusion in print, online and social media (including race website and Facebook pages) - minimum of 30 PA announcements on race day - vendor space to display your product/service (additional conditions apply including insurance certificate requirement) - industry exclusives available.

Platinum Sponsor: \$1,500

Very prominent inclusion of name/logo in print, online and social media (including race website and Facebook pages) - minimum of 20 PA announcements on race day - vendor space to display your product/service (additional conditions apply including insurance certificate requirement) - industry exclusives available

Gold Sponsor: \$1,000

Prominent inclusion of name/logo in print, online and social media (including race website and Facebook pages) - minimum of 15 PA announcements on race day - vendor space to display your product/service (additional conditions apply including insurance certificate requirement)

Silver Sponsor: \$500

Name/logo in print, online and social media (including race website and Facebook pages) - minimum of 10 PA announcements on race day - vendor space to display your product/service (additional conditions apply including insurance certificate requirement)

Prime Sponsor: \$100-\$499

Donate cash or merchandise for winners of in-race "prime laps." Receive name/logo in print, online and social media (including race website and Facebook pages) and PA announcements during your prime lap.



Sponsor Signup Form

Sponsorship Opportunities:

Title Sponsor.....	\$5,000 SOLD!
Presented by Sponsor.....	\$2,500
Gold Sponsor.....	\$1,500
Silver Sponsor.....	\$500
Prime Sponsor.....	TBD

PROMOTIONAL SUPPORT: *(prominence dependent on sponsorship level)*

- Prominent display of company name/logo - your company logo/links will appear on the race website, Facebook page, event posters, t-shirts and other advertising
- Day-of-Event Promotion:
 - Your company name will be mentioned over the public address system, and logos will be displayed on podium banners.
 - Product Sampling – take advantage of the opportunity to display your company's product or service at our event.

Total Enclosed: \$ *(Check payable to Main Street Elite)* _____

Business Name: _____

Business Address: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Your PA announcement copy *(50 word maximum)*

Complete and return to by April 30, 2019

PO Box 1686, Lakeport, CA 95453 or email contact@lakeportcrit.com