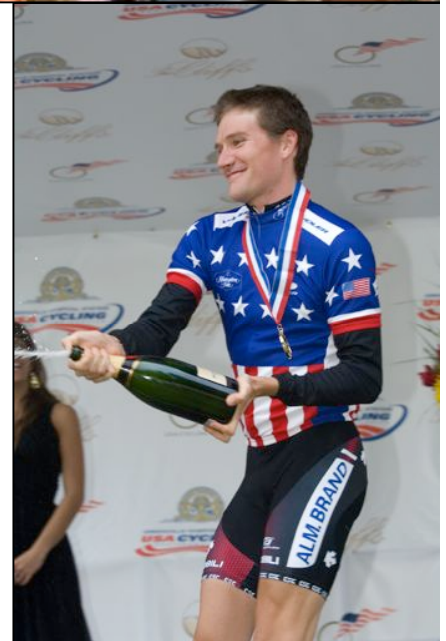


medalistsSPORTS



**Be part of
South Carolina's
Largest Professional
Sporting Event!**

**Labor Day 2008
Greenville, SC**



Objectives

In support of USA Cycling, Inc., to annually produce America's National Championships for professional cycling;

Committed to showcasing the Upstate and creating positive economic impact and health & wellness platforms for its communities;

Delivering exciting entertainment to the spectators and marketing value to our corporate sponsors;

To actively support and contribute to the fundraising objectives of the Palmetto Peloton Project.



2007 Results

Over **80,000** spectators throughout the Championship weekend

Over **100+** credentialed media

90-minute national broadcast Versus Network, broadcast in over **70 million households**

Over **167 million media impressions worldwide** (print, online, television, radio)

127,438 Unique Visitors to official website from 96 countries, generating over **20 million hits**.

National print and web coverage from USA Today, SI.com, Atlanta Journal-Constitution, VeloNews, Bicycling Magazine, bicycling.com and ESPN.com

Over **\$86,000** raised by the Palmetto Peloton Project for the Greenville Hospital System Oncology Research Institute and the Lance Armstrong Foundation





Integrated Platforms

National TV

Local TV

Live Web Casts

Web-based Advertising

Radio Network

Print Advertising

Signage

Catered Hospitality

Start/Finish Access

Awards

On-Site Displays

Community outreach

Educational Platforms

Cause-Related Ties

Health & Wellness Expo

Kid's Activities

Autograph Alley

Big Screen Television

Partnership Levels and Investment Range

Presenting Level (\$100,000)

Gold Level (\$25,000 - \$50,000)

Silver Level (\$15,000-\$25,000)

Bronze Level (\$5,000-\$10,000)

Expo Package (\$1,000-\$2,500)

Custom Benefits

Kid's Area and Races

Big Screen Branding

Time Trial Ramp

Hospitality Packages

Autograph Alley

Video Streaming

Preview Show

Merchandise

Athlete Reception



USA CYCLING



Sponsorship Levels and Examples

2008 Greenville Hospital System USA Cycling Pro Championships				
Element	Description	Gold Sponsor \$25,000 - \$50,000	Silver Sponsor \$15,000 - \$25,000	Bronze Sponsor \$5,000 - \$10,000
Live Healthy Expo Booths	10' x 10' Expo Booths including tent and tables	3	2	1
Big Screen TV	:30 sponsor commercials to air daily on the big screen TV at each finish line	3	2	1
PA Announcements	Sponsor announcements read by official race announcers at each finish line	3	2	1
Signage	Branded 3' x 10' signs displayed at each start/finish line - Time trial & Road race	8	6	4
Signage	Logo shall be placed on sponsor's recognition signage displayed at Official Race HQs, Host Hotels, VIP Hospitality and onsite	1	1	1
Television	:30 spot on Tour's Preview show on WYFF-4	1	0	0
Television	Opening and closing billboards on Tour de Georgia Preview Show	1	0	0
Television	:30 spot in the Tour's telecast on Versus Network	2	0	0
Television	Opening and closing billboards on one or more telecasts on Versus Network	1	0	0
Radio	:15-sec commercial tagged with Sponsor ID	1	0	0
Radio	:30-sec commercial tagged with Sponsor ID	1	0	0
Print	AD in official event guide	1	0	0
Internet	Sponsor Spotlight' section on Tour Web site which features involvement in Tour and sponsor background information	1	1	1
Internet	Logo ID/Hotlink on Sponsor page of www.usacyclingchampionships.com	1	1	1
Hospitality	Admission tickets to Time Trial & Pro Road Race VIP Hospitality venues	8	6	4
Hospitality	Invitations to the Sponsor kick-off reception on Friday, August 31	8	6	4
Hospitality	Invitations to attend the post-event celebration hosted by Hincapie Sportswear	4	2	2

**For questions and sponsorship information
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