

BREAKAWAY SPONSOR

Sponsor Investment – \$20,000

Limited to three – Market Exclusive

- ◆ Corporate logo in all local pre-race promotional materials.
- ◆ Corporate logo and link to company Web site on official Amgen Tour of California Web site and Modesto stage Web site.
- ◆ Corporate logo on Modesto Amgen Tour of California posters and flyers.
- ◆ One (1) 10' x 10' Lifestyle Festival booth.
- ◆ One (1) 30 second commercial spot on the television(s) at the Finish Line and Lifestyle Festival.
- ◆ One (1) Public Address Announcement on race day.
- ◆ Logo recognition in official 2010 Amgen Tour of California program (logo to be included in City's half-page ad).
- ◆ One half-page, full-color ad in the Modesto Amgen Tour of California program.
- ◆ Opportunity for product in "Taste of Modesto" gift bag given to athletes, event producers and media (400 total bags).
- ◆ Four (4) VIP Hospitality Tent passes valued at \$1,000 (additional VIP Hospitality Tent passes are available for purchase).
- ◆ Ten (10) City of Modesto VIP Hospitality Tent Passes valued at \$1000.
- ◆ Ten (10) passes to the Mayor's Reception.
- ◆ Ten (10) passes to the Mayor's Race-Day Brunch.
- ◆ Ten (10) Modesto Amgen Tour of California lapel pins and hats.