

Sponsor Investment – \$10,000

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.
- ◆ Logo recognition in official 2010 Amgen Tour of California program (logo to be included in City's half-page ad).
- ◆ One quarter-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).
- ◆ Two (2) VIP Hospitality Tent passes valued at \$500
(additional VIP Hospitality Tent passes are available for purchase).
- ◆ Six (6) City of Modesto VIP Hospitality Tent Passes valued at \$600.
- ◆ Six (6) passes to the Mayor's Reception.
- ◆ Six (6) passes to the Mayor's Race-Day Brunch.
- ◆ Six (6) Modesto Amgen Tour of California lapel pins and hats.