

## Amgen Tour of California Stage 4 Finish Sponsorship Opportunities:

### Breakaway Sponsor- (1 available)

**\$20,000**

#### Promotional (Market Exclusivity)

- 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).

#### Social

- 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.

### Bridge Sponsor \$10,000

#### Promotional (Market Exclusivity)

- 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)

#### Social

- 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.

### Peleton Sponsor- \$5,000

#### Promotional

- Corporate name in all local pre-race promotional materials.
- Corporate logo on Modesto's Amgen Tour of California Web site.
- Corporate name on Modesto Amgen Tour of California posters and flyers.
- One (1) 10' x 10' booth space in Lifestyle Festival area.
- Corporate name recognition in the Modesto Amgen Tour of California program.

### Peleton-Continued

#### Social

- Three (3) City of Modesto VIP Hospitality Tent Passes valued at \$300 (additional VIP Hospitality Tent passes are available for purchase).
- Three (3) passes to the Mayor's Reception.
- Three (3) passes to the Mayor's Race-Day Brunch.
- Three (3) Modesto Amgen Tour of California lapel pins and hats.

### Echelon Sponsor- \$2,500

#### Promotional

- Corporate name on Modesto's Amgen Tour of California Web site.
- Corporate name recognition in the Modesto Amgen Tour of California program.

#### Social

- Two (2) City of Modesto VIP Hospitality Tent Passes valued at \$200 (additional VIP Hospitality Tent passes are available for purchase).
- Four (4) passes to the Mayor's Reception.
- Four (4) passes to the Mayor's Race-Day Brunch.
- Four (4) Modesto Amgen Tour of California lapel pins and hats.

### Sprintline Sponsor- \$1,000

#### Promotional

- Corporate name on Modesto's Amgen Tour of California Web site.
- Corporate name recognition in the Modesto Amgen Tour of California program.

#### Social

- One (1) City of Modesto VIP Hospitality Tent Pass valued at \$100 (additional VIP Hospitality Tent passes are available for purchase).
- Two (2) passes to the Mayor's Reception.
- Two (2) passes to the Mayor's Race-Day Brunch.
- Two (2) Modesto Amgen Tour of California lapel pins and hats.

### Slipstream Sponsor- \$500

#### Promotional

- Corporate name on Amgen Tour of California-Modesto Web site
- Corporate name listed in Stage 4 Finish program

#### Social

- Two (2) passes to the Mayor's Reception.
- Two (2) passes to the Mayor's Race-Day Brunch.
- Two (2) Modesto Amgen Tour of California lapel pins and hats. (VIP Hospitality Tent passes are available for purchase).

### "Race Day" Supporter- \$250

- One (1) pass to the Mayor's Reception.
- One (1) pass to the Mayor's Race-Day Brunch.
- One (1) Modesto Amgen Tour of California lapel pin and hat. (VIP Hospitality Tent passes are available for purchase).