

The Amgen Tour of California is returning to Modesto!

May 17, 2011



MODESTO - STAGE 3 FINISH

America's most successful cycling race will roll through Modesto on an eight-day race that has become one of the nation's largest and most recognized annual sports events. This world-class event features elite professional teams and athletes from around the world.

The 2010 Amgen Tour of California drew more than 1.8 million spectators!

DON'T MISS OUT on your company being represented at this world class event!

There are various levels of sponsorship opportunities available (*see reverse*).

For more information, call (209) 571-5582

Due to national sponsor exclusivity, the following categories are not allowed*:

Apparel/Footwear • Automobile • Biotechnology • Energy Bar/Drink • Cable/Satellite • Consumer Electronics • Credit Card • Financial Services • Gas • Gyms • Home Construction • Insurance • Security Systems • Soda/Water • Software • Technology • Telecommunications • Web Portal • Wine • Wireless Communication/Devices

**subject to change*

Yes! I would like to sponsor _____

(indicate level as listed on reverse)

Company Name _____

Contact Person _____ Phone Number _____

Check Amount Enclosed _____ *(made payable to the Stanislaus Community Foundation)*

Signature _____ Date _____

*Fill out this form and mail to Amgen Tour of California Modesto-Stage 3 Finish, Attn: Andy Johnson, PRND
PO Box 642 Modesto, CA 95353 • This form can also be found at www.tourofcalifornia-modesto.com*

Amgen Tour of California Stage 3 Finish Sponsorship Opportunities:

Local Presenting Sponsor- (1 available)

\$40,000

Promotional (Market Exclusivity)

- Recognition as the "Local Presenting Sponsor" on 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.
- Two (2) 10' x 10' Lifestyle Festival booths.
- Two (2) 30 second commercial spots on the television(s) at the Finish Line and Lifestyle Festival.
- Four (4) Public Address Announcements on race day.
- Logo recognition in official 2010 Amgen Tour of California program (logo to be included in City's half-page ad).
- Autographed, Framed, glass encased Yellow Jersey.

Social

- Ten (10) VIP Hospitality Tent passes valued at \$2,500 (additional VIP Hospitality Tent passes are available for purchase).
- Thirty (30) City of Modesto VIP Hospitality Tent Passes valued at \$7500.
- Fourty (40) passes to the Mayor's Reception.
- Fourty (40) passes to the Mayor's Race-Day Brunch.
- One (1) Official Amgen Tour of California VIP car ride (Start to Finish).

Breakaway Sponsor- (1 available)

\$20,000

Promotional (Market Exclusivity)

- Corporate logo on 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.
- 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).
- Framed, glass encased Yellow Jersey.

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 \$2500.
- Twenty (20) passes to the Mayor's Reception.
- Twenty (20) passes to the Mayor's Race-Day Brunch.

Bridge Sponsor \$10,000

Promotional (Market Exclusivity)

- Corporate logo on all local pre-race promotional materials.
- Corporate logo and link to company Web site on official Modesto stage Web site.
- 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).
- Framed Amgen Tour of California "Thank You" gift.

Social

- Two (2) VIP Hospitality Tent passes valued at \$500 (additional VIP Hospitality Tent passes are available for purchase).
- Ten (10) City of Modesto VIP Hospitality Tent Passes valued at \$2500.
- Ten (10) passes to the Mayor's Reception.
- Fourteen (14) passes to the Mayor's Race-Day Brunch.

Peleton Sponsor- \$5,000

Promotional

- Corporate name on all local pre-race promotional materials.
- Corporate logo on Modesto's Amgen Tour of California Web site.
- Name recognition in official 2010 Amgen Tour of California program (logo to be included in City's half-page ad).
- Amgen Tour of California "Thank You" gift.

Social

- Four (4) City of Modesto VIP Hospitality Tent Passes valued at \$1000 (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.

Echelon Sponsor- \$2,500

Promotional

- Corporate name on all local pre-race promotional materials.
- Corporate logo on Modesto's Amgen Tour of California Web site.

Social

- Four (4) City of Modesto VIP Hospitality Tent Passes valued at \$1000 (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.

Sprintline Sponsor- \$1,000

Promotional

- Corporate name on Amgen Tour of California – Modesto posters and flyers.
- Corporate name on Amgen Tour of California – Modesto Web site.

Social

- Two (2) City of Modesto VIP Hospitality Tent Passes valued at \$500 (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.

Slipstream Sponsor- \$500

Promotional

- Corporate name on Amgen Tour of California-Modesto Web site.

Social

- Two (2) passes to the Mayor's Reception.
- Two (2) passes to the Mayor's Race-Day Brunch. (VIP Hospitality Tent passes are available for purchase).