



*The Tour of Lawrence brings a diverse clientele to our city and especially into the race course neighborhoods. Participants in the event range in ages from 15 to 70 years old and experience levels from beginner to professional cyclists. While showcasing our beautiful city to these attendees, this event also helps to promote a healthy lifestyle by promoting recreation and physical fitness that is accessible to all. For the race community, the timing of this race in the annual calendar is ideal. There are no major races in our 6 state region that occur on the same weekend, and this race has the potential to draw top racers and their support crews.*

**Presenting Sponsorship** - \$20,000 - Our Presenting Sponsor is crucial to the success of the entire race weekend, providing comprehensive race support ranging from general race infrastructure, equipment, officials, safety personnel, overall prize purse, event promotion and marketing. Our presenting sponsor will have top billing on all print materials, including race flyer, posters, banners and the start/finish scaffolding. Our Presenting Sponsor will also have their logo and weblink displayed prominently on the race website, will be mentioned in social media posts, website & social media, will be included and will be mentioned by the race announcer 1-2x per hour during all race broadcasting. Our Presenting Sponsor may also opt to include marketing materials in the race packet (swag bag) that every pre-registered racer will receive (onsite registrants will also receive a packet while supplies last). Our Presenting Sponsor will also be invited to join the announcer and head officials on the stage during the race for best viewing. Our Presenting Sponsor will also receive a custom, hand-made ceramic plaque acknowledging their support

**Title Sponsors** - \$5,000 each - Our Title Sponsors provide substantial support to the success of a single day of racing, providing for various venue-specific equipment, labor, safety personnel, volunteer support, and daily prize purse. Title Sponsors will receive considerable promotion on all print materials, including race flyer, posters, banners and the start/finish scaffolding. Title Sponsors also have their logo and weblink displayed prominently on the race website, will be recognized in social media posts, and will be mentioned by the race announcer 1-2x per hour on their race day broadcasting. Title Sponsors may also opt to include marketing materials in the race packet (swag bag) that every pre-registered racer will receive (onsite registrants will also receive a packet while supplies last). Title Sponsors will also receive a custom, hand-made ceramic plaque acknowledging their support.

**Supporting Sponsor** - \$1,000 (cash or in-kind donation) - Supporting Sponsors are crucial to the success of our event by providing assistance in a variety of ways. Supporting Sponsors can specify how they wish to support the event, with options ranging from fire/medical support, prize purse, volunteer support, housing for officials/staff, comp entries for specific categories of racers (juniors, women, financially in-need) or they can just provide a non-specific gift to be used where most needed. Supporting sponsors will have their logo displayed on print materials including race flyer, posters, & banners and will also have their logo displayed with link on the race website, be recognized in social media & on race announcements. Supporting sponsors will also receive a hand-made ceramic plaque acknowledging their support.



**Prize Sponsor** - \$250-\$500 (cash or merchandise) - The advertised prize purse for the complete race weekend of \$10,000 in cash, gift cards and merchandise is made possible by generous support from our Prize Sponsors. Gift Cards in any amount, merchandise, or cash/checks are all appreciated. Prize Sponsors will be recognized on our race flyer and anytime the prizes are mentioned, will be listed on the race flyer, will be recognized in social media, and included in the announcements during the races they are supporting.

**Prime Sponsor** - \$25-\$250 (cash or in-kind donation) - during a criterium (the Saturday and Sunday races), certain laps may be designated as “Prime laps”, creating a race within the race. A bell is rung as racers come across the line to alert them to the prime lap, and the first racer to make it back across the line wins the prime. Prizes range from cash to gift cards to merchandise. Prime Sponsors will be listed on our website with link, promoted on social media and announced during the race or races for which they are providing a prime.

**Race Packet (Swag Bag) Sponsors** -value varies - Sponsors should provide at least 350 samples of your product along with a brochure or other marketing material to be included into the bag that all racers receive.

All sponsors who commit by April 5th, 2019 are guaranteed inclusion in all print material as specified. Due to print deadlines, guarantees can not be made for all items, however, we are committed to doing our best to recognize our sponsors and will make every effort to recognize all sponsors as laid out, or to compensate appropriately through other means of recognition.