



The City of South Milwaukee and Bucyrus International are pleased to host the **Bucyrus International Cycling Classic** race day on July 20, 2010! The International Cycling Classic is a well-established series of races in Wisconsin and Illinois also known as "SUPERWEEK." The 40-year-old race returns to South Milwaukee after a 25 year absence. The event's prominence in both the national and the international cycling community and its high level of spectator interest in the region offers sponsors an enormous sports marketing opportunity to increase awareness, enhance image positioning and obtain substantial local and regional publicity. In addition to the terrific exposure your company will receive, race sponsors will enjoy access to the VIP area just steps away from the start/finish line!

BRONZE SPONSOR

Commitment: \$500

INCLUDES:

- Preferred 10' x 10' space in the Vendor Area for onsite display/promotion of product/service (tent, table, etc provided by sponsor)
- Name and Logo on promotional materials (t-shirt, website, printed media tbd) in 3rd level position
- Recognition in press materials distributed to Milwaukee media
- Acknowledgement on City of South Milwaukee, the South Milwaukee Downtown Market and the South Milwaukee CDA websites
- Acknowledgement on the South Milwaukee CDA social media outlets (Twitter, FaceBook)
- Signage at Event (provided in advance by sponsor)
- Recognition during race from the stage
- Recognition in the "Thank You to Our Sponsors" published in the Fall/Winter City of South Milwaukee newsletter
- 2 Tickets to the VIP Viewing Area, complimentary refreshments

SILVER SPONSOR

Commitment: \$1,000

INCLUDES ALL BRONZE LEVEL EXCEPT:

- Name and Logo on promotional materials (t-shirt, website, printed media tbd) in 2nd level position
- 6 Tickets to the VIP Viewing Area, complimentary refreshments

GOLD SPONSOR

Commitment: \$2,500

INCLUDES ALL SILVER LEVEL EXCEPT:

- Preferred 10' x 20' space in the Vendor Area for onsite display/promotion of product/service (tent, table, etc provided by sponsor)
- Name and Logo on promotional materials (t-shirt, website, printed media tbd) in 1st level position
- 10 Tickets to the VIP Viewing Area, complimentary refreshments

THERE ARE OTHER WAYS YOU CAN SUPPORT THE RACE!

We need sponsors for race primes (prizes for race laps typically \$250) and Sponsor VIP area amenities as well as volunteers to help organize and support the event on race day. The above packages can be tailored to suit the donation. Please submit the attached sponsorship form or contact us for more information.

Danielle Devlin, Executive Director of the South Milwaukee CDA at (414) 762-4114 or

Mark Nicholson, Nicholson Realty, at (414) 762-1616

2010 Bucyrus International Cycling Classic
South Milwaukee, Wisconsin
www.SMBikeRace.com
(414) 750-5542 or ddevlin@bizwi.rr.com





Please fill out and submit with a check made payable to The South Milwaukee Chamber to 2906 6th Ave, South Milwaukee, WI 53172, ATTN: Bike Race. Please email your logo to ddevlin@bizwi.rr.com in a high resolution file format such as .eps for print and web promotional materials.

Contact Name: _____

Business Name: _____

Business Name for Promotional Materials (if different): _____

Business Address: _____

Phone: _____ Email: _____

Race Prime amount or item: _____

(please contact us for direction on announcer message during prime lap)

Will you set up a vendor booth as provided in the sponsorship package? _____ Yes _____ No

Booth Contact (if different than business contact): _____

Other information related to your sponsorship: _____

Note: Sponsorships will be accepted up to race day but the deadline for submittal of logo/company name for inclusion on t-shirts and other printed materials is July 6, 2010.

2010 Bucyrus International Cycling Classic
South Milwaukee, Wisconsin
www.SMBikeRace.com
(414) 750-5542 or ddevlin@bizwi.rr.com

