

**Amgen Tour of California  
2011 Sponsorship Opportunities  
May 15-22, 2011**

**HELP BRING THE TOUR TO BUTTE COUNTY...  
WE CAN'T DO IT WITHOUT YOUR HELP!**

**NO MONEY DUE NOW...**

**PLEASE SEND YOUR COMMITMENT BY SEPTEMBER 15, 2010!**



**ADDITIONAL INFORMATION:**

**KATIE SIMMONS: CHAIR, LOCAL ORGANIZING COMMITTEE**

530-343-8356 [katie@chicovelo.org](mailto:katie@chicovelo.org)

**ALICE PATTERSON: MARKETING/MEDIA DIRECTOR, LOCAL ORGANIZING COMMITTEE**

530-891-5556 [alice@chicochamber.com](mailto:alice@chicochamber.com)

**Tour information: [www.amgentourofcalifornia.com](http://www.amgentourofcalifornia.com)**

Dear Friend,

You are receiving this packet because you have either expressed previous support for the Amgen Tour of California coming to Butte County or because we think you might be interested in this unique opportunity!

In 2010, representatives from Chico, Paradise and Oroville gathered to put together an extraordinary bid to bring the Amgen Tour of California to Butte County. While we were not awarded a stage in 2010, we have been strongly encouraged to re-submit our bid for the 2011 race. We are extremely excited about the possibility of bringing the tour to Butte County!

The City of Chico will be submitting the bid once again on behalf of Butte County, however without the help of the private sector, the Tour will not be a viable option in 2011.

***The Amgen Tour of California will not be an option for Butte County if we do not have proper funding committed to cover local costs. We need your help!***

**Please review the enclosed sponsorship opportunities, fill out the pledge form included in this brochure, and return it by September 15, 2010.**

Thank you in advance for your support of our efforts to Bring The Amgen Tour of California to Butte County!

Sincerely,

A handwritten signature in black ink, appearing to read 'Katie Simmons', with a long horizontal flourish extending to the right.

Katie Simmons  
Chair, Local Organizing Committee

## 2010 AMGEN TOUR OF CALIFORNIA – KEY STATISTICS

- Largest annual spectator sporting event in California and largest cycling event in North America with more than 2 million attending in 2010
- 16 World Class Teams with 128 riders representing 24 countries
- National and International Television Coverage, with 1 day, focused on the beauty of Butte County:
  - 27 hours of race coverage on Versus
  - 16+ hours of race coverage Internationally
- Great Exposure for Butte County
  - With more than 1,650,000 visitors to the official Amgen Tour of California website
  - Over 3.5 billion television, on-line and print impressions worldwide
  - 8,500 Twitter and 10,500 Facebook followers
  - More than 760,000 visitors to the on-line Tour Tracker averaging 31 minutes watching video
- More than 1,000 person event entourage (including riders, event staff and media)
- More than 5,000 volunteers
- 2010 Amgen Tour of California Champion: Michael Rogers, Team HTC Columbia
- 2010 Overall Team Winner: Garmin Transitions

In five brief years, the Amgen Tour of California has emerged as America's most important and popular cycling event. The competition is also considered one of cycling's most important and prestigious annual stage races in the world. The largest cycling event in America, the Amgen Tour of California is a Tour de France-style cycling road race, presented by AEG, that challenges the world's top professional cycling teams to compete along a demanding course.

**Next year's event takes place May 15-22, 2011**

## HELP BRING THE AMGEN TOUR OF CALIFORNIA TO BUTTE COUNTY-- And expose your Company to millions!



### Level 1: Yellow Jersey ■ \$20,000

**(1 available) Lead the pack with a Yellow Jersey Sponsorship that will brand your company as a top Tour supporter. Benefits include:**

- TWO (2) Tour VIP Experiences (TBD). Examples include:  
—Ride in follow car or dine with a team
- Opportunity to have presence on stage to participate in a portion of awards ceremonies (if selected as a “finish” city)
- All *local* advertising brands you as THE Local Yellow Jersey Sponsor
- Logo placed on thank you banner located in the Lifestyle Festival
- Booth space in the Amgen Tour of California Lifestyle Expo Area (one 10 x 10 tent provided)
- 6 Amgen Tour of California Hospitality Tent passes
- 10 Chico Hospitality Tent passes
- Logo on Large-Screen at finish line (if selected as a “finish” city)
- Sponsor mention on radio advertising
- Public Address Announcements about your business from the announcer’s stage on day of race.
- Festival logo placement
- Logo with link on the Chico Page of the official Amgen Tour of California Web site
- Sponsor listed on “Thank you” page in Official ATOC Guide
- Logo on any local print advertising
- Logo on “Host City” flyer (distributed to key retailers, bike shops, etc.)
- Logo on “Host City” poster
- Logo on local Facebook Page
- Signed Lance Armstrong Poster
- Framed Local Sponsor Certificate
- 20 Custom Merchandise Packs (includes t-shirt, water bottle and more!)
- Local Window Decal

**\*\*BENEFITS AND OPPORTUNITIES SUBJECT TO CHANGE. SPONSORSHIP ELIGIBILITY REQUIREMENTS MAY APPLY.**



## **Level 2: The Peloton Club ■ \$10,000**

**(3 available) Keep up with the pack through The Peloton Club Sponsorship that will brand your company as a top Tour supporter. Benefits include:**

- One (1) “Ultimate Chico” VIP Experience:  
*Enjoy the tour in style with a custom VIP experience designed especially for you.*
- Booth space in the Amgen Tour of California Lifestyle Expo Area (one 10 x 10 tent provided)
- 2 Amgen Tour of California Hospitality Tent passes
- 6 Chico Hospitality Tent passes
- Logo on Large-Screen at finish line (if selected as “finish” city)
- Sponsor mention in radio advertising
- Public Address Announcements about your business from the announcer’s stage on day of race.
- Logo placement on banner located in the Lifestyle Festival
- Logo with link on the Chico Page of the official Amgen Tour of California Web site
- Sponsor “Thank you” listed in Official ATOC Guide
- Logo on any local print advertising
- Logo on “Host City” flyer (distributed to key retailers, bike shops, etc.)
- Logo on “Host City” poster
- Acknowledgement on Local Facebook Page
- Framed Local Sponsor Certificate
- 10 Custom Merchandise Packs (includes t-shirt, water bottle and more!)
- Local Window Decal

**\*\*BENEFITS AND OPPORTUNITIES SUBJECT TO CHANGE.  
SPONSORSHIP ELIGIBILITY REQUIREMENTS MAY APPLY.**



### **Level 3: Polka Dot Jersey ■ \$5,000**

**Your \$5,000 investment puts you among the top supporters of the Tour.**

- 2 Chico Hospitality Tent passes
- Sponsor mention on radio advertising
- Additional logo placement at event
- Logo with link on the Chico Page of the official Amgen Tour of California Web site
- Logo on Large-Screen at finish line (if selected as a “finish” city)
- Sponsor “Thank you” listed in Official ATOC Guide
- Logo on any local print advertising
- Logo on “Host City” flyer & posters
- Logo on local Facebook Page
- Acknowledgement on Local Facebook Page
- Framed Local Sponsor Certificate
- 8 Merchandise Packs (includes t-shirt, water bottle and more!)
- Local Window Decal



### **Level 4: White Jersey ■ \$2,500**

**Show the tour your support with a White Jersey-Level Sponsorship!**

- Listing and link on the Chico Page of the official Amgen Tour of California Web site
- Sponsor “Thank you” listed in Official ATOC Guide
- Acknowledgement on Local Facebook Page
- Framed Local Sponsor certificate
- 6 Merchandise Packs (includes t-shirt, water bottle and more!)
- Local Window Decal



## **Level 5: Green Jersey ■ \$1,000**

**Go for the green! Promote your business and support the Tour!**

**For your \$1,000 investment, you receive:**

- Acknowledgement on Local Facebook Page
- 4 Custom Merchandise Packs (includes t-shirt, water bottle and more!)
- Framed Local Sponsor Certificate
- Local Window Decal



## **Level 6: Friend of the Tour ■ \$500**

**An affordable way to support the Tour and promote your business!**

**For just \$500 you receive:**

- Acknowledgement on Local Facebook Page
- 2 Custom Merchandise Packs (includes t-shirt, water bottle and more!)
- Local Window Decal



## **Individual Donations**

No matter what you can afford, every dollar counts and is appreciated! All donors will receive a local window decal to show your support of the tour!

**NO MONEY DUE NOW, BUT WE DO NEED YOUR  
COMMITMENT . . . COMPLETE THE PLEDGE FORM TODAY!**

# AMGEN TOUR OF CALIFORNIA PLEDGE FORM

Yes! I want to help bring the Amgen Tour of California to Butte County!

In the event Chico is awarded a Stage of the Amgen Tour of California

May 15-22, 2011, please plan on my **tax-deductible** support in the amount indicated below.

**SEND NO MONEY NOW...**

**JUST SEND US YOUR COMMITMENT BY September 15, 2010**

## SELECT A SPONSORSHIP COMMITMENT LEVEL:

- |   |          |
|---|----------|
| <input type="checkbox"/> Yellow Jersey (1 Available)    | \$20,000 |
| <input type="checkbox"/> The Peloton Club (3 available) | \$10,000 |
| <input type="checkbox"/> Polka Dot Jersey               | \$5,000  |
| <input type="checkbox"/> White Jersey                   | \$2,500  |
| <input type="checkbox"/> Green Jersey                   | \$1,000  |
| <input type="checkbox"/> Friend of the Tour             | \$500    |
| <input type="checkbox"/> Other Donation                 | \$_____  |

*Fund collection will begin after Host Cities are announced in October, 2010. Payment plans available for Yellow, Peloton and Polka Dot -Level Sponsors!*

*\*\*Benefits subject to change. Sponsorship eligibility requirements may apply.*

Name: \_\_\_\_\_

Company Name, If Applicable: \_\_\_\_\_

Address: \_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip\_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Web: \_\_\_\_\_

## THANK YOU FOR YOUR SUPPORT!

**Return this form by September 15, 2010**

By Mail: Bring the Amgen Tour of California to Butte County

c/o 300 Salem Street Chico, CA 95928

By FAX: 530-891-3613 or By Email: [alice@chicochamber.com](mailto:alice@chicochamber.com)