



Benefits and Exposure **For Stage 5 Individual Time Trial** **February 22, 2008 Sponsorship Opportunities**

The “KING OF THE HILL” \$10,000 level

- Six (6) VIP Hospitality Tent invitations
 - o (Viewing tent with catered appetizers and drinks within finish line area.)
- Six (6) Starting Gate Tent invitations
 - o (Viewing tent catered with food and drinks at start line.)
- Two (2) VIP Parking Passes
 - o (Located convenient to Start, Finish and Lifestyle Festival areas; all other race day traffic is detoured away from the downtown area.)
- One (1) 10' by 10' Lifestyle Festival Booth
 - o (Excellent venue for display and/or advertisements.)
- Two (2) 30 Second Big Screen Commercial Spots on the television/televisions at the Finish Line and Lifestyle Festival
 - o (Produced and provided by the sponsor prior to January 7, 2008.)
- Four (4) Public Address Announcements Spots on race day by the race announcers.
 - o (Text produced and provided by the sponsor prior to January 7, 2008.)
- All Solvang Time Trial Posters And Flyers with King Of The Hill sponsors name and logo in a dominate position.
- Logo and name to “Thank You” on Welcome Banners at Hwy 246/Mission Drive at entrances to Solvang
 - o (Produced for the sponsors and hung the week prior to race day.)
- Special Recognition and Acknowledgement at Local Kick Off Press Conference announcing course details for sponsors committed prior to December 7, 2007
- A Banner acknowledging King Of The Hill sponsors and MC acknowledgement at the Gala Celebration on the evening of the race.
- Awards Stage Presence and acknowledgement during awards ceremony on race day.
- Six (6) Official Solvang Time Trial Tour Of California lapel pins and ball caps

