

# Historical and Projected Return on Sponsorship Investment Via Pro Cycling Events in the US 2006



## Major Metro Events schedule 2006:

New York, Philadelphia, Los Angeles, San Francisco, Chicago, Miami, Denver, Minneapolis, Washington DC, Boston, Atlanta, and Vancouver.

### Media Coverage at Event

### IMPRESSIONS

#### Type of Coverage:

Newspapers	2,500,000
Cycling Magazines	300,000
Television:	
Local Affiliate Live or Taped Coverage 100,000 viewers @ 20 Hits	2,000,000
ESPN/OLN Recap Show 250,000 Viewers @10 Hits	2,500,000
Online News & Cycling Sites	450,000
Total estimated gross impressions via media per event	7,750,000
X \$.02 per impression	Per Event: \$155,000

#### Visibility/Exposure per Event

Day of Race/Event-Spectators per event: Average Spectators event:	350,000
Visual Images	
Racers (10)	3,500,000
Vehicles (3)	900,000
Total Impressions	4,300,000
X .003 value per	\$12,900
Training and PR in two days preceding event:	
Vehicles (3)	1,500,000
Racers (10)	2,200,000
Total impressions	3,700,000
X .002 per	\$7400

<b>Total Impressions Per Event</b>	<b>15,750,000</b>
<b>PROJECTED VALUE PER EVENT</b>	<b>\$175,300</b>
<b>X 12 EVENTS</b>	<b>\$2,103,600</b>

Semi Major Events (15 Total)	
Impressions Per Event	
Media Impressions	1,250,000
x.02	
Visibility Impressions	4,000,000
x.003	
Total Impression Value	\$37,000 per event
X 15 events	\$555,000

Add Regional Events 45 @ \$14,400 per Event	\$648,000
Add Vehicles and Riders	\$27,900

**TOTAL IMPRESSION VALUE For 2006 Team Schedule** **\$3,334,500**

- Based on 550,000 team budget

# Sirius Sports Proposed 2006 Schedule

## International/National Events



- February:* Florida Gran Prix-Gainesville Fl.  
Training Camp-Napa Ca
- March:* Pomona Valley Stage Race-San Dimas Ca.  
McClane Pacific RR-Merced Ca.  
McClane Criterium-Merced Ca.  
Solano Bicycle Classic-Fairfield Ca.  
Redlands Bicycle Classic-Redlands Ca.
- April:* Tour Le Fleur- Jackson Ms  
Tour of Georgia  
Athens Twilight-Athens Ga.  
South Carolina Heritage Tour-Greenville SC  
Shelby Criterium-Shelby NC
- May:* Nalley Historic Roswell Criterium: Roswell Ga.  
Housatonic Valley Calssic-Danbury Conn.  
Tour of Somerville-Somerville NJ  
Cap Tech Classic-Richmond Va.
- June:* Capital Cup: Washington DC  
US Postal Service Clarendon Cup-Arlington Va.  
Wachovia Invatational-Lancaster Pa.  
Wachovia Classic-Trenton NJ  
Wachovia US Pro Championships-Philadelphia Pa.  
Nature Valley Gran Prix-Minneapolis Minn  
Tour De Beauce-Montreal Canada  
Tour De Nez-Reno Nevada  
Peerless Insurance Twilight Criterium-Keene NH  
Fitchburg Longsjo Calssic-Boston Mass.
- July:* Cascade Cycling Classic: Bend Ore.  
Madison Cup-Trexlerstown Pa.  
International Cycling Classic:Trexlerstown Pa  
Murrerysville Classic-Pittsburg Pa.  
The International-Altoona Pa.
- August:* NYC Invitational-New York NY  
US Pro Criterium Championships-Chicago  
Chris Tater Mem.-Binghamton NY  
USA Track Championships-Trexlerstown Pa.  
US 100k Classic-Atlanta Ga.
- September:* Chevron Manhattan Beach Classic-Manhattan Beach Ca.  
San Rafael Classic-San Rafael Ca.  
T-Mobile Intl-San Francisco Ca.  
Univest Gran Prix-Soudertown Pa.  
Cyclefest 2006 West Palm Beach Fla.  
Mercy Celebrity Classic Fort Smith Ar.  
Michelin Classic: Greenville NC

## 2006 Sponsorships Commitment Allocations Sirius Sports Professional Cycling Team



Sirius Sports is a LLC whose sole purpose is to promote its sponsors' brand, product or services via the highly visible sport of professional cycling. Our professional cyclists will be rolling billboards on an International tour representing your organization. Your corporate brand will impact thousands of people daily.

Cycling is one of the few professional sports which fully embraces corporate sponsorship. The Team's name is the brand of the corporate sponsor and therefore all references are to its sponsors. Team uniforms and vehicles display the brand of your corporation over a season, which spans 300 plus days a year. As a result of the athletes and vehicles not being a static medium, they return a higher impression and retention value with proven marketing campaigns.

Terry Curley  
415-516-4759

Tim Chase  
415-225-4200

John Durso  
973-615-7216

# 2006 Sponsorships Commitment Allocations

## Sirius Sports Professional Cycling Team



### *Title: Minimum commitment: \$350,000*

- Estimated impression values for 2006 will be over 25 million references to your brand
- Resulting in a return on investment of over \$2,500,000 dollars in just media\*
- 1st reference of team in media and collateral will be your company name as Title Sponsor
- 1st Placement on Team clothing, vehicles and website
- Access to team members for PR events, tradeshow and marketing promotions
- VIP opportunities at venues; ability to ride in the caravan at race functions
- Weekly status report on impression\*\* values which will quantify the effectiveness per marketing campaign

### *Co Sponsor: Minimum commitment: \$150,000*

- Estimated impression values for 2006 will be over of 15 million references to your brand
- Resulting in a return on investment of over \$1,500,000 dollars in media cost\*
- 2nd reference of team in media and collateral will be your company name as Co-Sponsor
- 2nd placement on jersey, vehicle and website
- Access to team members for PR events, tradeshow and marketing promotions
- VIP opportunities at venues, ability to ride in the caravan at race functions
- Weekly status report on impression\*\* values which will quantify the effectiveness per marketing campaign

### *Presenting Sponsor: Minimum commitment \$85,000*

- Estimated impression values for 2006 will be over 10 million references to your brand
- Resulting in a Return on investment of over \$500,000 dollars in media cost.
- 3rd placement jersey, vehicle and website
- 3rd reference of team in media and collateral will be your company name as Presenting-Sponsor
- VIP opportunities at venues, Training Camp and Race Day opportunities
- Access to Team members for PR events, tradeshow and marketing promotions
- Monthly status report on impression\* values, which will quantify the effectiveness per marketing campaign

### *Supporting Sponsor: \$20,000*

- Jersey, Vehicle and website logo placement
- VIP opportunities at venues, Training Camp and Race Day opportunities
- Access to Team members for PR events, tradeshow and marketing promotions
- Team gear, email updates of the team results

### *Signature Sponsor: \$5,000*

- Experience first hand our Training Camp in Napa Valley
- Ability to schedule and monitor your training with the team via the Pro Bro Program
- Race Day opportunities to experience life as a Pro
- Team gear, email updates of the team results

JD Sports donates a portion of its winnings and time to help several charities. Each rider assists with a charity for a minimum 40 of hours annually to raise money and awareness for worthy causes as well as your brand recognition. We can work in conjunction with any corporate goals for charitable contributions.

\*Reference current media and results    \*\* Impression Doc