

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

Sirius 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