



**Race Sponsorship Information**  
**"Wheels over Wildwood"**  
**Centaur Time Trial – May 23, 2009**  
**Circuit Race - May 24, 2009**  
**Charity Ride – May 25, 2009**

*GHISALLO RACING* comprises competitive Road Racing, Triathlon, Running, Mountain Biking and Cyclocross teams and a non-competitive cycling club. We emphasize teamwork, sportsmanship and passion. Our main sponsor is Ghisallo Sports, located on Edison Road in Chesterfield, MO.

Over Memorial Day weekend Ghisallo Racing will be hosting three events under the title "Wheels over Wildwood". On Saturday, May 23rd, a time trial will be run along Centaur and Wild Horse Creek Roads in Wildwood, MO. On Sunday, May 24<sup>th</sup>, a circuit road race will be held in The Enclaves at Cherry Hills located in the heart of Wildwood. These events are officially sanctioned by the United States Cycling Federation and the Missouri Bicycle Racing Association (MOBRA). The 2009 MOBRA Racing Calendar of some 50 local and regional races is available online (<http://www.mobra.org/cgi-bin/raceSched.pl>). Monday, May 25 Ghisallo Racing will host a charity event that will include a 9 mile trail ride, 25 mile and 50 mile road ride throughout Wildwood. The weekend's events will culminate at The Towne Center with food and a children's race.

In addition to improving cycling in the region, Ghisallo Racing is committed to working to better the community as a whole. With this in mind, a portion of the event will be focused on raising funds for two local charities:

- Bikes for Kids is a program of Variety the Children's Charity of St. Louis ([www.varietystl.org](http://www.varietystl.org)), which focuses on helping children with disabilities.
- City of Wildwood charity of Choice.

We are anticipating 200+ racers for the Saturday time trial and 200+ racers for the Sunday circuit race in Wildwood. These racers will bring with them family and friends who will not only enjoy the races, but also visit many of the fine stores and restaurants that the City of Wildwood and beyond has to offer. Additionally we expect 200+ non-competitive riders to participate in the charity ride on Monday and 75+ kids for the youth race at Wildwood Towne Center following the group ride.

Bicycle racing is very popular in our state, but new to the City of Wildwood. Our goal is to make this event one of the premier races in the St. Louis Region. A comparable event started in 2006 is the Tour of Winghaven in O'Fallon, MO. This race event, through the support of its sponsors, has quickly become one of the largest events in the Midwest and an economic boon for the town of O'Fallon, its local businesses, and other race sponsors.

In conjunction with Wheels Over Wildwood, we are seeking individuals, businesses and organizations interested in promoting the health benefits of cycling, supporting a great local charity as well as showcasing themselves at our events.

Cycling is one of the fastest-growing sports in America, and is often referred to as the “new golf”, due to its favorable demographics and growing participation. An enclosed information sheet shows the attractive demographic characteristics of recreational cyclists and bicycle racers shows that these groups are highly sought after by many businesses.

The list below details the various sponsorship opportunities that are available for this event. In addition, we are flexible to other arrangements that businesses and organizations might want to propose.

## **“Wheels Over Wildwood” Race Sponsor Levels and Benefits**

All race sponsors receive:

- Logo placement on the race flyer
- Logo and web link on the race information and registration web page
- Logo placement on the event t-shirt
- Banners (supplied by sponsor) hung on railings at the races
- Regular mention over the PA during the races
- Opportunity to place coupons, flyers, or small items in the “swag bag” given to each racer

Additional benefits based on the sponsorship level:

### **\$ 3,000 – Race Platinum Sponsor \***

- Naming rights; the event will be promoted as “Wheels Over Wildwood presented by \_\_\_\_\_”
- Sponsor banner hung over the road at the start/finish lines (see photo sheet for sample)
- Primary web and flyer logo placement
- Primary t-shirt logo placement
- Opportunity to be **Master of Ceremony** for payout awards (division of choice)
- Vendor Tent for each day, for display and/or retail
- Other creative options to be determined

### **\$ 2,000 – Race Gold Sponsor \***

- Secondary web and flyer logo placement
- Secondary t-shirt logo placement
- Vendor Tent for each day, for display and/or retail
- Opportunity to be **Master of Ceremony** for payout awards (division of choice)
- Sponsor banners displayed at start/finish line

### **\$ 1,000- Race Silver Sponsor \***

- Web and flyer logo placement
- T-shirt logo placement
- Opportunity to be **Master of Ceremony** for payout awards (division of choice)
- Vendor Tent for each day, for display and/or retail

### **\$ 500 – Race Bronze Sponsor \***

- Vendor Tent for each day, for display and/or retail
- Opportunity to be **Master of Ceremony** for payout awards (division of choice)

***Other creative options that aren't listed above can be discussed. Please contact the Race Director if this is the case (contact information below).***

### **Kid's Race Sponsor-Reserved**

All the proceeds from Sunday's Kid's Race will be split between our supported charities. A \$1000 sponsorship will cover the cost of the free t-shirts and medals given to all participants as well as support the charities. The sponsor of the Kid's Race will be featured prominently on the front of the t-shirt, and the event will be named after the sponsor.

### **Charity Ride Sponsor**

All the proceeds (after expenses) from the Monday's charity event will be donated to our chosen charity. Monday adults will be able to ride a 9 mile, 25 mile, or 50 mile road course starting and ending at Wildwood's Towne Center. A \$1000 sponsorship will cover the cost of the free t-shirts given to all participants as well as support the charities. The sponsor of this ride will be featured prominently on the front of the t-shirt, and the event will be named after the sponsor.

### **In-Kind Sponsor**

In-kind sponsors will receive logo placement on the race web site, mention during the races over the PA, and swag bag placement

Donations are sought for the following items:

- Lunch for 25 race volunteers on May 23, 50 on May 24 and 25 on May 25
- Bottled water and drinks for volunteers
- Trash disposal and portable toilets (Reserved)

## Prime Sponsor

"Primes" are prizes given to the race leader at intermediate points in the criterium. These primes may take the form of cash (\$25 each), Gift Certificates (any amount), or sponsor merchandise. Prime Sponsors are promoted over the PA regularly during the race in which the prize is awarded.

Race event organizers will be working to maximize publicity for the event, including emails, internet sites relevant to St. Louis and the cycling community, and local newspaper features, and will strive to highlight our valued sponsors at every opportunity.

In order to maximize both sponsor and race and visibility, sponsor commitments should be made by March 15, 2009. For additional information please contact the race directors:

Chris Valenta ([cvalenta95@gmail.com](mailto:cvalenta95@gmail.com); 314-791-3524)

JT Fisher ([jtfisher@peoplepc.com](mailto:jtfisher@peoplepc.com); 314-640-4909)

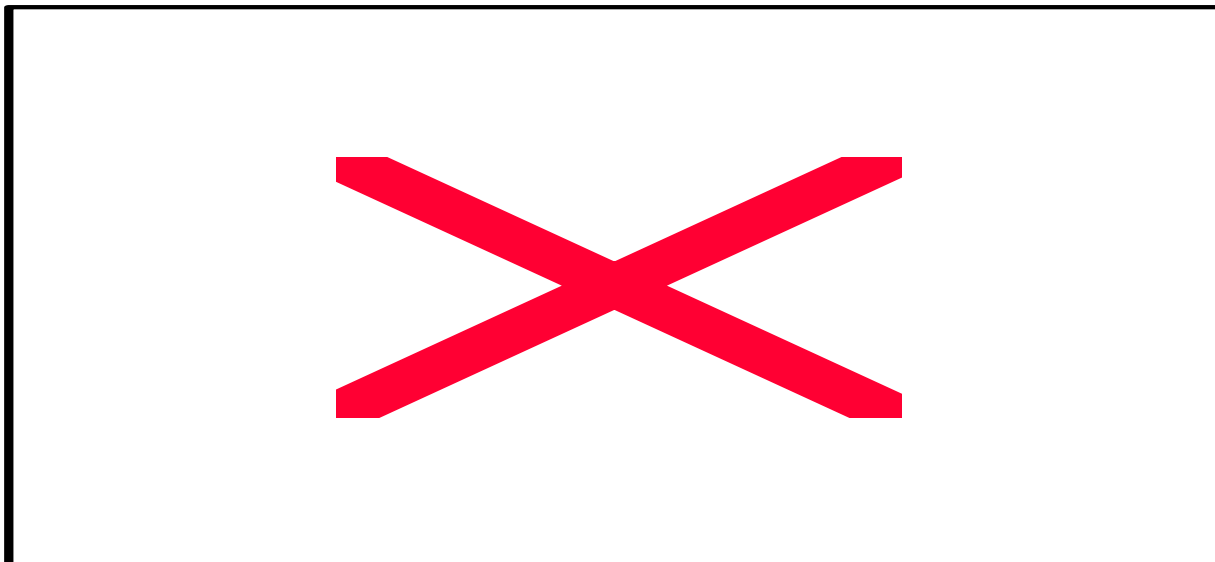
Jeff Kloha ([klohaj@csl.edu](mailto:klohaj@csl.edu); 314-800-3505)

Julie Harbor ([ghisallojulie@yahoo.com](mailto:ghisallojulie@yahoo.com); 314-304-0386)



## Cycling Demographics

According to the National Association of Sporting Goods Retailers, Cycling is the second most popular recreational activity in the United States, even without being a TV sport.



- Cycling is the #1 fitness and health activity among doctors and lawyers over the age of 40.
- Cycling is the second most popular recreational activity behind sport walking. It is the only one of these two that lends itself to commercial sponsorship.
- 17-million bicycles are sold in the United States each year.
- Household income for 45-49 year old licensed racers is \$95,940

Cycling demographics cover three areas of interest. Racing, Recreation and Spectator Events. Like most professional sports, the race participation is male dominated. Unlike most sports, cycling has a very large female recreational and spectator base.

### Licensed Racers

Number of licensed racers	72,000
Median Age	34
Median Household Income	\$75,000+
College Graduates	81%
Post Graduate	27%
Male/Female	89%/11%
Professional/Managerial	57%
Married	35%

### Spectators

Total U.S. spectator base (est.)	11-million
9 million adults/2 million children	
Male/Female Ratio (Adults)	50%/50%

### Recreational Riders

Total U.S. Cyclists	64.3 million
48 million adults/14.3 million children	
Avid cyclists (Fitness)	31 million
Male/Female Ratio	45%/55%
Median Age	32
Median Household Income	\$60,000+
College Graduates	70%
Ratio cyclists to golfers	2.5/1
Ratio cyclists to tennis	6/1

Median Age	37
Median Household Income	\$75,000+
College Graduates	60%

Sources: Simmons, MRI, USA Cycling Membership, Bicycling Magazine, stlbiking.com