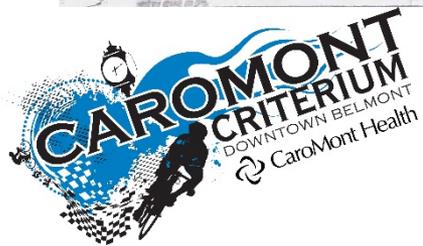


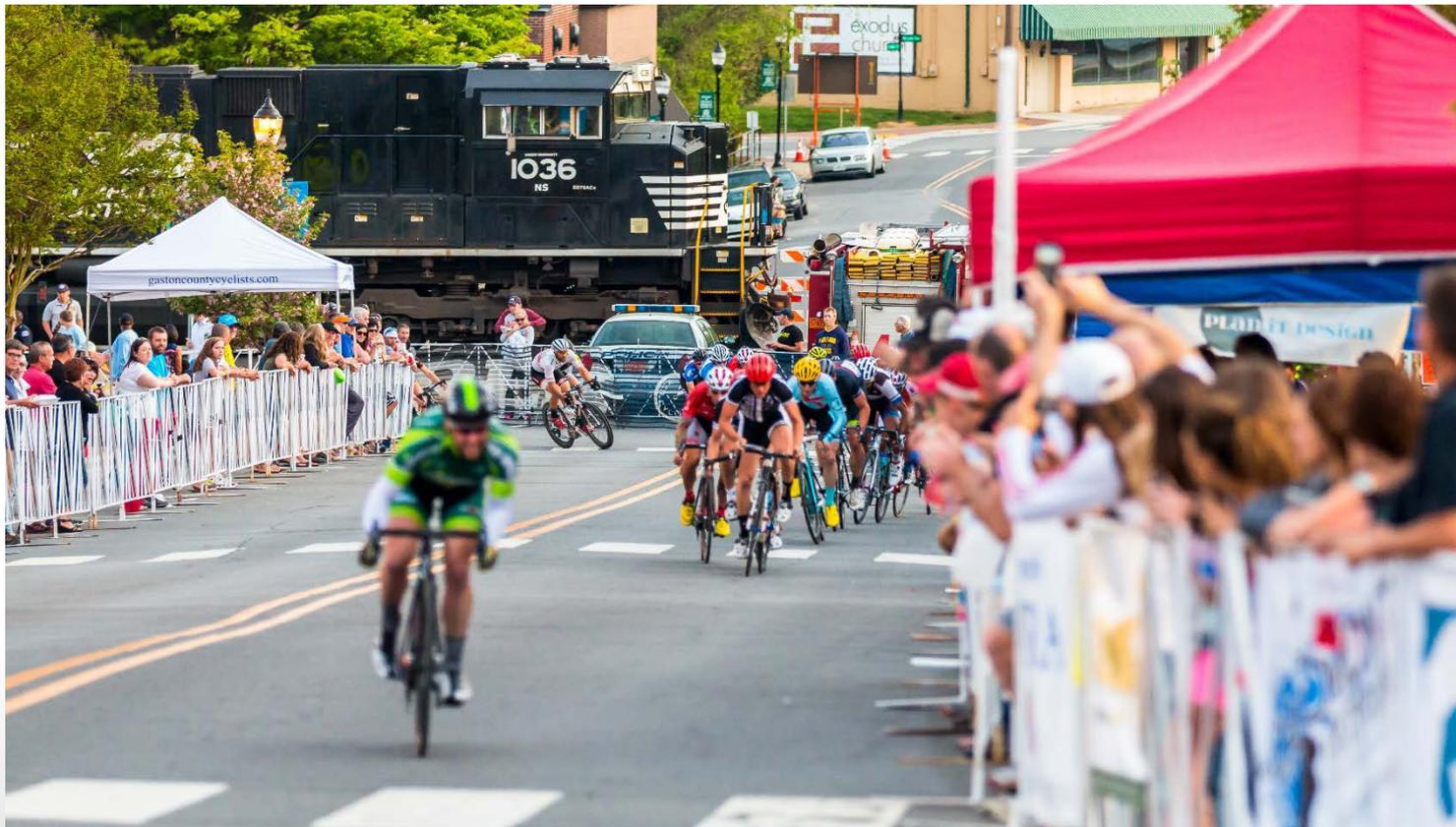
CaroMont Health Criterium



Sunday, May 1, 2016



A Sponsorship Proposal for the 2016 CaroMont Health Criterium Downtown Belmont • May 1, 2016



CaroMont Health Criterium

- This is the 4th year for the event. Great reviews from past events.
- Fast-paced bicycle racing on 0.67 mile loop through Historic Downtown Belmont streets
- Part of the National Criterium Calendar cycling series:
 - “Major Leagues” of professional criterium cycling in United States
 - 195 Professional and Olympic athletes competing for prize money
 - Professional teams from around the US and the world will participate



- Amateur races will feature cyclists from across the Mid-Atlantic Region
- Race is partnered with Novant Health Criterium and Dilworth Criterium to create a huge weekend of cycling.
- Amateur races begin at 12 pm & professional races begin at 5 pm.



Target Audience

- Bicycling is the second highest participation sport in the United States, behind running and walking. More participation than in skiing, golf & tennis combined.
- Bicycling is the #1 fitness and health activity among doctors and lawyers over the age of 40.
- 85% of adult recreational cyclists are between the ages of 25-54.
- Who attends cycling events?
 - 11 million Americans annually attend cycling events.
 - 81% of them are adults, only 19% are youth
 - 50% are male and 50% are female
 - Median age is 37
 - 60% are college graduates
 - Median household income is \$75,000 +



Bicycling as Economic Development

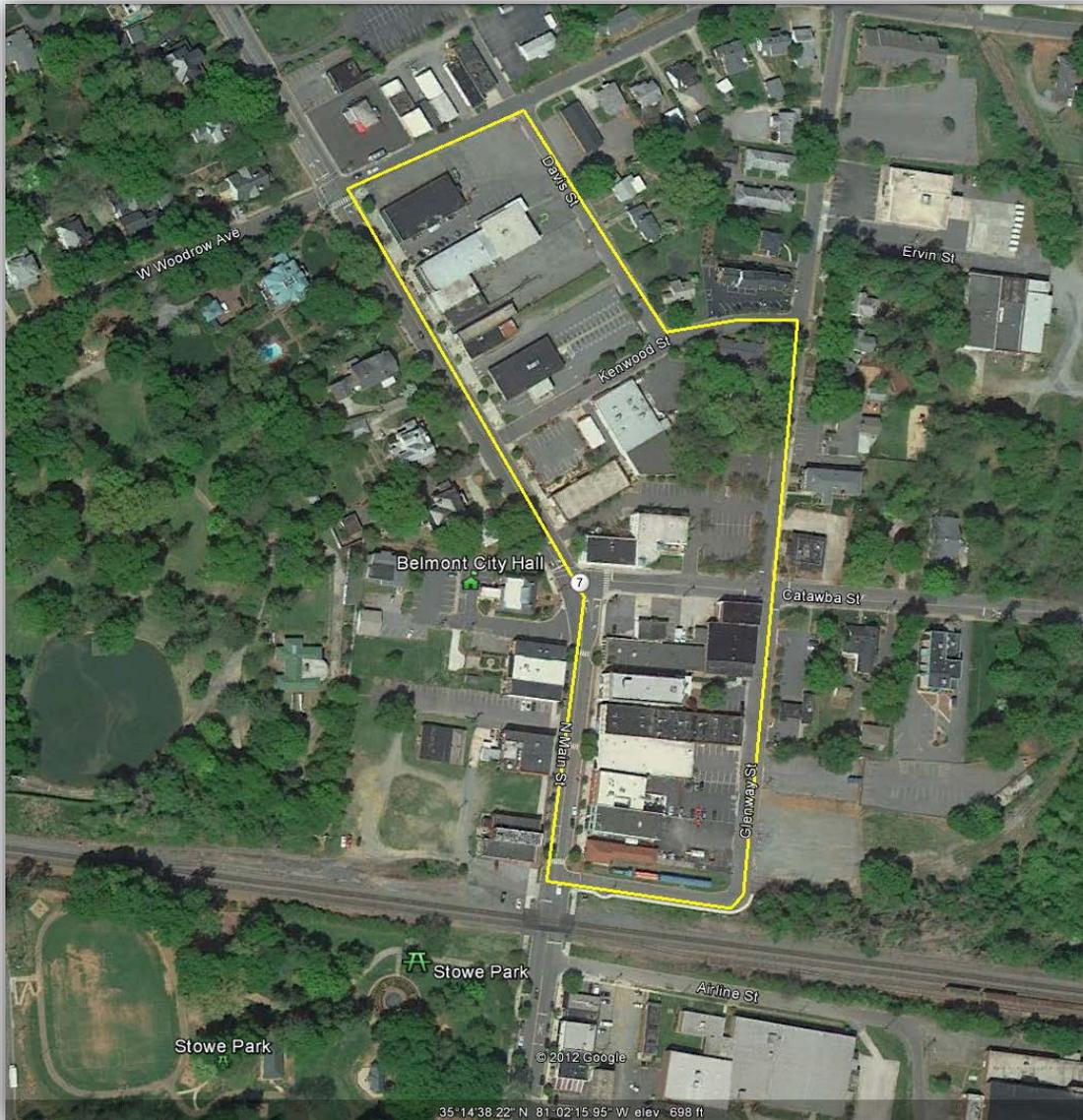
In addition to great professional bicycle racing, the CaroMont Health Criterium allows the event sponsors and local business owners to network and entertain customers and clients.

NC Commerce Secretary Sharon Decker joined us in 2013 and spoke about how active communities with quality of life amenities helps to attract new businesses.

The City of Belmont and Gaston County are promoting active lifestyles and the various amenities that we offer.



criterium Course



125 male racers and 70 female racers on a 0.67 mile loop.

The women race 35 laps and the men race 65 laps.

Indoor/Outdoor Hospitality Suite for VIP's and Sponsors

Vendor, food, & drink area on Catawba Street

Gaston Arts Council Kids Zone with entertainment



Gaston Arts Council Kids Zone

- A fun place for kids of all ages to hang out.
- Inflatables and games for children to enjoy during the event.
- Arts, crafts, and live music provided by the Gaston County Arts Council.
- Safe, family-friendly environment for kids to play during the criterium.
- Located in Stowe Building parking lot in “infield” area.



2015 Sponsors:



CaroMont Health

Standard Distributors Inc.



Breakaway Sponsor

\$7,500

Benefits Include:

- Category exclusivity for CaroMont Health Criterium only and brand integration in event advertising, promotion and PR.
- Race signage including up to twenty-five (25) banners at event (We will provide up to 10 banners if needed).
- Intellectual rights: use of event trade name, trademark and moving/still images for promotional purposes.
- Display area and sampling rights at CaroMont Health Criterium and Novant Health Criterium in Charlotte (subject to exclusivity conflicts with Charlotte race sponsors).

- 20 VIP hospitality passes to VIP area and viewing platform. Company signage in VIP area.
- Private 10' x 10' tailgate tent on Main Street if desired
- Right to ride in pace car
- Inclusion in belmontcrit.org
- PA announcements during race
- Vendor display area on Catawba Street if desired.
- One of the following:
 - Naming rights to Pace Car
 - Naming rights to Draft Tent
 - Naming rights to BMX Demonstration area
 - Naming rights to Kids' Crit

Additional benefits and rights customize to each unique business, brand and operational objectives. Additional cost may apply.



Breakaway Sponsor

\$5,000

Benefits Include:

- Category exclusivity for CaroMont Health Criterium only and brand integration in event advertising, promotion and PR.
- Race signage including up to fifteen (15) banners at event (We will provide up to 6 banners if needed).
- Intellectual rights: use of event trade name, trademark and moving/still images for promotional purposes.
- Display area and sampling rights at CaroMont Health Criterium and Novant Health Criterium in Charlotte (subject to exclusivity conflicts with Charlotte race sponsors).
- 12 VIP hospitality passes to VIP area and viewing platform. Company signage in VIP area.
- Private 10' x 10' tailgate tent on Main Street if desired
- Inclusion in belmontcrit.org
- PA announcements during race
- Vendor display area on Catawba Street if desired.
- One of the following:
 - Naming rights to Pace Car
 - Naming rights to Draft Tent
 - Naming rights to BMX stunt show.
 - Naming rights to Kids' Crit

Additional benefits and rights customized to each unique business, brand and operational objectives. Additional cost may apply.



Slipstream Sponsor

\$2,500

Benefits include:

- Category exclusivity for CaroMont Health Criterium only and product integration as applicable.
- Brand inclusion and integration in event advertising, promotion and PR.
- Race signage including eight (8) banners at the event (We will provide up to 2 banners if needed).
- Intellectual rights: use of event trade name, trademark and moving/still images for promotional purposes.
- 8 VIP hospitality passes to VIP area and viewing platform.
- Inclusion in belmontcrit.org.
- PA announcements during race.
- Vendor display area on Catawba Street if desired.



Inner Circle Sponsor

\$1,000

Benefits at this level include:

- Race signage including four (4) trackside banners. Must provide your own banners.
- Vendor display area on Catawba Street if desired.
- 4 VIP hospitality passes to VIP area and viewing platform.
- Inclusion in belmontcrit.org



CaroMont Health Criterium in Downtown Belmont

Tailgating Tents (10' x 10') are also available for rent for \$300 each. This is a great opportunity for small business owners to entertain customers and promote their businesses.

Please contact Shelley DeHart at 704-901-2065 or sdehart@cityofbelmont.org with questions about sponsorship opportunities.

