



Join us for Our 25th Anniversary Event

Philadelphia International Cycling Championship

June 7th, 2009



Major Community Event

For a quarter century Philadelphians have looked to "the Bike Race" as the early June kick-off to summer. Parties, festivals and amateur cycling events now draw thousands from around the country to join in a unique celebration of fun, fitness and international goodwill. What started as a means to link the majesty of the Benjamin Franklin Parkway with the hillside neighborhood of Manayunk has now spread throughout southeast Pennsylvania and become a major highlight on the regional sports calendar and the "Manayunk Wall" has achieved worldwide notoriety.



Fast Facts

- World Class Cycling Events
- Philadelphia's Largest Annual Special Event
- Over 350,000 Spectators
- Over 400 Professional Athletes from 23 Nations

Demographics

- 53% Males, 47% Females
- 87% between 18 and 44
- Average HHI \$64,000
- 77% college graduates

Media Impressions

52.2 Million Total Impact

- 16.7 million Print
- 13.2 Million Internet
- 12.6 million Television
- 9.7 million Radio

www.procyclingtour.com

Huge Media Exposure

As all forms of cycling have exploded in the United States, interest in the uniqueness of the Philadelphia International Cycling Championship dominates regional media and attracts national and international attention. In 2008, total media impressions topped 50 million, a 32% increase over 2007, comparing favorably with other major media sporting events including golf, tennis, and auto racing.



Multiple Corporate Opportunities

The international bike race and the surrounding community events afford corporate sponsors with a multitude of opportunities to build awareness, showcase products and services, entertain guests and directly impact a market segment of active, influential and family-oriented consumers



For More Info Contact

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Opportunity Summary

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How Can my Company Get Involved?

Race Sponsor

The value of event sponsorship is derived from our “one-stop shopping” approach that combines a custom blend of benefits and activities designed to meet specific sponsor objectives and budget. Packages are category exclusive and may include media (radio, TV, print and internet), on-site branding (course signage, announcer recognition, display space), hospitality (tented and catered course side access for guests, VIP rides in chase vehicles and reserved bleacher seating), product sampling and entitlement to a special race week activity (team appearance, amateur event, hospitality activity, etc.)

Sponsorship levels include Presenting Sponsor, Event Partner, Contributor, Official Supplier, as well as custom category specific sponsorships. Prices range from \$20,000 to \$250,000.

Patron

Our international bike race is the perfect backdrop for a corporate outing and an exciting way to treat customers, clients and employees to a unique VIP experience. Your guests will enjoy the race spectacle from your own covered area at a selected prime viewing location along the course.

Pro Cycling Tour offers a variety of spaces, locations, amenities and catering options to meet every budget starting at only \$2,500

Exhibitor

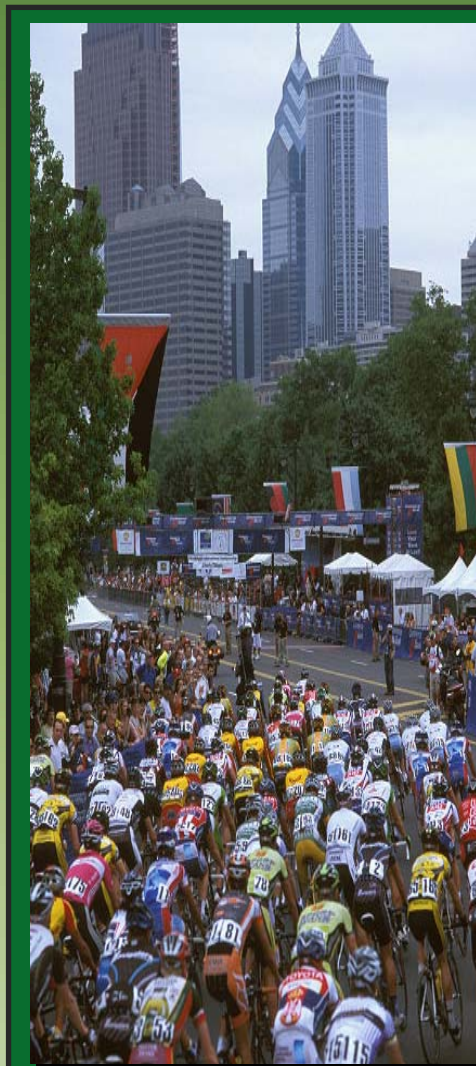
A popular feature of the Philadelphia International Cycling Championship is the Expo. The PCT Expo provides an opportunity to reach spectators and fans to sell, sample and display products and information. Over 70,000 people pass through the Expo area at the event. The Expo is located in the main staging area near the start/finish line where traffic and excitement is the highest. Exhibitors can choose space size, location and booth amenities according to both activity and budget.

Expo pricing varies with venue and footprint.

VIP Hospitality Tickets

The Champions Row is a limited access, fully catered VIP area and the ideal way to experience the race from the inside and in the center of the action. Each VIP ticket includes remote parking and shuttle service, day long souvenir pass to the area (food, beverage, credential), finish line tented viewing, chase vehicle rides around the race course and more. Purchase individual tickets or group packages for a quantity discount by going to www.procyclingtour.com

Gold Zone (closest to S/F): \$100 PP, Silver Zone: \$75 PP



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