



# **AMATEUR ROAD NATIONAL CHAMPIONSHIPS**

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**JUNE 2020 • CLAY CO., FL**

## **Sponsorship Opportunities**







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# About the Championships

- 800 Participants from across the country competing for a national championship and spot in the world championships
  - Estimated 4,000 hotel room nights in the region
  - Estimated economic impact of \$2.3 million
- Three disciplines during the four-day event
  - Thursday – Time Trial – Keystone Airport/Camp Blanding
  - Friday – Road Race (Short Course) – Penney Farms
  - Saturday – Road Race (Long Course) – Penney Farms
  - Sunday – Criterium – Fleming Island High School





SANTOS  
**TOUR DOWN UNDER** 16-26 January 2020 / Adelaide, Australia







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# Presenting Sponsor - \$15,000



- ***Naming rights to the event***
  - Two-year agreement as the title sponsor of the event, that includes name and logo in all marketing materials promoting the event
  - Sponsor signage recognition at the start/finish area of all four races
  - 100 entries into the sponsor ride on Thursday at the time trial course
  - 50 tickets to the VIP area at the criterium race



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# Presenting Sponsor - \$15,000

- ***Naming rights to the event***
  - Dedicated social media posts promoting the title sponsorship, with messaging provided by the sponsor
  - Opportunity to present the medals to the winners of the races
  - Inclusion in plan to promote the races on local TV and radio stations
  - Logo car magnet on official race vehicles
  - Vendor space at each of the four races
  - Promotional material at the event welcome table
  - Logo and website link on the event page





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# Race Sponsorship - \$10,000

- ***Naming rights to one of the events***
  - Two-year agreement as the title sponsor of the individual race, includes name and logo in all marketing materials promoting the event
  - Sponsor signage recognition at the start/finish area of the event
  - 80 entries into the sponsor ride on Thursday at the time trial course
  - 40 tickets to the VIP area at the criterium race
  - Dedicated social media posts promoting the race sponsorship, with messaging provided by the sponsor
  - Opportunity to present the medals to the winners of the races
  - Logo car magnet on official race vehicles for the race day
  - Vendor space at each of the four races
  - Promotional material at the event welcome table
  - Logo and website link on the event page







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## Event Partner - \$5,000



- Inclusion in all events around the races, with logo placement in all marketing materials promoting the event
- Inclusion in signage recognition at the start/finish area of the event
- 50 entries into the sponsor ride on Thursday at the time trial course
- 25 tickets to the VIP area at the criterium race
- Vendor space at each of the four races
- Logo and website link on the event page





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# Sponsor Opportunities

Financial Commitment	\$250	\$500	\$1,000	\$2,000
VIP Tickets to Criterium Race	2	4	10	20
Logo & Website link on event page				
Vendor area at each race				
Logo Inclusion on marketing materials				
Promotional material at event check-in				
Promotional material in athlete check-in packet				
Logo on event signage				
Social media recognition				
Announcer acknowledgement				



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# Contact Information



For more information, contact Joel Lamp at...

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