



## Big Shark Event Sponsorship Information

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Big Shark Bicycle Company stages over 100 events per year that, in sum, attracts over 40,000 participants and over 100,000 spectators. We work hard to make sure that the St. Louis region has a year round athletic events calendar that inspires and entertains a very broad demographic. Our calendar features both grassroots events and higher profile 'premium' races in cycling, triathlon and running.

We will put your brand or company in front of a diverse group of athletes, from pleasure to pro, with events that occur year round in locations throughout the metropolitan area.

You can create a sponsorship activation that delivers value at multiple or individual events. The below program is designed to integrate brands and companies into our regional and local events. Let us know if how we can help you merge your marketing goals with one, some or all of our events.

### Big Shark Premium Events Calendar

Several of the best produced events in the area in cycling, multisport and running are featured on our Premium Events Calendar. These events are higher caliber, have higher participation, more marketing elements and are on regional, national or international calendars. Each of the below listed events offers custom sponsorship packages that include an array of media types. Please contact us if you have interest in participating in these highest profile events:



**May 10<sup>th</sup> - 12<sup>th</sup>, 2013**

[www.moproccycling.com](http://www.moproccycling.com)

The USAC/UCI sanctioned **Missouri Professional Cycling Series (MOPRO)**



**July 13<sup>th</sup> - 14<sup>th</sup>, 2013**

[www.newtowntriathlon.com](http://www.newtowntriathlon.com)

The USAT **King Orthopedic Big Shark New Town Triathlon** and Kid's Triathlon,



**Aug. 30<sup>th</sup> - Sept. 2<sup>nd</sup>, 2013**

[www.gatewaycup.com](http://www.gatewaycup.com)

The THF Realty **Gateway Cup**, Labor Day weekend bicycle races.



**Oct. 26<sup>th</sup> & 27<sup>th</sup>, 2013**

[www.gatewaycrosscup.com](http://www.gatewaycrosscup.com)

The UCI International **Gateway Cross Cup** cyclocross races.



**Nov. 9<sup>th</sup>, 2013**

[www.bigshark.com](http://www.bigshark.com)

The **Gateway Cup Cake 5K Run** and Bottle Cap Dash Obstacle Run



## Big Shark Regional/Local Event Calendar

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- February 3<sup>rd</sup>, 2013      The Nippy Niner- Nine Mile Trail Run
- February 10<sup>th</sup>, 2013      The Run for the Chocolate- Valentine's Day 5k/1 Mile Walk
- March 9<sup>th</sup>, 2013      The Running of the Noses- End of Winter 5K Fun Run/Walk
- March 11<sup>th</sup>, 2013      The Tuesday Night Criterium Racing Series (20 Events)
- March 16<sup>th</sup> & 17<sup>th</sup>, 2013 The Tour of St. Louis Bicycle Races (3 Events)
- April 7<sup>th</sup>, 2013      The Tilles Park Criterium Bicycle Race
- April 21<sup>st</sup>, 2013      The Eads Bridge Duathlon
- May 4<sup>th</sup>, 2013      The Vino Fondo Grand Fondo Cycling Event
- July 28<sup>th</sup>, 2013      The Tour of Kirkwood Triathlon
- Aug. 10<sup>th</sup>, 2013      The Missouri State Championship Time Trial Cycling Race
- August 11<sup>th</sup>, 2013      The Missouri State Championship Criterium Cycling Race
- September 9<sup>th</sup>, 2013      The St. Albans Kid's Triathlon
- Oct. 13<sup>th</sup>-Dec. 1<sup>st</sup>, 2013 The Bubba Memorial Cyclocross Series
- December 8<sup>th</sup>, 2013      The Missouri State Championship Cyclocross Race

## Sponsorship Options for Big Shark Regional/Local Events:

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### Title Sponsor (\$10,000)(1 Available)

- "Sponsor Brand" Event Title Sponsorship in all materials.
- Overhead Truss Cladding Start/Finish Line
- Truss Leg Cladding Start/Finish Line
- Brand Inclusion on all course side banners
- Brand Inclusion on Podium Back Drop
- Brand Inclusion on all Print Ads
- Brand Inclusion on all Web material w/Link
- Brand Inclusion on Event Merchandise and Apparel
- PAA's during event.
- Pre-Event electronic communication inclusion
- Expo Foot Print
- Official Starter/Finish Ceremony
- Social Media Inclusion. Frequency TBD
- Complimentary Event Entries (12)
- Complimentary Event Shirts (12)
- Custom activation (Packet Pick Up Location, Product Sampling, etc.)TBD
- Event Element Activation (Mile Markers, Aid Station, Transition Area, Expo Entry, when applicable)TBD



#### **Presenting Sponsor (\$5000) (1 Available)**

- “Sponsor Brand” Event Presenting Sponsorship in all materials.
- Truss Cladding Start/Finish Line- Secondary Logo Placement
- Truss Leg Cladding Start/Finish Line- Secondary Logo Placement
- Brand Inclusion on all course side banners as Presenting Sponsor
- Brand Inclusion on Podium Back Drop as Presenting Sponsor
- Brand Inclusion on all Print Ads as Presenting Sponsor
- Brand Inclusion on all Web material w/Link
- Brand Inclusion on Event Merchandise and Apparel
- PAA’s during event.
- Pre-Event electronic communication inclusion
- Expo Foot Print
- Social Media Inclusion. Frequency TBD
- Complimentary Event Entries (6)
- Complimentary Event Shirts (6)
- Custom activation (Packet Pick Up Location, Product Sampling, etc.)TBD
- Event Element Activation (Mile Markers, Aid Station, Transition Area, Expo Entry, when applicable)TBD

#### **Gold Sponsor (\$2500) (2 Available)**

- Brand Inclusion on all course side banners as Primary Sponsor
- Brand Inclusion on Podium Back Drop as Primary Sponsor
- Brand Inclusion on all Print Ads as Primary Sponsor
- Brand Inclusion on all Web material w/Link
- Brand Inclusion on Event Merchandise and Apparel
- PAA’s during event.
- Pre-Event electronic communication inclusion
- Expo Foot Print
- Social Media Inclusion. Frequency TBD
- Complimentary Event Entries (4)
- Complimentary Event Shirts (4)
- Custom activation (Packet Pick Up-if available, Product Sampling, etc.)TBD
- Event Element Activation

#### **Silver Sponsor (\$1000) (No Limit)**

- Brand Inclusion on all course side banners
- Brand Inclusion on Podium Back Drop
- Brand Inclusion on all Print Ads
- Brand Inclusion on all Web material w/Link
- Brand Inclusion on Event Merchandise and Apparel
- PAA’s during event.



- Pre-Event electronic communication inclusion
- Expo Foot Print
- Social Media Inclusion. Frequency TBD
- Complimentary Event Entries (2)
- Complimentary Event Shirts (2)
- Event Element Activation TBD

#### **Bronze Sponsor (\$500) (No Limit)**

- Brand Inclusion on course side banners (1)
- Brand Inclusion on Podium Back Drop
- Brand Inclusion on all Print Ads
- Brand Inclusion on all Web material w/Link
- Brand Inclusion on Event Merchandise and Apparel
- PAA's during event.
- Pre-Event electronic communication inclusion
- Expo Foot Print
- Social Media Inclusion. Frequency TBD

#### **Supporting Sponsor (\$250)(No Limit)**

- Brand Inclusion on course side banners (1)
- Brand Inclusion on all Web material w/Link
- Brand Inclusion on Event Merchandise and Apparel
- PAA's during event.
- Pre-Event electronic communication inclusion
- Expo Foot Print
- Social Media Inclusion. Frequency TBD

#### **Expo Participation (\$150)**

- 10' x 10' Expo Space
- PAA's during event.
- Social Media Mention
- Web Mention and Link.

#### **Contacts**

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