



2011 Sponsorship Package

Portsmouth Criterium Mission -

The Portsmouth Criterium, one of the regions' premier bicycle races, aims to provide a fun event for the community and participants while promoting a healthy lifestyle through bicycle racing and associated event activities.

What is a Criterium?

A criterium, known among racers as a "crit," is the most popular form of bike racing in the U.S. The race course is a closed circuit track typically set up in downtown locations to showcase the speed, agility and power of the pro cyclist. The less than a mile course is punctuated by sharp corners and speeds of over 30 miles an hour providing an exciting show for the spectators.

Portsmouth Criterium History -

Criterium racing returned to downtown Portsmouth in 2005 to continue a tradition that started in 1978. It began as a grassroots effort to bring a premier cycling event to the downtown area that would provide an enjoyable family-oriented event for the community; attract more participants to the sport; and bring business for the downtown merchants, restaurants and cafes by attracting people to downtown Portsmouth. Enthusiasm and support for the race quickly grew after the first year. The electric atmosphere and fast-paced, high-stakes drama was a big hit with spectators and participants alike. Today more than 7,000 spectators flock to the streets of downtown Portsmouth to enjoy what has become one of Seacoast's major annual events.

Event Features:

- Children's Bicycle Races (ages 4-12) – Prizes
- Corporate Challenge - Prizes
- Professional Women's – Prize List \$1,000
- Amateur Men's – Prize List \$600
- Professional Men's – Prize List \$2,500
- Lifestyle Expo
- VIP Seating at Start/Finish line



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Event Statistics:

- Title sponsor 7th year running - Smuttynose Brewing Company
- 8,000 + spectators annually
- Over 300 Pro Men and Women cyclists, 250 children racers ages 4-12 and 40 Corporate Challenge Riders
- Over \$5,000 in cash and prizes
- 200+ experienced volunteers returning annually
- 1KM race course

Levels of Sponsorship:

Platinum	\$5,000
Gold	\$2,500
Silver	\$1,000
Official Supplier	\$1,000 (Goods or Service Value)
Patron of Portsmouth Criterium	\$ 500 Cash or In-kind
Friend of Portsmouth Criterium	\$ 100 Cash or In-kind



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Platinum Sponsorship Benefits - \$5,000

- **Exclusive** rights to one feature of the Race. Examples: Corporate Challenge, "Presented By" your company *or* Lifestyle Expo, "Presented By" your company
- **Exclusive** rights to hang your company's banner at the Start/Finish area located in the heart of Market Square
- Rights to use Portsmouth Criterium Logo and associate with Portsmouth Criterium as a platinum sponsor
- Opportunity to showcase your product(s) and/or services in our Lifestyle Expo area either along Market or Pleasant Street (food items or alcoholic beverages not permitted)
- Booth space for your company in our Lifestyle Expo on Market Street (food items or alcoholic beverages not permitted)
- Your logo on all paid and donated, national and local advertising, race flyers, race day program, social media and on the official Portsmouth Criterium web site: www.PortsmouthCrit.com
- Advertisements, listings and/or press releases to appear in national and local publications including Velo News, Portsmouth Herald, Foster's Daily Democrat, The Wire; plus media outlets including Clear Channel radio stations throughout NH, MA & ME, and our Social Media sites including Facebook and Twitter
- With the help of our partner radio sponsors, your name will be mentioned during all radio promo spots
- Your name and logo on race banner hung across Market Street on race day
- Your name and logo on race banner hung on Connie Bean Center two to three weeks prior to race day
- Your logo on staff/volunteer t-shirts
- Opportunity to link your website to: www.PortsmouthCrit.com
- Your company name mentioned at press conferences, press releases and PSAs
- Repeated public announcements throughout the race - please provide a 10 second script
- Positive exposure to the community and visitors in connection with a high quality, family oriented dynamic event
- Opportunity to include company materials in racer goodie bags
- 15 of VIP Tickets
- 10 Event T-Shirts
- Invitation to Event After Party



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Gold Level Sponsor Benefits - \$2,500

- Your logo on all paid and donated, national and local advertising, race flyers, race day program, and on the official Portsmouth Criterium web site: www.PortsmouthCrit.com
- Advertisements, listings and/or press releases to appear in national and local publications including Velo News, Portsmouth Herald, Foster's Daily Democrat, The Wire; plus media outlets including Clear Channel radio stations throughout NH, MA & ME, and our Social Media sites including Facebook and Twitter
- With the help of our anticipated radio sponsors, your name will be mentioned during all radio promo spots
- Your name and logo on race banner hung across Market Street on race day
- Your name and logo on race banner hung on Connie Bean Center 2-3 weeks prior to race day
- Opportunity to hang your banner along the race course
- Your logo on staff/volunteer t-shirts
- Opportunity to link your website to: www.PortsmouthCrit.com
- Your company name mentioned at press conferences, press releases and PSAs
- 10 Repeated public announcements during the race - please provide a 10 second script
- Positive exposure to the community and visitors in connection with a high quality, family oriented dynamic event
- 10 VIP Tickets
- 5 Event T-Shirts
- Invitation to Event After Party



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Silver Sponsorship Benefits - \$1,000

- Your logo on race day program and the official Portsmouth Criterium web site: www.PortsmouthCrit.com
- Advertisements, listings and/or press releases to appear in national and local publications including Velo News, Portsmouth Herald, Foster's Daily Democrat, The Wire; plus media outlets including Clear Channel radio stations throughout NH, MA & ME, and our Social Media sites including Facebook and Twitter
- Opportunity to hang your banner along the race course
- Opportunity to link your website to: www.PortsmouthCrit.com
- 5 Repeated public announcements during the race - please provide a 10 second script
- Positive exposure to the community and visitors in connection with a high quality, family oriented dynamic event
- 5 VIP Tickets
- 2 Event T-Shirts
- Invitation to Event After Party

Official Supplier Benefits - \$1,000 (Goods or Service Value)

- Your logo on race day program and the official Portsmouth Criterium web site: www.PortsmouthCrit.com
- Company mentioned in event listings and/or press releases to appear in: Portsmouth Herald, The Wire and various other New England publications and media outlets including Clear Channel radio stations throughout NH, MA and ME
- Opportunity to hang your banner along the race course
- Opportunity to link your website to: www.PortsmouthCrit.com
- Official Supplier "thank you" announced during race
- Positive exposure to the community and visitors in connection with a high-quality, family oriented dynamic event
- Invitation to Event After Party



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Patron of the Portsmouth Criterium Benefits - \$500

- Your logo on race day program and the official Portsmouth Criterium web site: www.PortsmouthCrit.com
- Official Patron "thank you" announced during race
- Positive exposure to the community and visitors in connection with a high-quality, family oriented dynamic event
- Invitation to Event After Party

Friend of the Portsmouth Criterium Benefits - \$100

- Your logo on race day program and the official Portsmouth Criterium web site: www.PortsmouthCrit.com
- Positive exposure to the community and visitors in connection with a high-quality, family oriented dynamic event
- Invitation to Event After Party

For more information please contact Catherine Keenan, Race Director by email: info@portsmouthcrit.com or phone: 603.617.2418

Thank you for your interest in sponsorship!