

Twin Falls Old Town Criterium

June 21, 2021



2021 sponsorship
opportunities

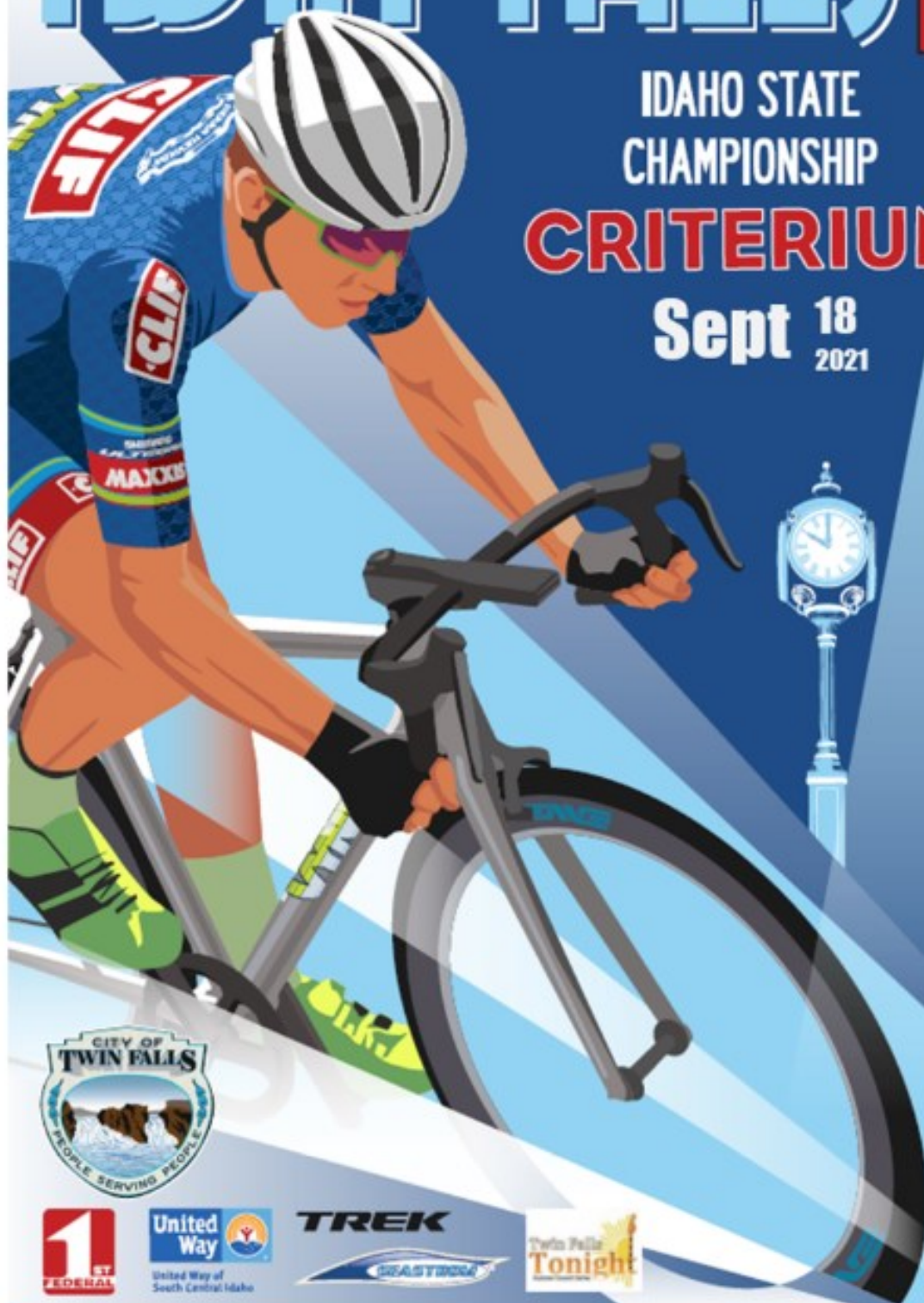
Twin Falls Old Town Criterium is a classic and Idaho State Criterium Championship venue. 2019 racing certainly didn't disappoint! We had Men, Women and Junior racers from all over Idaho, Utah, and Colorado. The 113 riders flew around the .8 mile loop side by side, diving into corners, jockeying for position and lunging for the finish line. Thousands of fans of all ages enjoyed a true spectator sport! Thank you to all our sponsors and the 70+ volunteers that made 2019 successful.

TWIN FALLS

CLIF

IDAHO STATE CHAMPIONSHIP CRITERIUM

Sept 18
2021



TFOLDTOWNCRIT.COM

NEW: CLIF KID ZONE AT 1 PM

RACING STARTS AT 10AM

ALL CATEGORIES



MARQUEE SPONSOR: ***SOLD!***



SPRINT SPONSOR: \$5,000 (SOLD!)

- Company logo on commemorative poster & race swag bags
- Premier vendor location to promote company
- Inclusion on print advertising, online, and social media
- Logo on t-shirts*
- Event announcer recognition throughout the day
- Opportunity to place a gift in racer swag bags*
- 8 - 'exclusive' course-side banners with company logo provided along race route



*Vendor locations excludes table, tablecloths, chairs, and tent. Company logos and gifts for racer swag bags (approx. 250) due 8/31/2021.

TWIN FALLS OLD TOWN CRITERIUM



RACER LOUNGE SPONSOR: \$3,500

(1 Available)

- Racer lounge*
- Premier vendor location to promote company*
- Inclusion on print advertising, online, and social media*
- Logo on t-shirts*
- Event announcer recognition throughout the day
- Opportunity to place a gift in racer swag bags*
- 7 - 'exclusive' course-side banners with company logo provided along race route



*Racer lounge includes tables, chairs, snacks, ice, water, and 20 x 20 tent for racers.

PACELINE SPONSOR: \$1,500

- Vendor location to promote company*
- Inclusion on print advertising, online, and social media*
- Logo on t-shirts*
- Event announcer recognition throughout the day
- Opportunity to place a gift in racer swag bags*
- 6 - 'exclusive' course-side banners with company logo provided along race route



*Vendor locations excludes table, tablecloths, chairs, and tent. Company logos and gifts for racer swag bags (approx. 250) due 8/31/2021. Inclusion on print advertising, online, and social media . Excludes commemorative poster and race swag bags..

CHASE SPONSOR: \$500

- Inclusion on print advertising, online, and social media*
- Logo on t-shirts*
- Event announcer recognition throughout the day
- Opportunity to place a gift in racer swag bags*
- 6 - 'all sponsor' course-side banners with company logo provided along race route



PELOTON SPONSOR: \$200

- Event announcer recognition throughout the day
- Opportunity to place a gift in racer swag bags*
- 6 - 'all sponsor' course-side banners with company logo provided along race route



EVENT MAP

*Inclusion on print advertising, online, and social media. Excludes commemorative poster and race swag bags. Company logos and gifts for racer swag bags (approx. 250) due 8/31/2021.

TWIN FALLS OLD TOWN CRITERIUM



SPONSORSHIP REGISTRATION FORM

Name of Organization: _____

Contact Person: _____

Phone: _____ Email: _____

Address: _____ City, State, and Zip: _____

Sponsorship Level: _____

Sponsorship registration deadline: August 31st, 2021

Email completed form or submit online, General Liability Insurance, and LOGO (.ai or .eps format)

EMAIL: TFOTCriterium@gmail.com

*Upon receipt of registration form, GL insurance and logo, an invoice and set up details will be emailed.

Make check payable To: United Way of South Central Idaho
Memo: Twin Falls Old Town Criterium
P.O. Box 65, Twin Falls, ID. 83303

If sponsorship forms are received after 8/31/2021 sponsors logo (if applicable) will not be guaranteed on t-shirts.

If sponsorship forms and goody bag items are received after 8/31/2020 sponsorship agreement will not be guaranteed.

www.tfoldtowncrit.com

***Like us on Facebook: Twin Falls Old Town
Criterium***

