

# Twin Falls Old Town Criterium

June 29, 2019



2019 sponsorship  
opportunities

# TWIN FALLS OLD TOWN CRITERIUM



Dear Community Partner,

Cycle Therapy and CT Velo are proud to host this year's Twin Falls Old Town Criterium. We would like to welcome you to the team and thank you for your help in bringing this exciting event to our community for a second year! We're thrilled to announce that TFOT Crit will be held on June 29<sup>th</sup>, 2019 and is being considered as the venue for the Idaho State Criterium Championship.

Cycle Therapy is proud to be a major supporter of cycling in the Magic Valley. Along with CLIF Bar, the City of Twin Falls and other cycling enthusiasts, competitive bicycle racing will return to entertain and delight the community!

We had great success last year! The racing certainly didn't disappoint. We had Men, Women and Junior racers from all over Idaho and Utah. The riders flew around the .8 mile loop side by side, diving into the corners, jockeying for position and lunging for the finish line. Fans of all ages enjoyed a true spectator sport!

Our 2018 Crit Successes:

- 114 racers across all categories
- Over \$5,000 in prizes and prize money
- Over 70 volunteers supporting the event
- Thousands of spectators in our downtown area
- Great food, drinks , and support from downtown businesses
- Opportunity to showcase local businesses and enjoy our newly renovated downtown area
- Provided a great racer experience (They loved this event!)
- Closing the evening listening to The Grove Valve Orchestra, a ten-piece funk experience

The Crit helped showcase what we love about cycling. Cycling is a social event that helps strengthen our community. It is something we all can participate in whether it is riding around the neighborhood with our kids or racing with a team. There is nothing more freeing and satisfying than going for a bike ride.

Last year's Crit turned out to be a very special community event and we are working hard to make sure 2019 is even better. We have the same core team as last year with Cycle Therapy/CT Velo, CLIF Bar, and the City of Twin Falls. Our team is committed to bringing more racers and spectators in 2019!

Thank you again for supporting the premier cycling event in the Magic Valley.

*Best Regards,*

*Bob Seastrom*  
Cycle Therapy/CTVelo





## **MARQUEE SPONSOR: *SOLD!***

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### ***SPRINT SPONSOR: \$5,000*** ***(2 SOLD! 3 Still Available)***

- Company logo on commemorative poster & race swag bags
- VIP/Vendor location on Shoshone St. for your family & friends\*
- Inclusion on print advertng, online, and social media
- Logo on t-shirts\*
- Event announcer recognition through-out the day
- Opportunity to place a gift in racer swag bags\*
- 8 - 'exclusive' course side banners with company logo provided along race route

\*VIP/Vendor locations include 10 x 10 tent, excludes tables, tablecloths, and chairs. Company logos and gifts for racer swag bags (approx. 250) due 5/1/2019.

## ***RACER LOUNGE SPONSOR: \$3,500***

***(1 Available)***

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



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## ***PACELINE SPONSOR: \$1,500***

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



\*Racer lounge includes tables, chairs, and 20 x 20 tent; sponsor will provide ice and water for racers. Vendor locations excludes table, tablecloths, chairs, and tent. 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 5/1/2019.



## ***CHASE SPONSOR: \$500***

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



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## ***PELTON SPONSOR: \$200***

- Event announcer recognition through-out 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**

\*Vendor locations excludes table, tablecloths, chairs, and canopy. 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 5/1/2019.

# 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: April 1, 2019**

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

**EMAIL: [TFOTCriterium@gmail.com](mailto:TFOTCriterium@gmail.com)**

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

**Pay online: [www.tfoldtowncrit.com](http://www.tfoldtowncrit.com)** We accept all major credit cards

**OR**

**Make check payable To:** Cycle Therapy, Check Note: TFOTC, 1542 Fillmore St., Twin Falls, ID. 83301

If sponsorship forms are received after 5/1/19 sponsors logo (if applicable) will not be guaranteed on t-shirts.

If sponsorship forms and goody bag items are received after 5/1/2019 sponsorship agreement will not be guaranteed.

**[www.tfoldtowncrit.com](http://www.tfoldtowncrit.com)**

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Criterium***

