



PROFESSIONAL ROAD & TT
GREENVILLE, SC

2012 Sponsorship Opportunities



**Be part of the South's Largest
Professional Cycling Event!**

**May 26-28, 2012
Memorial Day Weekend
Greenville, SC**



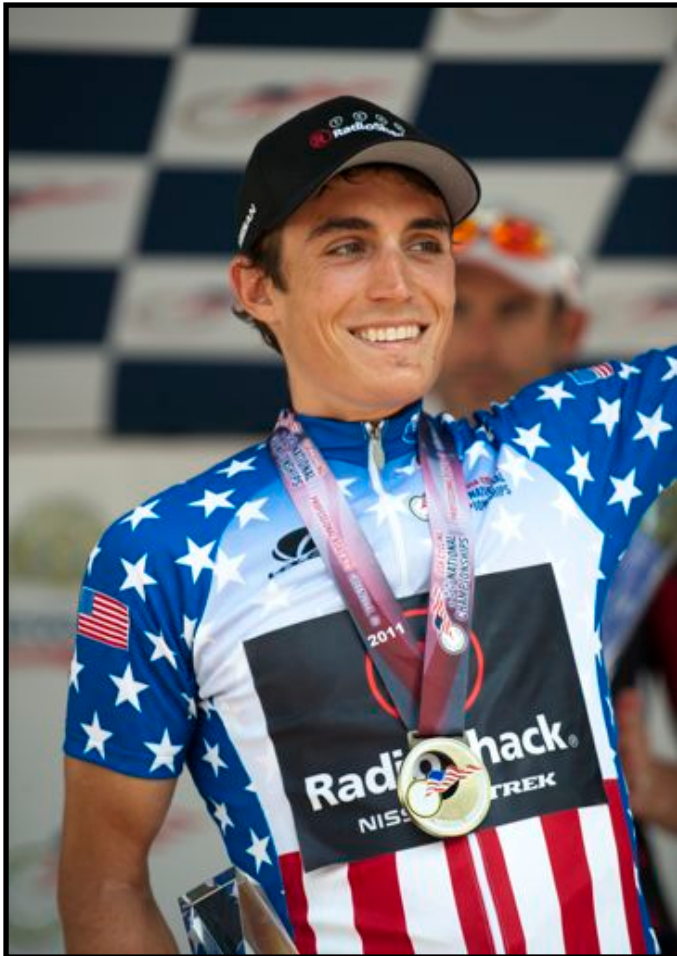
Objectives

In support of **USA Cycling, Inc.**, to produce America's National Championships for professional cycling;

To showcase the Upstate and **creating positive economic impact and health & wellness platforms** for its communities;

To **deliver exciting entertainment** to the spectators and marketing value to our corporate sponsors;

To actively support and contribute to the fundraising objectives of the **Greenville Hospital System Cancer Center** and **Amgen's Breakaway from Cancer** initiatives.



2011 Results

Tens of thousands of **spectators** throughout the Championship weekend;

Over **100+ credentialed media**;

60-minute national and local broadcast on **Versus Network** and **WYFF-4**;

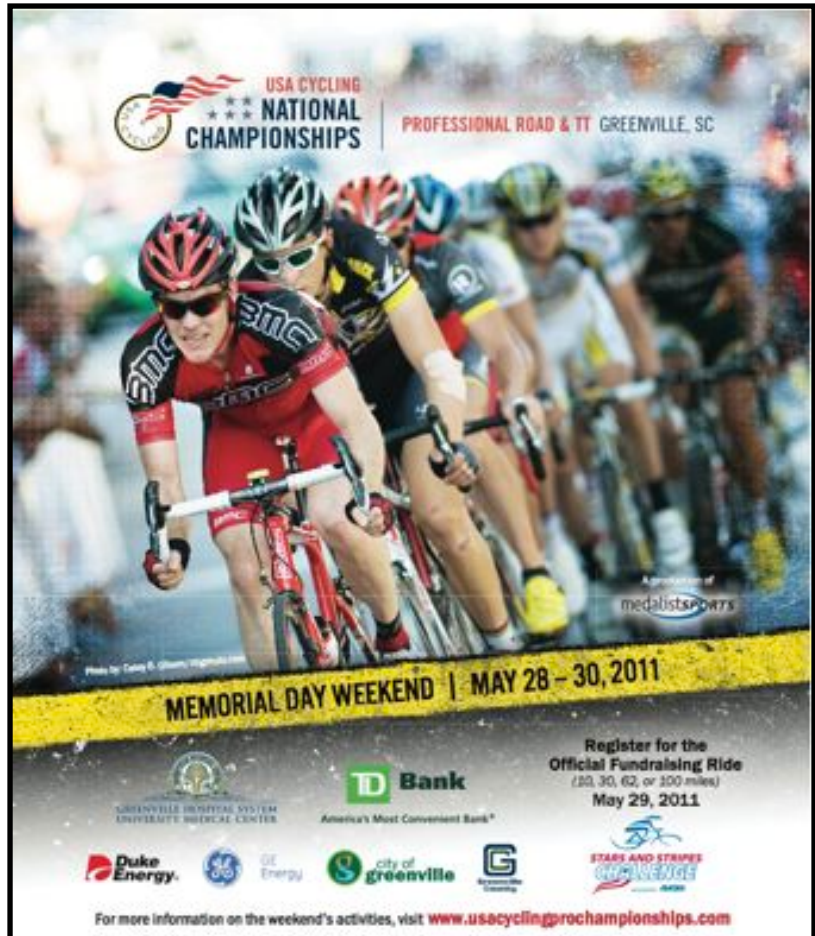
Over **\$4 million in advertising** equivalency exposure;

National print and web coverage from USA Today, SI.com, Atlanta Journal-Constitution, VeloNews, Bicycling Magazine, FORBES and ESPN.com;

Record **\$210,000 raised** by the Palmetto Peloton Project for the Greenville Hospital System Oncology Research Institute and Amgen's Breakaway from Cancer.

Integrated Platforms

National TV
Local TV
Live Web Casts
Web-based Advertising
Radio Network
Print Advertising
Signage
Catered Hospitality
Start/Finish Access
Awards
On-Site Displays
Community Outreach
Educational Platforms
Cause-Related Ties
Health & Wellness Expo
Kid's Activities
Autograph Alley
Big Screen Television



Custom Benefits

Handcycling Event
Kid's Area and Races
Big Screen Branding
Time Trial Ramp
Hospitality Packages
Autograph Alley
Video Streaming
Preview Show
Merchandise
Athlete Reception



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Partner and Investment Levels

Gold Level (\$50,000)

Silver Level (\$25,000)

Bronze Level (\$10,000)

Expo Package (\$2,500)



For questions and sponsorship information please contact

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