



JOE MARTIN
STAGE RACE



JOE MARTIN
GRAN FONDO



Ref: 2018 Sponsorship Packet

The Joe Martin Stage Race is both a nationally and internationally contested cycling race comprised of a four-day, four-event professional and a two-day, three-event amateur race sanctioned by USA Cycling. The Pro Men and Women's races is ranked as the top stage races on the Professional Race Tour (PRT), which is the pro and elite amateur cycling tour in the United States and the Pro Men and Pro Women's races are part of the UCI America's Tour.

USA Cycling is the national governing body of cycling operating under the United States Olympic Committee. The Union Cycliste Internationale (UCI) is the world governing body for the sport of cycling recognized by the International Olympic Committee (IOC)

41st amateur races; 16th on the PRT and 4th anniversary on the UCI America's Tour will be held in mid-April of 2018.

Over 750 professional and amateur athletes, plus over 1,500 support personnel will attend from all 50 states and over 25 countries. From the community, we will have over 250 local volunteers and approximately 10,000 spectators attend from a six-state region. The positive feedback that we receive on courses, community support and race organization makes our race one that the professional and elite amateur teams consider an A-level event.

Athletes attended from all 50 states and 25 countries.

The Joe Martin Stage Race is recognized in NW Arkansas as a cornerstone event. It also has the uniqueness of not only being the only professional bike race in Arkansas, but also one of only six nationally and internationally sanctioned stage races in the United States. Therefore, the race captures the attention of both individuals and corporations in a very crowded NWA event calendar.

The Northwest Arkansas business community continues to promote the event nationally as one of the unique attractions and key events in the area. Over the years, the Joe Martin Stage Race has grown to be more than a bike race. There are people of all ages lining the courses throughout the four-day event. Local elementary and middle-level schools attend a free kid's ride during the event. In addition there is a townie bike parade with local major corporations supporting the race.

The Joe Martin Gran Fondo (JMGF) consists of three ride distances. And while the stage race is an extremely competitive-oriented event, the gran fondo is geared to a much broader segment of the population. The unique thing about the JMGF and which sets it apart from all the other gran fondo and tour rides is that participants will ride on the same courses as the pros!

Event Organizer:

The race is promoted and directed by All Sports Productions, Inc., a sports event management company that promotes cycling, triathlon, running, adventure runs and other outdoor events. In addition to the Joe Martin Stage Race, some of the events include: Iron Pig Festival, Ozark Valley Triathlon, Eureka Springs Multisport Festival and Fayetteville Half Marathon. The company is owned and operated by Bruce Dunn.

2017 Recap:

- ◆ Attendance
 - Pro Men - 20 teams, Pro Women - 12 teams
 - Elite Men – 146 riders (field limited)
 - Amateurs – 280
 - Gran Fondo – 115
 - Spectators – 10,000 over four days

- ◆ Online and Publications:
 - 38 media outlets
 - 105 stories
 - Combined social media followers - 5,957,947
 - Combined website monthly views - 86,265,200

- ◆ Social Media
 1. Facebook (Feb 1 – April 24) – 2,880 likes:
 - a. Page Insights:
 - i. Daily Unique User Totals – 14,626
 - ii. Daily Impressions Totals – 496,032
 - b. Posts:
 - i. Lifetime Post Total Reach Of Unique Users – 226,261
 2. Twitter (March – April):
 - a. Tweets - 3,412
 - b. Followers - 2,381
 - c. March:
 - i. Tweets - 255
 - ii. Tweet impressions – 326,000
 - iii. Profile visits – 39,500
 - iv. Mentions – 485
 - d. April:
 - i. Tweets - 158
 - ii. Tweet impressions – 399,000
 - iii. Profile visits – 41,500
 - iv. Mentions – 415
 3. Instagram (new for 2017):
 - a. 44 posts
 - b. 588 followers
 - c. 331 following
 4. Snapchat Geofilters: (new for 2017)
 - a. Impressions – 341
 - b. Conversions – 187
 - c. Views – 11,600

2018 Initiatives:

- ◆ More national-level sponsors
- ◆ More community engagement
- ◆ Video streaming
- ◆ Cycling celebrity engagement

Projected Reach Joe Martin Stage Race - 2018

The Joe Martin Stage Race reach is both national and international.

- ◆ 750 professional and amateur cycling athletes
- ◆ 1,500 people serve as support staff for teams and athletes.

- ◆ Athletes and staff from 50 states and 25 countries
- ◆ 10,000 spectators.

Projected Reach Joe Martin Gran Fondo - 2018

- ◆ 500 cyclists to participate in the tour rides.

Event History

The Joe Martin Stage Race began as the Fayetteville Spring Classic in 1978. Joe Martin, a Fayetteville advertising executive, served as the race director until 1988 when he was stricken with cancer. Upon his death in 1989, the race was renamed in his honor.

Event Recognition:

- ◆ Raising awareness for the Razorback Greenway trail system and participating in outdoor activities including bike riding.
- ◆ This race will continue to serve as a catalyst for future cycling events such as: Master National Championship festival; Regional and National USA Cycling qualifying events.
- ◆ Uniqueness of event brings new people into the state.

Economic Impact:

- ◆ Currently the economic impact of the Joe Martin is \$1.4 million.

Event Intangibles:

- ◆ One of the stages begins from a Walmart parking lot.

Event Goals:

- ◆ To have stages of the Joe Martin Stage Race as part of a future internationally sanctioned World Tour calendar and internationally televised event...Tour of Arkansas.

Event Timeline – Stage Race:

- ◆ Thursday – Devil’s Den State Park : uphill time trial for Pro/Elite riders
- ◆ Friday – Road race for Pro/Elite riders with finish line in entertainment district
- ◆ Saturday am – Devil’s Den State Park: uphill time trial for Amateur riders
- ◆ Saturday pm – Road race for all riders in Fayetteville area
- ◆ Sunday – Fayetteville downtown square: criterium races for all riders.

Event Timeline – Gran Fondo:

- ◆ Saturday am

SPONSORSHIP:

All Sports Productions is seeking sponsors who not only want to invest financial resources, but who also want to activate their brand at the event. We feel the greatest value to a sponsor is the brand and promotional team's presence throughout the race and at each venue. On the following pages are the different levels of sponsorship.

For 2018, we're seeking to live stream and televise the race through multiple channels and promotional outlets. There is a Presenting sponsorship level listed with and without television/streaming option. In addition, there is a three-year option for consideration.

If there is something that is more specific in nature that your company would like to sponsor and activate your brand, then we are open to discussing the best way to facilitate those goals and objectives.

I look forward to working with your company to build more awareness and create more sales, as well as making the Joe Martin Stage Race and Gran Fondo outstanding events. Thank you for your time and consideration.

Respectfully submitted,



Bruce Dunn
Race Director

SPONSORSHIP LEVELS

The company brands will be recognized or given opportunity to activate in the following ways:

PRESENTING

- ***Different Levels - with or without Televised and Streaming Video***
- ***Three-year option***

1. With Television and Streaming

\$125,000 cash plus activation (product and visuals)

Company brand will be recognized throughout the event as the Presenting Sponsor

- ◆ Television/Streaming:
 - 4-day coverage of the event with branding on jumbotrons
 - Daily streaming of live action aired on multiple online channels with branding
 - Statistics:
 - Total Livestream Views – 75,000
 - Unique Livestream Views – 52,500
 - Total Minutes Viewed – 635,000
 - Channels/Delivery:
 - Embedded in event website and streamed live through UStream.TV
 - Post event, the content is uploaded to Vimeo for continued viewing
- ◆ Banners/Visuals:
 - Banners placed along start and finish stretches of each race.
 - Banners placed in front of main stage each day.
 - Banners hung from ceiling of registration/check-in location
 - Table banners placed on main stage and registration/check-in areas each day
 - Custom logo tents
 - Located in Wal-Mart parking lot for the start of Friday road race
 - Located on main stage each day
 - Banners placed in front of awards podium for all awards presentations.
 - Mesh fencing lining various areas of the Friday, Saturday and Sunday courses.
 - Banners hung from the ceiling during Wednesday and Friday registrations.
- ◆ Logo as presenting sponsor on 8' x 16' backdrop of awards podium.
- ◆ Social Media recognition and promotion:
 - <http://www.facebook.com/JoeMartinStageRace>
 - <http://twitter.com/#!/joemartinstage>
- ◆ Custom street banner over Dickson Street (main entertainment district in Fayetteville)
- ◆ Finish Line Truss System
- ◆ Large-format event posters
- ◆ Teaser event posters
- ◆ Technical Guide
- ◆ Event Web site – main banner of each page and sponsor pages
- ◆ National Press release – 2,500 national and cycling endemic media.
- ◆ Daily leaders' cycling jerseys
- ◆ Event T-shirts
- ◆ Racer bib numbers
- ◆ Volunteer and race goody bags
- ◆ Citiscapes Magazine event ad
- ◆ Committee and Press Badges
- ◆ Committee appreciation bags
- ◆ Committee event shirts
- ◆ Post-race volunteer party

- ◆ Company name mentioned throughout each day on PA system
- ◆ During interviews with print and television
- ◆ Product distribution at all venues
- ◆ Fliers distributed to Fayetteville Public School system for free kid's fun ride
- ◆ Custom medals for kid's fun ride
- ◆ Full page event program ad space
- ◆ 40x20 vendor expo space with sampling
- ◆ Dedicated space for sampling throughout the 4-day
- ◆ Press conference
- ◆ Sponsor activation requests. To be determined

2. Without Television and Streaming

\$75,000 cash plus activation (product and visuals)

Company brand will be recognized throughout the event as the Presenting Sponsor with branding and promotion as previously listed, but without the Television/Streaming recognition.

3. Three-year Option

- **To be discussed based upon goals and objectives for event growth**

National Level:

(4) Supporting Sponsors - \$40,000 cash plus product for goody bags

- ◆ Choice of one Stage or Jersey Sponsorship
- ◆ 20x20 vendor expo space with sampling
 - ◆ Dedicated space for sampling throughout the 4-day
- ◆ ½ -page event program ad space
- ◆ Press conferences and press releases
- ◆ Sponsor activation requests honored within reason
- ◆ 250' of course banner space
- ◆ Backdrop of main award podium
- ◆ Finish Line Truss System
- ◆ CitiScapes Magazine event ad
- ◆ Social Media – multiple engagement with promotions
- ◆ Event website
- ◆ Event posters
- ◆ Technical Guide
- ◆ Racer and volunteer t-shirts
- ◆ PA announcements
- ◆ Post-race event recognition
- ◆ Racer and volunteer goody bag giveaways

Event Sponsor - \$10,000 cash plus product for goody bags

- ◆ Sponsor activation requests honored within reason
- ◆ 10x10 vendor expo space
- ◆ Sampling throughout the 4-day event
- ◆ 100' of course banner space
- ◆ CitiScapes Magazine
- ◆ Social Media – multiple engagement with promotions
- ◆ Event website
- ◆ Event posters

- ◆ Technical Guide
- ◆ Racer and volunteer t-shirts
- ◆ PA announcements
- ◆ Racer and volunteer goody bag giveaways

Partner Sponsor - \$5,000 cash plus product for goody bags

- ◆ 40' of course banner space
- ◆ 10x10 vendor expo space
- ◆ Social Media
- ◆ Event website
- ◆ Event posters
- ◆ Technical Guide
- ◆ Racer and volunteer t-shirts
- ◆ PA announcements
- ◆ Racer and volunteer goody bag giveaways

Stage Sponsor:

Sponsor's company will be named as the official sponsor of specific stage

- ◆ Time Trial – \$7,500
 - Additional recognition commensurate with \$5K cash sponsorship level
- ◆ Friday Road Race - \$10,000
 - Additional recognition commensurate with \$5K cash sponsorship level
- ◆ Saturday Road Race – \$10,000
 - Additional recognition commensurate with \$5K cash sponsorship level
- ◆ Sunday Criterium – \$15,000
 - Additional recognition commensurate with \$10K cash sponsorship level

Jersey Sponsor (Leader, Points, Young Rider) for both Men and Women:

Sponsor's company will be named as the official sponsor of the rider's jerseys. There are six total jerseys awarded each of the four days of competition.

- ◆ Pocket Sponsors - \$1,500 cash
 - T-shirt, PA announcements and Tech Guide recognition
- ◆ One of the jerseys - \$7,500 cash
 - Additional recognition commensurate with \$5K cash sponsorship level
- ◆ Both Leaders – Women and Men - \$12,500 cash
 - Additional recognition commensurate with \$10K cash sponsorship level
- ◆ Both Young Riders – Women and Men - \$10,000 cash
 - Additional recognition commensurate with \$10K cash sponsorship level
- ◆ Both Points – Women and Men - \$10,000 cash
 - Additional recognition commensurate with \$5K cash sponsorship level

Community-based Business and Organization Level:

Event - \$2,500 cash

- ◆ PA announcements
- ◆ 1 course banner
- ◆ Event website
- ◆ Event posters
- ◆ Technical Guide
- ◆ Racer and volunteer t-shirts
- ◆ Product goody bags (optional)

Partner - \$1,000 cash

- ◆ PA announcements
- ◆ Company logo event website
- ◆ Company name on event posters
- ◆ Company name on racer and volunteer t-shirts

Patron - \$500 cash

- ◆ PA announcements
- ◆ Company name on event website
- ◆ Company name on event posters

VENDOR EXPO ONLY:

- To be determined based upon scope and space requirements.