



## 2012 Sponsorship and Marketing Proposal



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## Introduction

Thank you for reviewing the 2012 Tour of Somerville Sponsorship and Marketing Proposal. The purpose of this proposal is to introduce you to our event and show how partnership can benefit you.

Since 1940, Memorial Day in Somerville, New Jersey has become synonymous with the Tour of Somerville. As the oldest continuously run major bicycle race in the United States, this event is regarded by many as one of the most prestigious cycling events in America.

Thousands of people from all over the nation converge on the tree-lined streets of Somerville to cheer the cyclists as they race past Victorian homes and main street storefronts in the borough's downtown district. Free admission encourages the spectators to stroll the streets enjoying the food, kids' activities, music, entertainment, and Monday's parade.

The cycling series attracts over 600 professional and amateur cyclists, including former Olympians, cyclists throughout America and abroad, as well as local hopefuls. The professional competitors in Monday's feature race average speeds up to 40 mph in an exciting 50-mile race.

Read on to discover how you can use this event to your advantage.

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## A Community Event

The Tour of Somerville Cycling Series is more than just a cycling event—it promotes community.

- **Honoring service.** We honor American heroes as part of this Memorial Day tribute. In fact, the feature race bears the name of two former winners who lost their lives during World War II.
- **Festival atmosphere.** Up to 20,000+ people line the downtown curbs to watch the incredibly fast action, or stroll around enjoying the vendors, the food stands and the entertainment. We host live bands and music, extreme sports demonstrations, a petting zoo, pony rides, family fun rides and more. A Memorial Day parade is held on Monday prior to the races.
- **Proceeds benefit charity.** Proceeds from the event benefit Middle Earth, a local nonprofit that has served youth and their families for almost 40 years. Your advertising dollars will be invested in Middle Earth's goal to encourage youth to become responsible adults. Learn more at [www.middleearthnj.org](http://www.middleearthnj.org).
- **Volunteers.** The entire event is run by volunteers and people who care about this community. In addition, Middle Earth's youth volunteer at the event to demonstrate to the community that our teenagers are a valuable resource and to give our youth a sense of pride about their community.
- **Healthy Partnerships.** As the event organizer, Middle Earth works to develop healthy partnerships by collaborating with local civic groups, community leaders, police and rescue squads, nonprofits, sponsors and volunteers.
- **Healthy Message.** The Tour promotes a clean, healthy lifestyle.

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## Tour of Somerville Cycling Series

This exciting four-day event offers ample opportunity for marketing your organization to the riders and spectators. Following are the events:

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### Friday's Manville Madness

May 25, 2012 at 5 p.m.

Category 3 and 4 riders compete in a 20 mile race that circles the Weston School in Manville.

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### Saturday Cycling Classic

May 26, 2012 at 9 a.m.

Professional and category 1 and 2 riders participate in a 75-mile road race that moves through 13 municipalities on County and local roads.

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### Sunday's Bound Brook Criterium

May 27, 2012 at 1:30 p.m.

All levels of riders, from juniors to professionals, compete in four different races on a short race course that traverses downtown Bound Brook.

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### Monday's Tour of Somerville

May 28, 2012 at 11 a.m.

Six different races take place in the heart of Somerville to challenge all different levels of riders. The day culminates with the 50-mile race where professionals compete for a \$15,000 purse.

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## Top Reasons to Be a Sponsor

Heading into its 69th year, the Tour of Somerville is the oldest continuously run major bicycle event in the United States and features the nation's best riders — an ideal arena to showcase your brand!

Here are several reasons why:

- Full media exposure promoting the Tour including a public relations push in local and regional newspapers, radio ads, magazine ads, and posters
- Up to 20,000+ people line the streets of Somerville for this much anticipated event
- FREE admission makes the Tour a popular outing
- It's a Memorial Day tradition that happens every year and encourages return attendance
- Somerset County is the wealthiest county in New Jersey and the seventh wealthiest county in the United States
- According to the U.S. Census Bureau, the median household income in the area is over \$80,000
- With more than \$25,000 in cash prizes, the Tour draws the nation's premier bicycle racers
- There's something for everyone at the Tour, including a kids' pavilion with animal rides, extreme sports demonstrations, live music, and terrific food
- Downtown Somerville boasts an array of interesting restaurants and shops
- Cycling is the #1 fitness and health activity among doctors and lawyers and other high-net worth individuals over the age of 40
- Cycling is one of the best values in the arena of international professional sports, presenting a unique opportunity to increase your corporate identification and create a positive image within the community.
- As an all-day event, most spectators spend an average of 3 hours in Somerville, giving sponsors numerous opportunities to reach their target audience

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## Cycling Demographics

- Bicycling is the 2nd most popular sport in the world. <sup>1</sup>
- Bicycling represents a \$3.5 billion industry in the US alone.
- There are more cyclists in the US than skiers, golfers, & tennis players combined. <sup>2</sup>
- Total US cyclists: 99 million <sup>3</sup>
- The average cyclist is young & affluent: <sup>4</sup>
  - 87% are between the ages of 18 and 44
  - 55% are male
  - 45% are female
  - 63% are professional
  - 70% are college graduates
  - High discretionary income
    - Average household income of recreational riders is \$60,000.
    - Average household income of racers and spectators is \$75,000.
  - High brand loyalty and concerned with value & quality

<sup>1</sup> CNN Factoid, 21 Nov. 1997

<sup>2</sup> National Sporting Goods Association Report Nov. 1997, [www.nsga.org](http://www.nsga.org)

<sup>3</sup> Bicycle Market Research

<sup>4</sup> Simmons, MRI, USA Cycling Membership, Bicycling Magazine

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## Sponsorship Packages

### □ Finish Line Sponsor..... \$50,000

- Naming Rights to Weekend — the event will appear as the “(Your Business Name) Tour of Somerville Cycling Series”
- Name on Start/Finish line banner on all 4 race days
- Your business name on riders’ race numbers for all 4 race days
- Your business banners placed on all 4 corners of Monday’s race course
- Full-page, color ad on back cover of the official program book
- Magnetic sign on Monday’s pace car
- Award presentations for Monday’s races
- Twenty announcements over PA system throughout Monday’s event
- Logo on all TOS posters, t-shirts, and website
- Company information placed in press packets
- Three press releases; one on your sponsorship
- Opportunity for product distribution to riders
- Exhibitor prime location on Monday
- Prime viewing for 30 people on Monday

The riders are the main focal point for the spectators and photographers for the duration of the race. The logo of the Finish Line Sponsor will be placed on the numbers of their uniforms.

The Finish Line Sponsor logo will be placed on the awards ceremonies backdrop which is used in all photographs of the race winners.

### □ Breakaway Sponsor ..... \$25,000

- Your business banners placed on 3 prime corners of Monday’s race course
- Full-page, color ad on inside back cover of the official program book
- Fifteen announcements over PA system throughout Monday’s event
- Logo on all TOS posters, flyers, t-shirts, and website
- Company information placed in press packets
- Two press releases
- Opportunity for product distribution to riders
- Exhibitor prime location on Monday
- Prime viewing for 20 people on Monday

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### Sponsorship Packages (Continued)

**❑ Power Sponsor .....\$15,000**

- Three of your business banners placed on Monday’s race course
- Full-page ad (black and white) in the program book
- Ten announcements over PA system throughout Monday’s event
- Opportunity for product distribution to riders
- Company information placed in press packets
- Logo on TOS website
- One press release
- Exhibitor prime location on Monday
- Prime viewing for 10 people on Monday

Exhibitors receive an efficient, cost-effective method of initiating one-on-one contact with the consumer. Thousands of spectators walk the race course.

**❑ Sprint Sponsor ..... \$7,500**

- Two of your business banners placed on Monday’s race course
- Full-page ad (black and white) in the program book
- Six announcements over PA system throughout Monday’s event
- Opportunity for product distribution to riders
- Logo on TOS website
- One press release
- Exhibitor prime location on Monday
- Prime viewing for 5 people on Monday

Banners will be displayed prominently along the 1.3-mile race course fencing, lining the most photographed area of the race.

**❑ Bridge Sponsor ..... \$2,500**

- One business banner placed on Monday’s race course
- Half-page ad (black and white) in the program book
- Four announcements over PA system during Monday’s event
- Logo on TOS website
- One press release
- Exhibitor location on Monday

**❑ Pace Sponsor ..... \$1,000**

- One business banner placed on Monday’s race course
- Quarter-page ad (black and white) in the program book
- Two announcements over PA system during Monday’s event
- Logo on TOS website
- One press release



## Mini-Title Sponsorship

Consider becoming a title sponsor for one of the event's major attractions, described below. Your company's name will be used in the title of the event, which means that your company will receive attention through advertisements, press releases, the program book, and announcements over the PA system throughout the event.

### Kids' Pavilion Title Sponsor..... \$10,000

The Tour of Somerville is a family event, and correspondingly, the Kids' Pavilion is one of the most popular stops on the race course. Filled with a petting zoo, pony rides, a moon-walk and spin art, there is never a dull moment by the old Courthouse.

### Sports and Music Festival Title Sponsor .. \$5,000

The Sports and Music Festival is a cornerstone of Monday's entertainment and a popular destination for youth. In its tenth year, the festival offers sports demonstrations ranging from martial arts to fencing to basketball tournaments. Live 'alternative' music from local bands is offered throughout the event.

### Course Corner Title Sponsor ..... \$2,000

Each of the four turns on the race course are prime viewing areas for spectators. Your company can place three 6 ft banners or four 4 ft banners on that turn, plus your company will be highlighted in announcements over the PA system during the event.



## Marketing Opportunities

**Exhibitor (\$500)** Sample, coupon and interface with approximately 20,000 attendees to the Tour of Somerville by obtaining exhibit space.

**Banner Placement (\$300)** A premier banner (provided by sponsor) placed along the race course at Monday's race.

**Public Service Announcement (\$250 per announcement)** Public service announcements (30 seconds in length, provided by sponsor) at Monday's race.

**Program Book** Affordable rates allow you to put your ad in this top quality souvenir program - a treasured keepsake that will continue to promote your services long after the event takes place. The ad book will be distributed at the races with a 2,500 piece minimum. All ads are black and white, and must be submitted by Friday, April 9, 2010. Ad prices are as follows:

- Full Page - \$750 - 8.5" w x 11" h
- Half Page - \$400 - 8.5" w x 5.5" h
- Quarter Page - \$250 - 4.25" w x 5.5" h
- Business Card - \$100 - 3.5" w x 2" h

The souvenir program book is delivered directly into the hands of the spectators at the event where they will be constantly referring for race and event information.

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## Sponsorship Form

Promotions Desired (Please check all that apply):

- |  |          |
|--|----------|
| <input type="checkbox"/> Finish Line Sponsor                   | \$50,000 |
| <input type="checkbox"/> Breakaway Sponsor                     | \$25,000 |
| <input type="checkbox"/> Power Sponsor                         | \$15,000 |
| <input type="checkbox"/> Sprint Sponsor                        | \$7,500  |
| <input type="checkbox"/> Bridge Sponsor                        | \$2,500  |
| <input type="checkbox"/> Pace Sponsor                          | \$1,000  |
| <input type="checkbox"/> Kids' Pavilion Title Sponsor          | \$10,000 |
| <input type="checkbox"/> Sports & Music Festival Title Sponsor | \$5,000  |
| <input type="checkbox"/> Course Corner Title Sponsor           | \$2,000  |
| <input type="checkbox"/> Exhibitor                             | \$500    |
| <input type="checkbox"/> Banner Placement                      | \$300    |
| <input type="checkbox"/> Public Service Announcement (each)    | \$250    |
| <input type="checkbox"/> Program Book                          |          |
| <input type="checkbox"/> Full Page Ad — 8.5" w x 11" h         | \$750    |
| <input type="checkbox"/> Half Page Ad — 8.5" w x 5.5" h        | \$400    |
| <input type="checkbox"/> Quarter Page Ad — 4.25" w x 5.5" h    | \$250    |
| <input type="checkbox"/> Business Card Ad — 3.5" w x 2" h      | \$100    |

Ads are black and white. A high-resolution PDF or EPS file must be sent to [wendyhreed@gmail.com](mailto:wendyhreed@gmail.com) no later than Monday, April 16.

**Deadline: Monday, April 16, 2012**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please send this form with check payable to "Middle Earth" to:  
Middle Earth / Tour of Somerville, P.O. Box 8045, Bridgewater, NJ 08807  
Questions? Contact Amy DiIorio at (908) 725-7223

**Thank you for your consideration and support!**

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## Contact Us

Sponsorship packages and marketing opportunities may be developed and specifically designed to meet the needs of the sponsor. Be sure to work with us and secure a package that will help you achieve your corporate goals. If you are interested in any of our sponsorship or marketing opportunities, please contact:

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Visit our website at: [www.tourofsonomerville.org](http://www.tourofsonomerville.org)

**Thank you  
for your consideration and support!**

*All photos in this package provided courtesy of  
Courier News / mycentraljersey.com.*

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