



LABOR DAY WEEKEND SEPT 02-05

GATEWAY CUP 141

PRESENTED BY THF REALTY



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GATEWAY CUP 11
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SPONSORSHIP OPPORTUNITIES

Every summer St. Louis, Missouri hosts the final chapter in American pro/am bicycle racing, **THE GATEWAY CUP**. This year marks the **20TH** year that the top amateur and professional cyclists from around the United States will converge on St. Louis for four days of adrenalized racing over Labor Day Weekend.

The Gateway Cup takes place in the heart of four unique St. Louis neighborhoods- Lafayette Square, St. Louis Hills - Francis Park, the Italian Hill Neighborhood and the historic Benton Park. Within each of these host communities the race course is defined by an approximately one mile lap known as a criterium This Americanized style of racing appeals to both athletes and spectators alike as the peloton, or pack of cyclists, pass by every few minutes at impressive speeds holding lines only inches apart from one another. Spectators can watch the race unfold lap after lap and hear our commentators announce race strategy and rev up the crowd, creating a better understanding and involvement with the events.

The Gateway Cup features five - six successive races each day based on ability, ranging from beginner to pros. Each day is punctuated by the feature event, the men's Pro-Am race. In this race, 150 of the nation's top cyclists will hurl themselves through corners averaging 30 mph towards a dramatic thrilling sprint finish. Guaranteed inspiration.

For **2011 THE GATEWAY CUP** will be featuring a number of exciting events.

- **The Gateway Cup Women's Classic** . 4 Days of Professional Women's racing showcasing the speed and skill of the top female athletes in the United States.
- **The Gateway Cup Kids' Races** - Each day Big Brothers Big Sisters Amaci and The Gateway Cup will stage children's racing sharing the same finish line as the pro's.

All eyes will be on St. Louis in 2011 as the Gateway Cup kicks into gear. We offer a variety of programs to partner with the Gateway Cup, as well as several creative ways to support and experience the event. You will be able to:

- Increase consumer awareness as part of your brand strategy.
- Differentiate your brand by affiliation with a unique and effective event.
- Reach local and national consumers and cross promote.
- Sell products and services on site to an attractive consumer demographic.





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START	CATEGORY	DISTANCE	PLACE/PRIZE	FIELD LIMIT
TOUR DE LAFAYETTE PRESENTED BY STUDIO 2108				FRIDAY, SEPTEMBER 2ND
3:00 pm	REGISTRATION OPENS			
4:00 pm	Cat 4/5 and Women 3/4	40 min + 5 laps	3/Medals & Glory and 6/\$300	75
5:00 pm	Masters 40+/50+ Cat 1- 4	45 min + 5 laps	15/\$800	100
6:00 pm	Kid's races (\$5 & suggested donation)	Sprint	Big Wheels - age 12	none
6:30 pm	Cat 4	45 min + 5 laps	15/\$600	125
7:30 pm	Cat 3	45 min + 5 laps	15/\$800	150
8:30 pm	GATEWAY CUP WOMEN'S SERIES	45 min + 5 laps	P,1,2,3-20/\$1999 (\$500 Primes)	150
9:30 pm	Pro,1,2	75 min + 5 laps	20/\$1999 (\$500 Primes)	150

Nighttime Criterium with lights. Flat, wide-open .9 mile course with four 90-degree turns. From HWY 44 Exit Jefferson north, to right on Chouteau. Turn right on Dolman to Park Ave. Race is to right. Park on Park Ave.

TOUR DES HILLS PRESENTED BY BIG SHARK BICYCLE COMPANY				SATURDAY, SEPTEMBER 3RD
10:00 am	REGISTRATION OPENS			
11:00 pm	Cat 4/5 and Women 3/4	40 min + 5 laps	3/Medals & Glory and 6/\$300	75
12:00 pm	Masters 40+/50+ Cat 1- 4	45 min + 5 laps	15/\$800	100
1:00 pm	Cat 4	45 min + 5 laps	15/\$600	125
2:00 pm	Cat 3	45 min + 5 laps	15/\$800	140
3:00 pm	Kid's races (\$5 & suggested donation)	Sprint	Big Wheels - age 12	none
3:30 pm	GATEWAY CUP WOMEN'S SERIES	45 min + 5 laps	P,1,2,3-20/\$1999 (\$500 Primes)	150
4:30 pm	Pro,1,2	75 min + 5 laps	20/\$1999 (\$500 Primes)	150

1.3 mile rectangle bounded by Nottingham, Eichelberger, Tamm Ave and Donovan Avenue. From Hwy 40 or Hwy 44 take Hampton Avenue south. Right on Nottingham. Bingo.

SATURDAY NIGHT LIVE - Par-Tay at the Atomic Cowboy (www.atomiccowboystl.com) Giddy Up Gateway Cup!

GIRO DELLA MONTAGNA				SUNDAY, SEPTEMBER 4TH
8:30 am	Trailnet Gateway Cup Fun Ride	20 mi. 31mi. 40mi.	Drinks and Lunch After	none
11:00 am	REGISTRATION OPENS			
12:15 pm	Cat 4/5 and Women 3/4	40 min + 5 laps	3/medals & glory and 6/\$300	75
1:15 pm	Masters 40+/50+ Cat 1- 4	45 min + 5 laps	15/\$800	100
2:15 pm	Cat 4	45 min + 5 laps	15/\$600	125
3:15 pm	Cat 3	45 min + 5 laps	15/\$800	150
4:15 pm	GATEWAY CUP WOMEN'S SERIES	45 min + 5 laps	P,1,2,3-20/\$1999 (\$500 Primes)	150
5:15 pm	Kid's races (\$5 & suggested donation)	Sprint	Big Wheels - age 12	none
5:50 pm	Pro,1,2	75 min + 5 laps	20/\$1999 (\$500 Primes)	150

Start Finish in front of St. Ambrose church, From HWY 40/64 or HWY 44, exit Kingshighway south to right on Southwest to Columbia on right. Follow parking signs to the Shaw Community School.

PLEASE DO NOT PARK ON THE GRASS OR IN THE ALLEYS.

BOCCE PASTA FESTIVAL				SUNDAY, SEPTEMBER 4TH
The return of the free pasta and meatball dinner will take place after the Giro. Bocce lessons and throw down after the races.				

THE BENTON PARK CLASSIC PRESENTED BY GREENSTREET PROPERTIES				MONDAY, LABOR DAY, SEPTEMBER 5TH
9:00 am	REGISTRATION OPENS			
10:00 am	Cat 4/5 and Women 3/4	40 min + 5 laps	3/medals & glory and 6/\$300	75
11:00 am	Masters 40+/50+	45 min + 5 laps	15/\$800	100
12:00 pm	Cat 4	45 min + 5 laps	15/\$600	10
1:00 pm	Cat 3	45 min + 5 laps	15/\$800	150
2:00 pm	Gateway Cup Kid's Races		Big Wheels - age 12	none
2:20 pm	GATEWAY CUP WOMEN'S FINALE	50 min + 5 laps	P,1,2,3-20/\$1999 (\$500 Primes)	150
3:30	Pro 1,2	75 min + 5 laps	20/\$1999 (\$500 Primes)	150

A technical 1.7 mile course that winds around Benton Park and Anheuser Busch

Pre-Registration - Prepay ONLY / www.sportsbaseonline.com There is a small online fee. Registration fee includes \$3 rider insurance surcharge.

* Field limits have been lowered, so register early. **Last day for online registration is the Wednesday before Labor Day Weekend!**

* **Race Information housed at www.gatewaycup.com**

* P/1/2 men: \$1000 overall-10 places (pts based); P/1/2/3 women: \$1000 overall-5 places (pts based).

* Kids races are only \$5 per child, and entry fee includes a complimentary t-shirt, ribbon, and race number. Donations accepted benefitting the Big Brothers Big Sisters Amaci program.

* Adult racers without a USCF license must purchase a 1 day license for \$10 at registration and race cat 5 unless renewing licenses.

*****PICK UP YOUR RACE NUMBER EARLY - THURSDAY AT BIG SHARK FROM 4-8PM. WWW.BIGSHARK.COM**



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2011 GATEWAY CUP SPONSORSHIP OPPORTUNITIES

TITLE	PRESENTING	TOUR DE LAFAYETTE	FRANCIS PARK CRITERIUM	GIRO DELLA MONTAGNE	GATEWAY CUP WOMEN'S CRITERIUM	BENTON PARK CLASSIC	GATEWAY CUP CHILDREN'S RACES	PRESENTING PRO 1/2 SERIES	PRESENTING CAT 3 SERIES	PRESENTING CAT 4 SERIES	PRESENTING CAT 4/5 SERIES	PRESENTING MASTERS SERIES	SUPPORTING	FRIEND	EXPO	NEIGHBORHOOD BUSINESS	NEIGHBORHOOD BUSINESS
	\$15,000	\$10,000	\$5,000	\$5,000	\$5,000	\$5,000	\$4,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$500	\$250	\$250	\$150	\$100
WEBSITE: Sponsor Branding- Placement on Website. Logo, link and copy in specified areas.	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	MENTION	MENTION		⤴	⤴
POSTER: Sponsor Branding- Logo Placement on Event Poster	⤴	⤴	⤴	⤴	⤴	⤴	⤴										
PRINT ADVERTISING: Sponsor Branding- Logo in Newspaper Media Placement	⤴	⤴	⤴	⤴	⤴	⤴	⤴										
RACE FLYER- Logo Placement per Sponsorship Level/Association	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴					
FINISH LINE TRUSS: Sponsor Branding- Primary Logo on Finish Line Overhead Truss	⤴	⤴															
FINISH LINE TRUSS: Sponsor Branding - Secondary Logo on Finish Line Overhead Truss			⤴	⤴	⤴	⤴	⤴										
FINISH LINE TRUSS: Sponsor Branding- Logo on of Finish Line Truss Leg			⤴	⤴	⤴	⤴											
COURSE SIDE BANNERS : Company Logo 3' x10' Banner along race course finish.	6	4	4	4	4	4	4	2	2	2	2	2	2	1			1
RUN IN SIGNS (30) - Company Logo on Run in Signs to finish.	15					15											
EVENT SHIRT: Sponsor Branding on Official Event Shirt. Women's Shirt. Youth, Volunteer respectively.	⤴	⤴				⤴											
PROMOTIONAL ITEM: Sponsor Branding- Logo on Event Cowbell Premium	⤴																
PUBLIC ADDRESS ANNOUNCEMENT: PAA Mention- Copy in rotation.	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴	⤴				
VIP CAR RIDES: 1 lap VIP experience- viewing the race alongside the peleton from the race caravan.	4	2	2	2	1	1	1		2	2	2	2	2	1			
EXPO 10' X 10': Each day in the Race Village. For larger space indicate quantity on order form.	2	2	2	2	1	1	1	1	1	1	1	1			1	1	1
AWARDS PRESENTATION: Presenting sponsor for the Awards ceremony. Overall and Category.	Overall 1st	Overall 2nd	Overall 3rd	Overall 3rd	Overall 3rd	Overall 3rd	Overall 1st	Overall All	Overall Stage	Overall Stage	Overall Stage	Overall Stage	Overall Stage				





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SPONSORSHIP ORDER FORM

SPONSOR CONTACT INFORMATION:

Contact Name _____

Title _____

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email Address _____ Website Address _____

Sponsor Name (as it will appear in print) _____

SPONSORSHIP LEVEL

- Title Presenting Tour de Lafayette Francis Park Criterium Giro della Montagna Benton Park Classic
 Gateway Cup Women's Classic Gateway Cup Kids' Races Supporting Friend of the Race

INDIVIDUAL AMATEUR USAC RACE SPONSORSHIPS

- Pro 1/2 Cat 3 Cat 4 Cat 4/5 Masters

EXPO PARTICIPATION

- Expo Retail (\$250.00) Neighborhood Bus. (\$100.00) Number of Booths: _____

PAYMENT INFORMATION (Please send in this form with payment to the below address.)

- Send Invoice
 Check (Payable to Big Shark Bicycle Company)
 Credit Card _____

Name: _____ Card # _____

Exp. Date _____ Sec# _____

GATEWAY CUP

6133 Delmar Blvd. St. Louis MO 63112 c/o Mike Weiss

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