



**PRT**  
PRO ROAD TOUR

THE STAENBERG GROUP  
**GATEWAYCUP**  
LABOR DAY WEEKEND

# THE STAENBERG GROUP MISSOURI'S TOP CYCLING EVENT

# **GATEWAY CUP**

## LABOR DAY WEEKEND

### SPONSORSHIP OPPORTUNITIES

Every summer, St. Louis, Missouri hosts the final chapter in American pro/am bicycle racing, THE GATEWAY CUP. This perennial favorite features the most exciting amateur and professional cyclists from around the United States converging on St. Louis for four days of adrenalized racing over Labor Day Weekend.

For the third time in its thirty year history ALL FOUR DAYS of The Gateway Cup have been added to the prestigious USA Cycling Pro Road Tour (PRT) calendar, the premier professionally sanctioned criterium racing series in North America. The Gateway Cup takes place in the heart of four St. Louis City neighborhoods- Lafayette Square, St. Louis Hills- Francis Park, the Italian Hill Neighborhood and 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, passes 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 or six successive races each day based on ability, ranging from beginner to the pros. Each day is punctuated by the featured events, the Men's and Women's Professional Races. In these races, the nation's top professional and Olympic cyclists will hurl themselves around corners averaging 30 mph towards a dramatic, thrilling sprint finish. We guarantee inspiration.

**THE GATEWAY CUP** features a number of exciting events.

- **The Gateway Cup PRT Men's and Women's Pro Races** 4 days of Professional racing showcasing the speed and skill to the top athletes in the United States.
- **The Gateway Cup Kids Races**- Each day Big Brothers Big Sisters and the Gateway Cup will stage children's racing sharing the same finish line as the pros.
- **The Gateway Cup Juniors Races**- 4 days of racing for boys and girls ages 10-18
- **Four unique St. Louis Neighborhood Expos** featuring the businesses and restaurants that define the four host communities.

All eyes are on St. Louis each Labor Day Weekend as the Gateway Cup kicks into gear. The Gateway Cup showcases a free world class sporting that takes place in heart of four of St. Louis' best neighborhoods. We invite your company or brand to become part of our story.

- Increase resident and consumer awareness.
- Differentiate your brand by affiliation with a unique, world class event.
- Reach local and national consumers
- Sell products and services on site to an attractive demographic.



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START	CATEGORY	DISTANCE	PLACE/PRIZE	FIELD LIMIT	
<b>Tour de Lafayette</b>					<b>Friday</b>
2:00 pm	RegistrationOpens				
3:00 pm	Juniors	25 min	3/Boys/Girls/Medals	50	
3:30 pm	Cat 4/5	40 min	3/Medals/Glory	75	
4:15 pm	Women 3/4	40 min	6/\$300	75	
5:00 pm	Masters 40+ Cat 1 - 4	50 min	15/\$800	100	
6:00 pm	Kids races	Sprint	Big Wheels- age12	none	
6:20 pm	Cat 3/4	50 min	15/\$600	150	
7:15 pm	Cat 2/3	55 min	15/\$800	150	
8:15 pm	Women Pro 1/2	55 min	20/\$3250	150	
9:15 pm	Pro/1	60 min	20/\$3250	150	
<b>Tour de Francis (Park)</b>					<b>Saturday</b>
10:00 am	Registration Opens - Unity Tour Recreational Ride Start				
11:00 am	Juniors	25 min	3/Boys/Girls/Medals	50	
11:30 am	Cat 4/5	40 min	3/Medals/Glory	75	
12:20 p	Women 3/4	40 min	6/\$300	75	
1:10 pm	Masters 40+ Cat 1 - 4	50 min	15/\$800	100	
2:10 pm	Cat 3/4	50 min	15/\$600	150	
3:10 pm	Cat 2/3	55 min	15/\$800	150	
4:10 pm	Kids races	Sprint	Big Wheels - age12	none	
4:30 pm	Women Pro/1/2	55 min	20/\$3250	150	
5:30 pm	Pro/1	75 min	20/\$3250	150	
<b>Giro Della Montagna USA CRITS FINAL</b>					<b>Sunday</b>
8:30 am	Trailnet Giro dell Montagna FunRide	20 mi. 31mi. 40mi.	Drinks and Lunch After	none	
10:00 am	Registration Opens				
11:10 am	Juniors	25 min	3/Boys/Girls/Medals	50	
11:45 am	Cat 4/5	40 min	3/Medals/Glory	75	
12:30 pm	Women 3/4	40 min	6/\$300	75	
1:20 pm	Masters 40+ Cat 1 - 4	50 min	15/\$800	100	
2:15 pm	Cat 3/4	50 min	15/\$600	150	
3:10 pm	Cat 2/3	55 min	15/\$800	150	
4:10 pm	Women Pro/1/2	55 min	20/\$3250	150	
5:10 pm	Kids races	Sprint	Big Wheels - age12	none	
5:25 pm	Pro/1	70 min	20/\$3250	150	
<b>The Benton Park Classic</b>					<b>Monday - Labor Day</b>
9:00 am	Registration Open and Benton Park Labor DayRun				
10:00 am	Juniors	25 min	3/Boys/Girls/Medals	50	
10:30 am	Cat 4/5	40 min	3/Medals/Glory	75	
11:20 am	Women 3/4	40 min	6/\$300	75	
12:10 pm	Masters 40+ Cat 1-4	50 min	15/\$800	100	
1:05 pm	Women Pro/1/2	55 min	20/\$3250	150	
2:05 pm	Pro/1	75 min	20/\$3250	150	
3:35 pm	Kid's Races	Sprint	Big Wheels - Age 12	None	
3:55 pm	Cat 3/4	50 min	15/\$600	150	
4:55 pm	Cat 2/3	55 min	15/\$800	150	



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## **Event Title Sponsorship (1)**

**Investment: \$40,000**

- **Website** - Title Sponsor branding and integration into Event Logo, link and copy in specified areas
- **Print** - Title Sponsor marks integrated into Poster, Flyer and all print advertising.
- **Outdoor** - Title Sponsor marks integrated into all large format event elements, Overhead Truss, Run- In Signs, Course Side Banners (6, 3' x 10').
- **Event Collateral** - Title Sponsor Marks integrated into all Event Merchandise and Apparel- Race Leaders Jersey, Daily Venue Styles and Athlete Race Number Branding
- **Public Address Announcements** throughout event, all 4 days.
- **VIP Car Rides** - Experience viewing the peleton in the race caravan.
- **Expo Space** (Unlimited Footprint TBD)
- **Race Start and Awards Presentation** . Company Representative to be official Start and Awards presenter, each day.
- **Media Release** - Included as Title Sponsor in all Press Release and Social Media

## **Event Presenting Sponsorship (3)**

**Investment: \$20,000**

- **Website** - Presenting Sponsor branding and integration into Event Logo, link and copy in specified areas
- **Print** - Presenting Sponsor marks integrated into Poster, Flyer and all print advertising.
- **Outdoor** - Presenting Sponsor marks integrated into all large format event elements, Overhead Truss, Run- In Signs, Course Side Banners (4, 3' x 10').
- **Event Collateral** - Presenting Sponsor Marks integrated into all Event Merchandise and Apparel- Race Leaders Jersey, Daily Venue Styles
- **Public Address Announcements** throughout event, all 4 days.
- **VIP Car Rides** - Experience viewing the peleton in the race caravan.
- **Expo Space** (Footprint TBD)
- **Race Start and Awards Presentation** . Company Representative to be official Start and Awards presenter, each day. Secondary to Title categories.
- **Media Release** - Included as Presenting Sponsor in all Press Release and Social Media



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## ***Race Stage Sponsorship (4)***

### **Investment: \$5000**

- **Website**- Stage Sponsor branding and integration into Race Stage Landing Page
- **Print**- Stage Sponsor marks integrated into Poster and Flyer
- **Outdoor**- Stage Sponsorship integrated into Large Format Overhead Truss Leg and Course Side Banners (4, 3' x 10')
- **Event Collateral**- Stage Sponsor Marks integrated into all Daily Venue apparel styles.
- **Public Address Announcements** throughout event, all 4 days.
- **VIP Car Rides**- Experience viewing the peloton in the race caravan.
- **Expo Space** (10' x 20') for one stage.
- **Race Start and Awards Presentation.** Company Representative to be official Start and Awards presenter, secondary to Title and Presenting categories.
- **Media Release**- Included as Stage Sponsor in all Press Release and Social Media

## ***Children's Race Sponsor***

### **Investment \$10,000**

- **Website**- Children's Race Sponsor branding and Integration into Children's Race Landing Page

- **Print**- Secondary Logo integrated into Poster and Flyer, Primary Logo integrated into Children's Race Poster
- **Outdoor**- Sponsor Marks on Overhead Truss Leg and Course Side Banners (4, 3' x 10')
- **Public Address Announcements** throughout event, all 4 days.
- **Children's Event Collateral:** T-Shirt, Awards Ribbons, Race Numbers
- **Registration** material inclusion, all 4 days.
- **Expo Space** (10' x 10') all four days.
- **Official Kids Race Starter**, all four days.
- **Media Release** Included as Children's Race Sponsor in all Press Release and Social Media.

## ***Supporting Sponsor***

### **Investment \$1000**

- **Website**- Logo and Link on Sponsor Landing Page
- **Event Collateral**- Sponsor Marks integrated into all Daily Venue apparel styles.
- **Public Address Announcements** throughout event, all 4 days.
- **Outdoor**-Course side banner (1, 3' x 10')
- **Expo Space** (10' x 10') for one stage
- **Social Media Inclusion**



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## Friend of the Race

### Investment \$500

- **Website** – Logo and Link on Sponsor Page
- **Public Address Announcement** through event, all 4 days.
- **Outdoor**- Course side banner (1, 3' x 10')
- **Social Media Inclusion**

## Local Business Sponsor and Expo Participation \*

### Investment \$250 per Day

- **Website**- Logo and Link on Stage Venue Page
  - **Public Address Announcement** on Pertinent Stage
  - **Event Collateral**- Inclusion on Neighborhood Stage T Shirt
  - **Outdoor**- Course Side Banner (1, 3' x 10')
- Expo Space (10' x 10')

## Local Business Expo Participation \*

### Investment \$150 per Day

- **Expo Space** (10' x 10')
- Price is per space, possible to aggregate.

## Regular Expo Participation

### Investment \$250 per Day

- **Expo Space** (10' x 10')
  - Price is per space, per day, possible to aggregate.

## Sponsorship and Expo Contact Information

Company/Organization Name: \_\_\_\_\_

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Sponsor Name (as it will appear in print) : \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_ Day 1 [ ] Day 2 [ ] Day 3 [ ] Day 4 [ ]

**Payment Information** (Please send in this form with payment to the below address)

- ☐ Send Invoice
- ☐ Check (Payable to Missouri Bicycle Racing Association)
- ☐ Credit Card

Name: \_\_\_\_\_ Card#: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Sec#: \_\_\_\_\_

Gateway Cup

1155 South Big Bend Blvd. St. Louis MO 63117 c/o Mike Weiss

Contact: [mike@bigshark.com](mailto:mike@bigshark.com) 314/920-9606

\*"Local Sponsorship" is only available to businesses in each race venue.

\*\*To maximize your sponsorship benefits please submit this form along with payment by August 10. Email high resolution logos in .eps or .ai format only-please.



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