





SPONSORSHIP OPPORTUNITIES

Every summer, St. Louis, Missouri hosts the final chapter in American competitive cycling, THE GATEWAY CUP. The top professional and amateur cyclists from around the United States converge on St. Louis for four days of adrenalized racing over Labor Day Weekend.

New for 2022, The Gateway Cup will be the final day of a new 10-Race Professional Cycling Series. In collaboration with USA Cycling, a season final \$100,000 prize is offered equally to the men's and women's professional fields. This series, and the season finale at the final day of the Gateway Cup, The Benton Park Classic, will be streamed live. This Professional feature ten of the best events in the United States.

The Gateway Cup takes place in the heart of four St. Louis City neighborhoods – Lafayette Square, St. Louis Hills, The Italian Hill, and Benton Park. Each race is 'criterium format', the fastest, most exciting, and most spectator friendly style of racing. Fee to the fan, races are approximately one hour long, making every spot on the course a front row, box seat. More than 'just a bike race,' the Gateway Cup showcases the city and region at its best.

Each day of racing features the sights, sounds, and tastes of each community, vendors, children's activities, and a program of recreational rides and runs over the course of the four day weekend. The four full, daily programs of racing, begin with events for aspiring amateur racing and build up over eight successive heats to the 'title bout' of men's and women's professional racing. In addition to the Pros, The Gateway Cup features a national competition for masters and junior cyclists from across the US.

We will align your company or brand with the amazing atmosphere of the race series. With robust local, regional, and national exposure, The Gateway Cup provides many opportunities to get involved and capitalize on one of the best weekends of cycling in North America.

THE GATEWAY CUP features:

- **The Gateway Cup Professional Men's and Women's Races** 4 days of Professional racing that attract the best criterium racers in the world.
- **The Gateway Cup Kids Races**- Each day kids ages Big Wheel to 12 years participate in sprint style heats, sharing the same finish line as the pros.
- **The Gateway Cup Juniors Races**- 4 days of racing for USA Cycling licensed boys and girls ages 10-18
- **Four unique St. Louis Neighborhood Expos** featuring the character of local businesses and restaurants.

We invite your company or brand to become part of the story.

- Increase resident and consumer awareness. 40,000 Fans, 2,200 race starts over four days.
- Highlight your brand alongside a unique, world class event.
- Be part of the local AND national story.
- Showcase products and services on site to an appealing demographic.



Bommarito



Audi West County

MISSOURI'S TOP CYCLING EVENT-BIG SHARK'S

GATEWAYCUP

LABOR DAY WEEKEND GATEWAYCUP.COM

Tour de Lafayette presented by Studio 2108

Friday September 2nd

<u>Start</u>	<u>Category</u>	<u>Distance</u>	<u>Entry Fee</u>	<u>Place/Prize</u>	<u>Field Limit</u>
12:30 pm	Registration Open				
1:30 pm	Juniors (9-12, 13-14, 15-16, 17-18)	25 min	FREE	3/Boys/Girls/Medals	50
2:00 pm	Cat 4/5	40 min	\$60	3/Medals/Glory	75
2:45 pm	Women 3/4/5 BARR	40 min	\$60	6/\$300	75
3:30 pm	Masters 50+/60+ 1 - 4 BARR	40 min	\$60	10/\$400 per Age Group	150
4:15 pm	Masters 40+ Cat 1 - 4 BARR	50 min	\$60	10/\$400	150
5:30 pm	Cat 3/4	50 min	\$60	15/\$600	150
6:25 pm	Cat 2/3 BARR	55 min	\$60	15/\$800	150
7:30 pm	Women Pro 1/2 BARR	70 min	\$70	20/\$3250	150
8:50 pm	Pro/1	70 min	\$70	20/\$3250	150

Night-time criterium with lights. A Flat, wide-open .9-mile course with four 90-degree turns. Directions: www.gatewaycup.com

Tour de Francis Park presented by Renaissance Financial - Junior Race Series Sponsor

Saturday September 3rd

<u>Start</u>	<u>Category</u>	<u>Distance</u>	<u>Entry Fee</u>	<u>Place/Prize</u>	<u>Field Limit</u>
9:15 am	Registration Opens- Unity Tour Recreational Ride Start				
10:20 am	Juniors (9-12, 13-14, 15-16, 17-18)	25 min	FREE	3/Boys/Girls/Medals	50
10:50 am	Cat 4/5	40 min	\$60	3/Medals/Glory	75
11:40 am	Women 3/4/5 BARR	40 min	\$60	6/\$300	75
12:30 pm	Masters 50+/60+ Cat 1 - 4 BARR	40 min	\$60	10/\$400 per Age Group	150
1:15 pm	Masters 40+ Cat 1 - 4 BARR	50 min	\$60	10/\$400	150
2:10 pm	Cat 3/4	50 min	\$60	15/\$600	150
3:10 pm	Cat 2/3 BARR	55 min	\$60	15/\$800	150
4:30 pm	Women Pro/1/2 BARR	70 min	\$70	20/\$3250	150
5:40 pm	Pro/1	70 min	\$70	20/\$3250	150

1.3-mile rectangle bounded by Nottingham, Eichelberger, Tamm Ave and Donovan Avenue.

Giro Della Montagna presented by Fitz's Root Beer and Bottling Co.

Sunday September 4th

<u>Start</u>	<u>Category</u>	<u>Distance</u>	<u>Entry Fee</u>	<u>Place/Prize</u>	<u>Field Limit</u>
8:30 am	Trailnet Giro dell Montagna Fun Ride	20 mi. 31mi. 40mi.		Drinks and Lunch After	none
9:00 am	Registration Open				
10:30 am	Juniors (9-12, 13-14, 15-16, 17-18)	25 min	FREE	3/Boys/Girls/Medals	50
11:00 am	Cat 4/5	40 min	\$60	3/Medals/Glory	75
11:45 am	Women 3/4/5 BARR	40 min	\$60	6/\$300	75
12:30 pm	Masters 50+/60+ Cat 1 - 4 BARR	40 min	\$60	10/\$400 per Age Group	150
1:15 pm	Masters 40+ Cat 1 - 4 BARR	50 min	\$60	10/\$400	150
2:10 pm	Cat 3/4	50 min	\$60	15/\$600	150
3:05 pm	Cat 2/3 BARR	55 min	\$60	15/\$800	150
4:10 pm	Women Pro/1/2 BARR	70 min	\$70	20/\$3250	150
5:40 pm	Pro/1	70 min	\$70	20/\$3250	150

A fast and tight rectangular course with a downhill finish and, of course, a hill.

The Benton Park Classic presented by South City Hospital

Monday, Labor Day, September 5th

<u>Start</u>	<u>Category</u>	<u>Distance</u>	<u>Entry Fee</u>	<u>Place/Prize</u>	<u>Field Limit</u>
9:30 am	Registration Open				
10:00 am	Juniors (9-12, 13-14, 15-16, 17-18)	25 min	FREE	3/Boys/Girls/Medals	50
10:35 am	Cat 4/5	40 min	\$60	3/Medals/Glory	75
11:25 am	Women 3/4/5 BARR	40 min	\$60	6/\$300	75
12:15 pm	Masters 50+/60+ Cat 1 - 4 BARR	40 min	\$60	10/\$400 per Age Group	150
1:05 pm	Masters 40+ Cat 1 - 4 BARR	50 min	\$60	10/\$400	150
2:05 pm	Cat 3/4	50 min	\$60	15/\$600	150
3:05 pm	Cat 2/3 BARR	55 min	\$60	15/\$800	150
4:25 pm	Women Pro/1/2 BARR	70 min	\$70	20/\$7500 w Primes	150
5:40 pm	Pro/1	70 min	\$70	20/\$7500 w Primes	150





Event Title Sponsorship (1)

Investment: \$75,000

- **Website** - Title Sponsor branding and integration into event logo, branding, 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 peloton 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: \$40,000

- **Website** – Presenting Sponsor branding on Logo, link, and copy in specified area.
- **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 peloton 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





Race Stage Sponsorship (4)

Investment: \$10,000

- **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 integrated into race information 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 (Qty 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 \$1500

- **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**





Friend of the Race

Investment \$600

- 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

Neighborhood Sponsor and Expo Participation*

Investment \$250 per Day

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

Neighborhood Expo Participation*

Investment \$150 per Day

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

Regular Expo Participation

Investment \$500 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. STL, MO 63117 c/o Mike Weiss, mike@bigshark.com 314/920-9606

*"Neighborhood Sponsorship" is only available to businesses that are physically located in each neighborhood.

**To maximize your sponsorship benefits please submit this form along with payment by August 1st. Email high resolution logos in .eps or .ai format only, please.



MISSOURI'S TOP CYCLING EVENT-BIG SHARK'S

Bommarito Audi West County **GATEWAYCUP**
LABOR DAY WEEKEND GATEWAYCUP.COM

