















SPONSORSHIP OPPORTUNITIES

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

Returning for 2026, The Gateway Cup will be the final day of the American Criterium Cup, a 6-Race Professional Cycling Series. In collaboration with USA Cycling, a season prize list of over \$500,000 prize is offered equally to the men's and women's professional fields. This series and day 3 of the Gateway Cup, the Giro della Montagna, will determine the outcome of the top series in the US. The Gateway Cup is also the final stop on the USA Cycling Criterium National Series, the top professional US racing circuit.

The Gateway Cup takes place in the heart of four St. Louis City and County neighborhoods – Lafayette Square, St. Louis Hills, The Italian Hill, and historic Old Town Florissant, Missouri. Each race is 'criterium format', the fastest, most exciting, and most spectator friendly style of racing. Free 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 nine 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 master's 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 aged 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, 2,800 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.

























Tour de Lafayette presented by Studio 2108 Friday September 4th					
Start	Category	Distance	Entry Fee	Place/Prize	Field Limit
12:30 pm	Registration Open		<u> </u>		
1:00 pm	Juniors B (9-12, 13-14)	25 min	FREE	3/Boys/Girls/Medals	50
1:30 pm	Juniors A (13-14, 15-16, 17-18)	25 min	FREE	3 Boys/Girls/Medals	50
2:00 pm	Cat 4/5	40 min	\$65	3/Medals/Glory	75
2:45 pm	Women 3/4/5 & W Masters 40+	40 min	\$65	6/\$300	75
3:30 pm	Masters 55+/65+ 1 – 4	40 min	\$65	10/\$400 per Age Group	150
4:15 pm	Cat 3/4	50min	\$65	15/\$500	150
5:30 pm	Masters 45+ Cat 1 – 4	50 min	\$65	10/\$500	150
6:25 pm	Cat 2/3	55 min	\$65	15/\$600	150
7:30 pm	Women Pro 1/2	70 min	\$75	20/\$2000	150
8:50 pm	Pro/1	70 min	\$75	20/\$2000	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 I	inancial – <mark>Junio</mark> r	Race Series Spo	nsor Saturd	lay September 5th
<u>Start</u>	Category	<u>Distance</u>	Entry Fee	Place/Prize	Field Limit
9:15 am	Registration Opens- Ride to Unite	Recreational Ride	e Start		
10:15 am	Juniors B (9-12, 13-14)	25 min	FREE	3/Boys/Girls/Medals	50
10:40 am	Juniors A (13-14, 15-16, 17-18)	25 min	FREE	3/Boys/Girls/Medals	50
11:05 am	Cat 4/5	40 min	\$65	3/Medals/Glory	75
11:45 am	Women 3/4/5 & W Masters 40+	40 min	\$65	6/\$300	75
12:30 pm	Masters 55+/65+ Cat 1 – 4	40 min	\$65	10/\$400 per Age Group	150
1:15 pm	Cat 3/4	50 min	\$65	15/\$500	150
2:10 pm	Masters 45+ Cat 1 - 4	50 min	\$65	10/\$500	150
3:10 pm	Cat 2/3	55 min	\$65	15/\$600	150
4:30 pm	Women Pro/1/2	70 min	\$75	20/\$2000	150
5:40 pm	Pro/1	70 min	\$75	20/\$2000	150
1.3-mile rectang	le bounded by Nottingham, Eichell	berger, Tamm Ave	e and Donovan A	venue.	
Giro Della Montagna presented by Volpi Foods – American Criterium Cup Final Sunday, September 6th					
Giro Della Mon	tagna presentea by Volpi Foods -	 American Criter 	ium Cup Final	Sunde	ay, September 6th
Start	agna presented by Volpi Foods - <u>Category</u>	<u>Distance</u>	Entry Fee	Place/Prize	gy, September 6th Field Limit
			Entry Fee		•
Start	Category	<u>Distance</u>	Entry Fee	Place/Prize	Field Limit
Start 8:30 am	<u>Category</u> Trailnet Giro della Montagna Fun Ride	<u>Distance</u>	Entry Fee	Place/Prize Drinks and Lunch After	Field Limit
<u>Start</u> 8:30 am 9:00 am	Category Trailnet Giro della Montagna Fun Ride Registration Open	<u>Distance</u> 20 mi. 31mi. 40m	Entry Fee	Place/Prize Drinks and Lunch After 3/Boys/Girls/Medals	Field Limit none
<u>Start</u> 8:30 am 9:00 am 10:00 am 10:20 am 10:45 am	Category Trailnet Giro della Montagna Fun Ride Registration Open Junior and Officials Meeting	Distance 20 mi. 31mi. 40m @Staging 25 min 25 min	Entry Fee i. FREE FREE	Place/Prize Drinks and Lunch After 3/Boys/Girls/Medals 3/Boys/Girls/Medals	Field Limit none
<u>Start</u> 8:30 am 9:00 am 10:00 am 10:20 am 10:45 am 11:10 am	Category Trailnet Giro della Montagna Fun Ride Registration Open Junior and Officials Meeting Junior B (9-12, 13-14) Juniors A (13-14, 15-16, 17-18) Cat 4/5	Distance 20 mi. 31mi. 40m @Staging 25 min 25 min 40 min	FREE FREE \$65	Place/Prize Drinks and Lunch After 3/Boys/Girls/Medals 3/Boys/Girls/Medals 3/Medals/Glory	Field Limit none 50 50 75
8:30 am 9:00 am 10:00 am 10:20 am 10:45 am 11:10 am 11:50 am	Category Trailnet Giro della Montagna Fun Ride Registration Open Junior and Officials Meeting Junior B (9-12, 13-14) Juniors A (13-14, 15-16, 17-18) Cat 4/5 Women 3/4/5 & W Masters 40+	Distance 20 mi. 31mi. 40m @Staging 25 min 25 min 40 min 40 min	Entry Fee i. FREE FREE \$65 \$65	Place/Prize Drinks and Lunch After 3/Boys/Girls/Medals 3/Boys/Girls/Medals 3/Medals/Glory 6/\$300	Field Limit none 50 50 75 75
<u>Start</u> 8:30 am 9:00 am 10:00 am 10:20 am 10:45 am 11:10 am	Category Trailnet Giro della Montagna Fun Ride Registration Open Junior and Officials Meeting Junior B (9-12, 13-14) Juniors A (13-14, 15-16, 17-18) Cat 4/5	Distance 20 mi. 31mi. 40m @Staging 25 min 25 min 40 min 40 min 40 min	FREE FREE \$65 \$65 \$65	Place/Prize Drinks and Lunch After 3/Boys/Girls/Medals 3/Boys/Girls/Medals 3/Medals/Glory 6/\$300 10/\$400 per Age Group	Field Limit none 50 50 75 75 150
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Start 8:30 am 9:00 am 10:00 am 10:20 am 10:45 am 11:10 am 11:50 am 12:30 pm 2:10 pm	Category Trailnet Giro della Montagna Fun Ride Registration Open Junior and Officials Meeting Junior B (9-12, 13-14) Juniors A (13-14, 15-16, 17-18) Cat 4/5 Women 3/4/5 & W Masters 40+ Masters 55+/65+ Cat 1 – 4 Cat 3/4 Masters 45+ Cat 1 – 4	Distance 20 mi. 31mi. 40m @Staging 25 min 40 min 40 min 40 min 50 min 50 min	Entry Fee i. FREE FREE \$455 \$455 \$455 \$465 \$465	Place/Prize Drinks and Lunch Affer 3/Boys/Girls/Medals 3/Boys/Girls/Medals 3/Medals/Glory 6/\$300 10/\$400 per Age Group 15/\$500 10/\$500	Field Limit none 50 50 75 75 150 150
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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 are 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 allprint 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 the 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 the 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 releases 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 the 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/\$2500*/\$5000**

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













Friend of the Race

Investment \$750

- 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 \$500 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 \$250 per Day

- Expo Space (10' x 10')
- Price is per space; it is 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 Nam	ne:			
Contact Name:				
Email:	Phone:			
Address:				
	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 benefts please submit this form along with payment by August 1st. Email high resolution logos in .eps or .ai format only, please.













