



Dear Community Supporter,

Spincycle Sports would like to invite you to take part in an exciting opportunity that will benefit the health and wellness of local residents. Our goal is to capitalize on the speed, adrenaline and excitement of professional cycling and use it as a platform from which to promote and encourage family fitness, health, and wellness. We invite you to take a moment to review the following proposal and sincerely hope that you will become a Sponsor for this exciting and impactful event.

The Event: The Georgia Cup - Duluth Twilight Pro Criterium

August 2, 2014, 600 cyclists and 15,000+ spectators will descend upon the streets of DOWNTOWN DULUTH for a distinctly American brand of bike racing. The Criterium race is not a meandering country wide tour. It is a cycling's short-fast-adrenaline filled answer to Nascar- multiple a 30 minute to 1 hour circuit races around a $\frac{3}{4}$ mile course that makes fans as much a part of the action as the riders. This is not cycling you watch – its cycling you feel, and we want you to be a part of it!

The Georgia Cup Duluth Twilight Pro Criterium (Georgia Cup) is more than a professional cycling race. It is a festival of fitness, health, and wellness to promote preventative health. During the races, families will benefit from entertainment and fun, free family programming that will help combat the health issues like diabetes and heart disease that affect a disproportionately high percentage of residents in Metro-Atlanta.

Sponsorship Request and Benefits

The Georgia Cup presents a unique promotional opportunity for sponsors – an opportunity for marketing exposure to thousands of people through the growing sport of professional bicycling, and an opportunity to demonstrate your support for a healthier community of families and children. Please become a Sponsor of the Georgia Cup today by contributing. Sponsorship packages begin at \$500 and benefits vary depending on your level of sponsorship. Benefits of sponsorship include complimentary booth space at the event, tickets to the course-side VIP Twilight Club, banners, naming rights to turns and races, and more ([Sponsorship page](#)). Sponsorship offers exposure to the 15,000+ spectators anticipated at the event, publicity through print and online promotional materials, and promotion within the community – a market that tends to fall in the upper income brackets. We are happy to work with you to create a custom sponsorship package that fits your budget and your goals. We also welcome in-kind contributions and support in the form of health, fitness, and wellness related products and services.

We sincerely hope you will join us in our efforts to improve the health and wellness through this exciting event. We look forward to an ongoing partnership with you and are excited about the mutual benefits that the *Georgia Cup Duluth Twilight Criterium* will bring to you and the entire Community.

Sincerely,

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