



The 3rd Annual  
***Drink More Water***  
***Grand Prix of Silver Spring***  
***Sunday, July 22, 2007***



## Supporting Corporate Sponsor

### Pre-Race Exposure

- Corporate logo placed in race advertisements in The Gazette.
- Corporate logo placed on hard copy of race flyer.
- Corporate logo placed on official race website.
- Acknowledgement of corporate sponsor in pre-race correspondence to competitors.

### Race Day Exposure

- Letter acknowledging supporting corporate sponsors inserted into competitors' race-day registration packets.
- Supporting corporate sponsor promotional materials (to be supplied by sponsor) inserted into competitors' race-day registration packets.
- Frequent acknowledgement of corporate sponsor by race announcer throughout the day.
- Corporate sponsor banner (to be supplied by sponsor) prominently displayed along the front stretch of the race course.

### Post-Race Exposure

- Corporate logo placed on official race website on page containing race results.
- Acknowledgement of corporate sponsor in post-race correspondence to competitors.
- Acknowledgement of corporate sponsor in post-race thank you letter distributed to all race supporters throughout the community.

Sponsor Investment - \$2,500

## “Prime” Sponsor

### What is a “Prime”?

- A prime is an award given for the rider to reach a certain point mid-race in a sprint. Pronounced "preem." Race officials alert racers of an upcoming prime by ringing a bell and announcing the prime, e.g., \$100. The winner of the next lap is awarded the prime. Primes can be cash or non-cash prizes.

### Race Day Exposure

- Acknowledgement of prime sponsor by race announcer before, during, and after the prime lap.

Sponsor Investment - \$100 - \$500