



**2010 Stage 8
Sponsorship Opportunities
Sunday, May 23, 2010**





The Conejo Valley is thrilled to play host to the 2010 Amgen Tour of California. Since its inception in 2005, this event has delighted spectators and risen to international prominence. We are excited to showcase the spectacular landscapes of our Conejo Valley during the final stage of this world-class cycling event and invite you to become a sponsor for Stage 8 of the 2010 Amgen Tour of California.

Overview

As America's most successful cycling race, the Amgen Tour of California is one of the nation's largest and most recognized annual sporting events. An eight-day event, this prestigious cycling road race features elite professional teams and athletes from around the world.

When and Where

Running eight days, May 16-23, the Amgen Tour of California will showcase more than 750 miles of scenic California roadways. The cities of Thousand Oaks, Westlake Village and Agoura Hills are proud hosts to Stage 8, the **overall finish** of the Amgen Tour of California on Sunday, May 23, 2010.

Economic Impact

Each year, the Amgen Tour of California and related activities have had an estimated economic impact of more than \$100 million on the participating host cities statewide. For host cities, the Tour provides a once-in-a-lifetime opportunity to gain worldwide exposure and a priceless experience for local residents, charities and businesses.

The Lifestyle Festival, located near the finish line, provides free race-day activities consisting of health screenings, cancer awareness education, bicycle stunt shows, live music, sweepstakes drawings, family activities and interactive displays featuring more than 50 participating companies. With an emphasis on health and wellness, teaching visitors about healthy living and the benefits of living an active lifestyle, the Festival provides the community with an opportunity to interact with the sport of cycling while awaiting the finish of the day's race.

Sponsorships

The local business community is invited to become a sponsor of the Amgen Tour of California. Local sponsorship packages range from \$10,000 to \$500. Please take some time to browse the various packages with specific benefits.

Additional information: www.amgentourconejo.org or 805.449.2148





2010 Stage 8 - Breakaway Package

Sponsorship Benefits:

- ✦ 16 Passes to the "CLU Pavilion" VIP Tent located near race finish. VIP Tent will provide live feed to race via flat screen television and catered lunch.
- ✦ Parking for 8 vehicles within walking distance of race finish
- ✦ 2 Passes to the AEG VIP Hospitality Tent located at race finish line. VIP Tent will provide live feed to race via flat screen television and catered lunch.
- ✦ 16 ATOC Breakaway Gift Bags, including race related merchandise
- ✦ Corporate banner placed in "CLU Pavilion" VIP Tent
- ✦ Sponsor logo & hyperlink on ATOC Conejo Valley website
- ✦ Sponsor logo on local print promotional materials
- ✦ Sponsor logo & hyperlink on ATOC Official webpage
- ✦ 2 cases of 2004 Semler Cabernet wine from Malibu Family Wines
- ✦ 8 entry passes & 4 parking passes to "Taste of the Tour", Saturday, May 22 at Malibu Family Wines
- ✦ Logo on ATOC advertisement placed in 805 Living Magazine
- ✦ 2010 Autographed Winner's Jersey

Sponsor Contribution:

- ✦ \$10,000 tax deductible contribution
- ✦ High resolution jpeg version of company logo in color and black & white
- ✦ Corporate banner for placement in sponsor tent – maximum size 4 x 8
- ✦ Completed and signed sponsorship registration form





2010 Stage 8 - Peloton Package

Sponsorship Benefits:

- ✦ 8 Passes to the "CLU Pavilion" VIP Tent located near race finish. VIP Tent will provide live feed to race via flat screen television and catered lunch.
- ✦ Parking for 4 vehicles within walking distance of race finish
- ✦ 8 ATOC Breakaway Gift Bags, including race related merchandise
- ✦ Small corporate banner placed in "CLU Pavilion" VIP Tent
- ✦ Sponsor logo & hyperlink on ATOC Conejo Valley website
- ✦ 4 entry wristbands & 2 parking passes to "Race at the Ranch", Sunday, May 23 at Malibu Family Wines
- ✦ 4 entry passes & 2 parking passes to "Taste of the Tour", Saturday, May 22 at Malibu Family Wines
- ✦ Name on ATOC advertisement placed in 805 Living Magazine

Sponsor Contribution:

- ✦ \$5,000 tax deductible contribution
- ✦ High resolution jpeg version of company logo in color and black & white
- ✦ Corporate banner for placement in sponsor tent – maximum size 2' x 3'
- ✦ Completed and signed sponsorship registration form





2010 Stage 8-King of the Mountain Package

Sponsorship Benefits:

- ✦ 8 VIP wristbands & 4 parking passes to "Race at the Ranch", Sunday, May 23 at Malibu Family Wines including access to the Conejo Valley LOC VIP Tent with catered lunch and televised race coverage
- ✦ 8 ATOC King of the Mountain Gift Bags, including race related merchandise
- ✦ 1 case of 2004 Semler Cabernet from Malibu Family Wines
- ✦ Sponsor name on ATOC Conejo Valley website
- ✦ Name on ATOC advertisement placed in 805 Living Magazine

Sponsor Contribution:

- ✦ \$3,000 tax deductible contribution
- ✦ Completed and signed sponsorship registration form





2010 Stage 8 - Sprint Package

Sponsorship Benefits:

- ✦ 4 Passes to the "CLU Pavilion" VIP Tent located near race finish. VIP Tent will provide live feed to race via flat screen television and catered lunch.
- ✦ Parking for 2 vehicles within walking distance of race finish
- ✦ 4 ATOC Sprint Gift Bags, including race related merchandise
- ✦ Sponsor name on ATOC Conejo Valley website
- ✦ Name on ATOC advertisement placed in 805 Living Magazine

Sponsor Contribution:

- ✦ \$2,000 tax deductible contribution
- ✦ Completed and signed sponsorship registration form





2010 Stage 8 - Caravan Package

Sponsorship Benefits:

- ✦ Sponsor name on one street banner along or near race course
- ✦ 2 entry wristbands & 1 parking pass to "Race at the Ranch", Sunday, May 23 at Malibu Family Wines
- ✦ Sponsor name on ATOC Conejo Valley website

Sponsor Contribution:

- ✦ \$500 tax deductible contribution
- ✦ Completed and signed sponsorship registration form



Conejo Valley Stage 8 Sponsorship Registration Form



Sponsor Name (as it should appear on promotional materials):

Please accept my contribution at the following level:

- \$10,000 Breakaway Sponsor
- \$5,000 Peloton Sponsor
- \$3,000 King of the Mountain Sponsor
- \$2,000 Sprint Sponsor
- \$500 Caravan Sponsor

Contact Information:

Name: _____

Company / Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Tel. _____ E-mail: _____

Method of Payment:

Your Contribution is tax deductible. Payments should be made to:

City of Thousand Oaks / 2010 Amgen Tour of California Conejo Valley Stage
c/o City of Thousand Oaks
2100 Thousand Oaks Blvd.
Thousand Oaks, CA 91362
Tel. 805-449-2148 Tax ID Number: 95-2367314

Credit Card: _____

Expiration: _____ Signature: _____

Visa / Mastercard (*Circle One*)

Check Enclosed (payable to CTO-ATOC) Check #: _____

