



## 2009 Milford Criterium August 22, 2009

### Sponsorship Proposal

#### *Milford Athletic Club Mission Statement*

*The Milford Athletic Club is a non-profit organization whose mission is to advocate and promote safe, competitive, and social athletic events and activities for our community. From the novice to seasoned athlete, we believe that participation in athletics improves health, fitness, well being and fun for the individual and quality of life for the community.*

#### Introduction

The Milford Athletic Club, or MAC, is the result of a merger of what were once three separate organizations; a running club, cycling club, and swim/triathlon club. By joining as one, we are better able to achieve our common goals to promote outdoor sports, healthy living for our members and the community.

The MAC promotes and organizes a variety of events from informal group activities to organized competitive events. The Labor Day 30K is currently entering its 9<sup>th</sup> year. Since its inauguration, this unique 18 mile running event has grown to well over 700 participants. One of only a handful of 30K events in the country, this race is widely used by marathoners as a “tune-up” for the fall season. In association with the Huron Valley Fitness Center, we host competitive masters swim meets. Plans for the future include organizing and promoting new events including a new running event, an adventure race, and a sprint triathlon. MAC will package these events as series.

## The Vision

On August 22<sup>nd</sup>, 2009, the MAC will host the inaugural Milford Criterium. This event will bring competitive cycling to the community and help promote cycling as a recreational activity. Outdoor activities such as cycling are an essential component of a healthy lifestyle. What better way to promote and generate excitement for an activity than to get the community together to enjoy a race? Further, we believe Milford is geographically situated to become a major hub for outdoor sport activities and eco-tourism. It's proximity to numerous parks and trail systems make it an ideal destination for a wide variety of sports and activities.

## The Race

A criterium, or more commonly called a "crit", is a short, closed-loop, road cycling race traditionally held in an urban setting. In this instance, the race incorporates a Main Street start and finish and includes some wicked turns in and through Central Park. Unlike a typical stage race when riders go from point A to point B, a crit course is short and circuitous. This allows spectators to see the racers over and over again and observe the action as it unfolds. Envision Main Street festooned on both sides with banners, flags and cheering race fans ringing their race bells as cyclists battle it out. A downtown race will bring the action to the people and the people to Milford's downtown district.

## Sponsorship Opportunities

How can your business benefit as a sponsor for this event? This event will attract athletes from across the state and region. Due to the fact that it's being held in a downtown setting and by the very nature of the event, it will draw in a large number of spectators. Many will be outdoor enthusiasts and many will not. (We hope to change that.) In either case, both racers and spectators share very desirable demographic traits (see details and sources in the attachment).

We offer a wide range of sponsorship levels and can tailor a package to suit your needs. Depending on your sponsorship level, here are some of the methods and advantages you can obtain with your sponsorship:

- ◆ Incorporation and/or coupling of your company name and/or logo into the event title which will appear in all advertisements, flyers, banners, etc
- ◆ Prominent Display of Company Name/Logo – your company logo will appear on print media advertisements, race flyers, programs, banners and promotional items
- ◆ Promotional items & giveaways – your company name and/or logo will appear on event t-shirts, promotional items and giveaways providing lasting company name recognition
- ◆ Networking Opportunities- connect and build business relationships with public and private organizations

- ◆ Audience/Spectator Exposure- increased company name recognition helps you get your company's message and product to an ideal demographic
- ◆ Electronic Media and Publicity Exposure – Your company's logo link will be displayed on the event website
- ◆ Product Sampling-take advantage of the opportunity to display your company's product or service at our event
- ◆ Day-of-Event Promotion - your company name will be mentioned over the public address system
- ◆ Day-of-Event Displays - Display your company's product or service at a vendor booth to provide a hands-on presentation of your product or service
- ◆ This event will draw athletes and spectators from across county and region.

We are also open to discussing 'in-kind' sponsorships. For instance, giving water and fruit for the racers or display tents or other types of items that we could use for the race. We would work with you on the participation level, what you would receive for the 'in-kind' sponsorship. (Please see the attached Sponsorship Matrix)

Our success depends upon the hard work of our members and our event sponsors. Thank you for your time and consideration to be a partner with us in this event. Please contact us if you have any questions.

If you are interested and want to be mentioned in up-coming ads please talk to us prior to February 28, 2009 to be considered.

Thank You!

Best Regards,

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# Demographics

## Cycling Demographics

**According to the National Association of Sporting Goods Retailers, Cycling is the second most popular recreational activity in the United States, even without being a TV sport.**

<b>Sports Activity</b>	<b>Participants (millions)</b>	<b>Growth Since 1998</b>
1 Exercise Walking	80.8	4%
2 Cycling (Road & Off Road)	64.3	4%
3 Swimming	57.9	-1%
4 Camping Vacation/Overnight	50.1	8%
5 Exercising with Equipment	45.2	-2%
6 Fishing	46.7	7%
7 Bowling	41.6	4%
8 Billiards/Pool	32.1	0%
9 Basketball	29.6	1%
10 Golf	27	-2%
15 Running/Jogging	22.4	-1%
18 Baseball	16.3	3%
21 Soccer	13.2	0%
26 Tennis	10.9	-3%
27 Football (Tackle)	8.7	7%
30 Ice/Figure Skating	7.7	-2%
31 Skiing (Alpine)	7.4	-4%
39 Gymnastics	5	na

- Cycling is the #1 fitness and health activity among doctors and lawyers over the age of 40.
- Cycling is the second most popular recreational activity behind sport walking. It is the only one of these two that lends itself to commercial sponsorship.
- 17-million bicycles are sold in the United States each year.
- The mean price for a professional racing bike is \$3,500.
- Household income for 45-49 year old licensed racers. (\$95,940)

## Racing Demographics

Cycling demographics cover three areas of interest. Racing, Recreation and Spectator Events. Like most professional sports, the race participation is male dominated. Unlike most sports, cycling has a very large female recreational and spectator base

### Licensed Racers

Number of licensed racers	72,000
Median Age	34
Median Household Income	\$75,000+
College Graduates	81%
Post Graduate	27%
Male/Female	89%/11%
Professional/Managerial	57%
Married	35%

### Recreational Riders

Total U.S. Cyclists	64.3-million
Adults (16 and over)	48-million
Children	14.3-million
Avid cyclists (Fitness/health)	31-million
Male/Female Ratio (Adults)	45%/55%
Median Age	32
Median Household Income	\$60,000+
College Graduates	70%
Ratio to Golf	2.5/1
Ratio to Tennis	6/1

### Spectators

Total U.S. spectator base (est)	11-million
Adults (16 and over)	9-million
Children	2-million
Male/Female Ratio (Adults)	50%/50%
Median Age	37
Median Household Income	\$75,000+
College Graduates	60%

Sources:

[http://www.bikesbelong.org/files/Bicycling\\_Booklet\\_08.pdf](http://www.bikesbelong.org/files/Bicycling_Booklet_08.pdf) ,

[http://www.stlbiking.com/cycling\\_demographics.htm](http://www.stlbiking.com/cycling_demographics.htm)

[http://www.meetmeinmilford.com/1/Oakland\\_County\\_Michigan/files/demogpg.pdf](http://www.meetmeinmilford.com/1/Oakland_County_Michigan/files/demogpg.pdf)

Simmons, MRI, USA Cycling Membership, Bicycling Magazine