

HARDTAIL SPONSOR—\$2,500

MARKETING BENEFITS

- Name and logo listed on below marketing materials w/ key placement:
 - Posters
 - Newspaper ads
 - Postcard invitations
 - Key banner signage at event (You provide banners)
 - Logo on www.12hoursofsnowmass.com and link to your web-site
 - Logo in newspaper thank you ad
- Announcers mention your company during event
- Key logo/name placement on event tees
- Opportunity to include merchandise in rider's welcome bags

RACE BENEFITS

- Race entry for one trio team
- Three event tees
- Three welcome bags



SINGLE SPEED SPONSOR—\$1,000

MARKETING BENEFITS

- Name and logo listed on ALL marketing materials w/ key placement:
 - Posters
 - Postcard invitations
 - Two banner spaces at event (You provide banners)
 - Logo on www.12hoursofsnowmass.com and link to your web-site
 - Logo in newspaper thank you ad
- Logo/name placement on event tees
- Opportunity to include merchandise in rider's welcome bags

RACE BENEFITS

- Race entry for one trio team
- Three event tees
- Three welcome bags

HYBRID SPONSOR—\$500

- Name mentioned in newspaper thank you ad
- Opportunity to include merchandise in rider's welcome bags
- Race entry for one trio team
- Three event tees

CRUISER SPONSOR—\$250

- Same as hybrid sponsor above but race entry for a solo racer, one event tee and one welcome bag



A benefit for Aspen Youth Center

Saturday, September 11, 2010
SNOWMASS MOUNTAIN
7 a.m.—7 p.m.

WHAT IS 12 HOURS OF SNOWMASS?

A RACE/RIDE

An exciting twelve hour mountain bike race on Snowmass Mountain. Choose to ride solo, in teams of two, three or an open team (up to 8 riders). The intermediate course designed by Nat Ross of Pro Bike Center has great climbs, descents and plenty of single track to keep everybody smiling!

"After training in Austin, I did a local race, 12 Hours of Snowmass. We actually won, which was cool."

**LANCE ARMSTRONG,
Comeback 2.0**

A BENEFIT

100% of the proceeds benefit
Aspen Youth Center

ASPEN YOUTH CENTER is a drop-in youth center providing after school, summer and outreach programs for youth in grades 4-12. The center provides a safe and supportive place for youth to connect, learn and grow. AYC serves over 1,000 unduplicated youth each year with over 14,000 youth visits. Research shows that children who participate in programs like ours are less likely to participate in risky behaviors and gain positive academic, social and health benefits! 35% of the families we serve in our valley have a household income under \$45k. For more information, go to www.aspenyouthcenter.org or call Sarah at 970-544-4133.



TITLE SPONSOR—\$10K For corporations or individuals

SUPERIOR MARKETING BENEFITS

- Title Sponsor takes name of event. (i.e. "Your Name" presents *12 Hours of Snowmass*)
- Name and logo listed on ALL marketing materials w/superior placement:
 - Posters
 - Newspaper ads
 - Radio ads
 - Banners on Main St. in Aspen and Woodbridge in Snowmass Village
 - Postcard invitations
 - Superior banner signage at event (You provide banners)
 - Logo on www.12hoursofsnowmass.com and link to your web-site
 - Logo on rider's number plates
 - Logo in newspaper thank you ad
- Announcer emphasis on your company during event
- Interview with commentator during event
- Superior logo/name placement on event tees
- Opportunity to set up a merchandise table at event & include merchandise in racer welcome bags

SUPERIOR RACE BENEFITS

- Race entry for up to 16 people (2 open 8 person teams, five trio teams, etc.)
- Sixteen event tees
- Sixteen welcome bags
- Prime pit tent set-up for racers with a bike mechanic and massage therapist

970-544-4133 or sarah@aspenyouthcenter.org

FULL SUSPENSION SPONSOR—\$5K

PREMIUM MARKETING BENEFITS

- Name and logo listed on ALL marketing materials w/prime placement:
 - Posters
 - Newspaper ads
 - Radio ads
 - Postcard invitations
 - Prime banner signage at event (You provide banners)
 - Logo on www.12hoursofsnowmass.com and link to your web-site
 - Logo on rider's number plates
 - Logo in newspaper thank you ad
- Announcers mention your company during event
- Prime logo/name placement on event tees
- Opportunity to include merchandise in rider's welcome bags

PREMIUM RACE BENEFITS

- Race entry for up to 8 people (1 open 8 person team, two trio teams, etc.)
- Eight event tees
- Eight welcome bags
- Prime pit tent set-up for racers with a bike mechanic and massage therapist

