

HARDTAIL SPONSOR—\$2,500

MARKETING BENEFITS

- Name and logo listed on below marketing materials w/ key placement:
 - Posters
 - Newspaper ads
 - 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
- Opportunity to include merchandise in rider's welcome bags

RACE BENEFITS

- Race entry for one trio team
- Three welcome bags



SINGLE SPEED SPONSOR—\$1,000

MARKETING BENEFITS

- Name and logo listed on ALL marketing materials w/ key placement:
 - 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
- 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
- Race entry for one duo team
- Two welcome bags

CRUISER SPONSOR—\$250

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



A benefit for Aspen Youth Center

Saturday, September 10, 2011
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 out-reach 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
 - Superior banner signage at event (You provide banners)
 - Logo on www.12hoursofsnowmass.com and link to your web-site
 - Logo on riders number plates
 - Logo in newspaper thank you ad
- Announcer emphasis of your company during event
- Interview with commentator during event
- Opportunity to set up a merchandise table at event & include merchandise in racer welcome bags

SUPERIOR RACE BENEFITS

- Two open teams (up to 8 racers per team)
- Sixteen welcome bags
- Prime pit tent space

Contact: 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
 - 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
- Opportunity to include merchandise in rider's welcome bags

PREMIUM RACE BENEFITS

- One open team (up to 8 racers on a team)
- Eight event tees
- Eight welcome bags



www.12hoursofsnowmass.com