

GIRO DI JERSEY STAGE RACE



June 17, 18, 19, 20, 21, 2009
Sponsorship Guide

Photograph by Carl Geisler

Welcome

EVENT MANAGEMENT GROUP LLC WILL BE HOLDING NEW JERSEYS SECOND ANNUAL GIRO DI JERSEY CYCLING STAGE RACE ON JUNE 17TH THRU JUNE 21ST 2009. THIS EVENT IS A COOPERATIVE EFFORT TO RAISE FUNDS FOR THE NON-PROFIT, VOLUNTEER ORGANIZATIONS IN THE HOST COMMUNITIES THROUGHOUT THE STATE OF NJ. LAST YEAR THIS INAUGURAL EVENT EXCEEDED EXPECTATIONS BY DRAWING OVER 350 RIDERS FROM AS FAR AS NEW ZEALAND, ARGENTINA, AUSTRALIA, EUROPE AND CANADA TO COMPETE FOR OVER \$13,000 IN PRIZE MONEY AND DID AN ESTIMATED \$1.2 MILLION DOLLARS IN POSITIVE ECONOMIC IMPACT TO THE STATE OF NJ.

WE NEED YOUR SUPPORT! BY SPONSORING THIS EVENT, NOT ONLY WILL YOU HELP THESE VOLUNTEERS CONTINUE TO PROVIDE THEIR VALUABLE SERVICES TO THE COMMUNITIES IN AND AROUND THESE RACE; YOUR SUPPORT WILL ALSO HELP THE LOCAL ECONOMY BY BRINGING CYCLISTS, THEIR FAMILIES, AND THEIR FANS TO THE AREA FOR 5 DAYS OF BIKE RACING.

WE HOPE THAT YOU WILL CHOOSE TO PROMOTE YOUR COMPANY TO A KEY AUDIENCE BY SUPPORTING THE **Giro Di Jersey**. YOUR TAX DEDUCTIBLE CONTRIBUTION IS A COST EFFECTIVE WAY TO MARKET THE PRODUCTS AND/OR SERVICES YOUR COMPANY PROVIDES. IN THE ENCLOSED PROPOSAL, YOU WILL FIND A VARIETY OF LEVELS OF SPONSORSHIP AS WELL AS IMPORTANT DEMOGRAPHIC INFORMATION. PLEASE BECOME A PARTNER IN MAKING THE **2009 Giro Di Jersey** A HUGE SUCCESS! FEEL FREE TO CONTACT ME WITH ANY QUESTIONS OR CONCERNS THAT YOU MAY HAVE.

Warm Regards,

EMG

OVERVIEW:

EVENT MANAGEMENT GROUP WILL BE CONDUCTING THE SECOND ANNUAL GIRO DI JERSEY STAGE RACE. THIS EVENT IS A USA CYCLING SANCTIONED EVENT WHICH WILL TAKE PLACE ON JUNE 17TH TO JUNE 21ND 2009. THE GIRO DI JERSEY WILL HAVE SIX BIKE RACING EVENTS: MILLSTONE RIVER BIKE TOUR, MEN PRO 1/2 (INVITATIONAL), MASTERS (35+), MEN NOVICE (3/4), WOMEN AND JUNIORS (15-18). IN ORDER TO INCREASE MARKET VISIBILITY, EMG HAS PARTNERED WITH OTHER NEW JERSEY BICYCLING ASSOCIATION PROMOTERS TO CREATE THE SECOND GIRO DI JERSEY 5 DAY STAGE RACE TO BRING ATHLETES AND FANS INTO THE AREA FROM ACROSS THE GLOBE FOR A FESTIVAL OF FUN.

OBJECTIVES:

THIS EVENT WILL BRING TOGETHER THE COMMUNITIES WITHIN NJ WHILE PROMOTING A HEALTHY, ACTIVE LIFESTYLE. THE GIRO DI JERSEY WILL NOT ONLY BE AN ENJOYABLE CYCLING EVENT, IT WILL RAISE WELL NEEDED FUNDS FOR THE VOLUNTEER FIRST RESPONDERS AND NON-PROFIT ORGANIZATIONS SUCH AS THE ROCKY HILL HOOK AND LADDER COMPANY NO. 1, ROCKY HILL FIRST AID & RESCUE SQUAD, THE ROCKY HILL COMMUNITY GROUP, MARY JACOBS MEMORIAL LIBRARY AND ROCKY HILL COOPERATIVE NURSERY SCHOOL AND THE PRINCETON CORNER-HOUSE YOUTH COUNSELING AGENCY. THESE ORGANIZATIONS ARE THE LIFELINE WITHIN THESE COMMUNITIES. THEY PROVIDE THE CITIZENS OF NJ WITH THE AMENITIES NECESSARY TO CREATE A SAFE, HEALTHY, AND PROACTIVE COMMUNITY.

1. The Rocky Hill Hook and Ladder Company No. 1

The Rocky Hill Hook and Ladder Company No. 1 is an all volunteer department, chartered in 1902 as a single station Borough fire department located in central New Jersey, 15 miles from the State Capital, City of Trenton. It is presently staffed by 20 volunteer firefighters with various certifications in fire suppression, fire management, hazardous materials, rescue and rapid intervention. The department is a progressive organization whose goal is to provide the highest level of community service within the constraints of funding and human resources.

Our department provides fire suppression and Rapid Intervention services to fire companies in lower/central Somerset County as well as Princeton and Hopewell Borough located in Mercer County, N.J. These assignments include locations of: residential (single family, multi-family, senior and special need resident housing), commercial (retail), high hazard (chemical and biological research) and airport protection (various small aircraft, private jets and corporate Sikorsky S-76 helicopters). 1st alarm and mutual aid assignments also include key institutions of education and commerce, such as Bloomberg LLP (News and Data Center) Worldwide provider of stock market data and news, Princeton University and University Medical Center of Princeton a 310-bed, acute care, teaching hospital, and Drumthwacket, the official residence of the State Governor. Rocky Hill call volume has steadily increased through the years due to the growth of surrounding municipalities and their dependence on our organization for a 1st alarm and mutual aid response.

2. Rocky Hill First Aid & Rescue Squad

Rocky Hill First Aid and Rescue Squad (RHFARS) was founded in 1949 by a group of residents that recognized the need for providing emergency medical care to the community. RHFARS is an all-volunteer member organization, which provides basic life support ambulance service within the Borough of Rocky Hill and the south end of Franklin Township. In addition, RHFARS provides firefighter rehabilitation services at fire scenes and partners with neighboring organizations for water rescue and vehicle extrication and serves as back-up (mutual aid) to neighboring towns upon request.

RHFARS currently has a total membership of approximately 20 members, with varying certifications, including CPR, Emergency Medical Technician (EMT), Water and Ice Rescue, and Vehicle Extrication. Members are dedicated to providing high quality medical and trauma care to the citizens who reside and work in the borough, and to those who travel through the community.

RHFARS has its headquarters on Skillman Avenue in the Borough of Rocky Hill, where it houses two ambulances, a rescue truck, an EMS-ready off-Road John Deere Gator, and a ten-foot inflatable Avon Boat.

RHFARS does not charge for its services and relies on the generosity of the community in order to operate.

3. Mary Jacobs Memorial Library

The Mary Jacobs Library, one of the eight branches of the Somerset County Library System, serves the communities of Rocky Hill and Montgomery Township. The building is funded by the Mary Jacobs Foundation, which was established by Harold Jacobs in memory of his wife who loved the Rocky Hill community where she grew up.

The library's recent 9,000 square foot expansion provides more room for the library's growing collection, more seating for quiet study, enlarged meeting rooms, a separate and more spacious children's area and additional space for computers. To best serve a population that keeps growing and changing, Mary Jacobs' librarians stock the shelves with the newest and best books, magazines, music, and movies.

From Internet terminals to library programs for kids, to clubs for teens, and programs for adults, the Mary Jacobs staff is working to provide the best of everything. A popular place to meet friends, a comfortable and warm environment in which to explore interests and a wonderful way to get to know one's neighbors, Mary Jacobs Library provides services and resources to help people in the community expand their knowledge and talents, make informed decisions, enrich their leisure hours and enhance their daily lives.

4. Rocky Hill Cooperative Nursery School

In 1959, a group of local parents established Rocky Hill Cooperative Nursery School. Located in the historic borough of Rocky Hill, the school is fully certified, non-profit and non-sectarian. For almost 50 years, parents and teachers have been coming together to create a very special pre-school community for Rocky Hill, Montgomery, Princeton, South Brunswick and surrounding areas. The primary goal of our preschool is for every child to have a positive attitude toward learning. Our teachers seek to achieve this by providing fun and exciting hands-on experiences in a safe and nurturing environment. A happy first school experience is our main priority, as it so often helps to shape a child's attitude toward school.

Additionally, we focus on preparing children to be socially, emotionally and intellectually ready for elementary school. Our teachers are continuously evaluating and enhancing curriculum to ensure that the graduates of RHCNS are well prepared for kindergarten.

Finally, we are a parent-run, cooperative nursery school. Our parents volunteer their time and talent to coordinate all administrative aspects of the nursery school. The importance of cooperation is both demonstrated by our example and emphasized in the classroom. It is our aim that the children will come to understand the value of working together and develop respect for the different strengths and talents that we all possess, parents and children alike.

5. Rocky Hill Community Group

The Rocky Hill Community Group provides recreational, educational, and cultural activities for the benefit of the town and neighboring communities to promote a 'feeling of community' within the village *and* the preservation of the Rocky Hill Community House (Amy Garrett House). The Group was started over 40 years ago to provide a library for the Borough. Over the years, they donated land and provided funding for the library that has become the Mary Jacobs Library.

The Community Group organizes community events for all ages including Spring Egg Hunt, Independence Day Parade and Picnic, and Winter Holiday party. They publish a monthly calendar of events to keep the community aware of Board of Health issues, local government meetings, library events, etc. and publish the community phone book. In addition, they maintain, publicize, and display an archive of documents, historic photographs and other representations of Rocky Hill and the surrounding area.

6. Princeton Corner-House Counseling Agency

Established 34 years ago as a joint agency of Princeton Borough and Township, Corner House, a non-profit counseling center for adolescents, young adults, and their families, has been the leading force in the community's response to substance abuse and youth crisis issues. As in the beginning, we remain dedicated to providing quality programs in a warm, friendly, and supportive environment. **Our treatment and prevention programs are open to the entire community and no one is ever turned away because they are unable to pay for services.**

In order to keep programs operational and meet the pressing needs of our clientele, Corner House relies on the generous financial support of individuals and corporations. All donations and contributions help subsidize essential services not covered by client fees, insurance, and public funding (which includes Princeton Township and Borough, the NJ Department of Human Services Division of Addiction Services, Mercer County Department of Human Services, Mercer County Juvenile Drug Court, Princeton Regional Schools, Mercer County Youth Services Commission, and Cranbury Township).

7. Flemington Area Food Pantry

Flemington Food Pantry is an excellent food pantry. They have the closest thing to a balanced diet among most of the food pantries around. The volunteers work extremely hard to make the place well run and efficient. Everyone who attends (I'll say customers) all customers are treated with courtesy and respect. Customers may attend twice a month in winter and three times a month in summer. However if you are truly facing hard times, all you have to do is speak with the volunteer in charge. They shall remain nameless in this review, but they are very understanding and compassionate. There is public transportation through the Link. Hunterdon County Residents may call 211 for further information and hours. For these reasons, no one in Hunterdon County need go hungry. This review is from a healthy grateful customer.

EVENT:

THROUGHOUT THE WEEK, UP TO 6 CYCLING RACES WILL TAKE PLACE. WITH OVER 200 MILES OF RACING TERRITORIES, ENTHUSIASTS WILL LINE THE BARRICADES TO CHEER ON THE RACERS, WHILE THEY RIVAL EACH OTHER FOR THE ROSE JERSEY THROUGH THE TOWNS AND VILLAGES OF CENTRAL NJ WITH THE HOPES OF VICTORY AWAITING THEM AT THE FINISH LINE. THE ATHLETE WITH THE LOWEST ACCUMULATED TIME AT THE END OF THE 5 DAYS WILL WIN THE OVERALL.

STAGES:

1. **Flemington Circuit Twilight Criterium:** Flemington, NJ – Distance – 64 K

This will be a high action event with a lot of high speed corners and fast sprinting. It is a short course that is sure to draw a large crowd.

2. **Sourland Mountain Road Race:** Montgomery Township, NJ – Distance – 136 K

When you look at the Stage profile this one is going to test the minds and the legs of the best climbers in the race. The course has 836 feet of climbing per lap for 136 K of challenging terrain. The race will define who the true contenders are for the overall Giro Title.

3. **Ringoes Individual Time Trial:** Ringoes, NJ - Distance 20 K

The race of truth, (no-where to hide, no-where to draft), just the rider against the clock as fast as they can go. This event will establish who some of the final Giro contenders for overall will be. This is cycling's mental battle against pain, and physical endurance. This is the only discipline in the sport where the Equipment looks like something from outer space and takes the athlete fine tuning, and course reading to emerge as a contender. Disk wheels, strange pointy helmets. Aerodynamics, brains, and fitness will rule this stage. This event also starts the Giro for the other categories such as Masters Men, Women, Men $\frac{3}{4}$, and Juniors.

4. **Rocky Hill Cycling Classic Road Race:** Rocky Hill, NJ – Distance 135 K

Approximately 10.5 mile loop. Elite event will feature 8 trips up the Old Georgetown wall where a lot of the action will take place. This is a true European Style Classics Road Race. Great for Spectators and Sponsors. The Start Finish is located with in walking distance of the Old Georgetown Wall. You will get to see the race develop and the thrill of victory and the agony of defeat. It is going to be a war on wheels. The strongest will be the first to the line. The public is welcome to ride the race course in our 21 mile fun bike tour which starts at 7:00am. We encourage our bike tour riders to stay for the days festivities which include an 84 mile Men's Elite Race, 52.5 mile Men's 3/4, 42 mile Masters 35+, 31.5mi women's open, and 21 mile Junior race.

5. **Corner House Grand Prix** – Princeton, NJ Distance 46 K

This is rolling 2.4 mile circuit with good to excellent road surfaces and an uphill finish. Juniors 14-18—14.4 miles, Masters 35+ 19.2 Miles, Women OPEN 19.2 Miles, Men 3/4 19.2 Miles, Pro-3 28.8miles. This is a very painful and super fast stage. The final Stage of The Giro Ends here the champion will be crowned.

EVENT FORMAT

EVENT	Daily Max Projected Prize List	Over All Max Projected Prize List	Total Projected Prize List	Field Limit	ENTRY Fee	Timing	Days
MEN Pro -1/2 8 Man Team Max (GSC GC)	\$650.00	\$3,250.00	\$6,500.00	150	\$200.00	GC (GSC Team) TIMED	5
MEN Novice (3/4) (Points)	\$600.00	\$1,800.00	\$3,600.00	130	\$120.00	Points / 20 OMNIUM	3
MASTERS (35+) (GSC GC)	\$600.00	\$1,800.00	\$3,600.00	130	\$120.00	Points /20 Omnium	3
WOMEN (OPEN) (Points)	\$600.00	\$1,800.00	\$3,600.00	130	\$120.00	Points / 20 OMNIUM	3
JUNIORS (15-18)							3

TARGETED PUBLICS:

THE TARGETED PUBLICS FOR THE GIRO DI JERSEY WILL BE THE COMMUNITIES THROUGHOUT THE MID-ATLANTIC. THE DEMOGRAPHICS WILL INCLUDE BOTH MEN AND WOMEN WHO ARE AVID CYCLIST, CYCLING ENTHUSIASTS, AND OVERALL OUTDOOR SPORTS APPRECIATORS. WITH COMPETITIONS FOR ALL AGE GROUPS, THIS EVENT IS BOUND TO ATTRACT TEENAGERS TO SENIOR CITIZENS. THIS WILL BE A FAMILY EVENT AND THUS CHILDREN WOULD ALSO BE AN ESSENTIAL PART OF THE TARGET MARKET.

IN ADDITION, COLAVITA U-19, A JUNIOR RACING DEVELOPMENT PROGRAM FOR KIDS UNDER 19, WILL BE ACTIVE PARTICIPANTS IN THE GIRO DI JERSEY AND THUS THERE WILL BE A MAJOR EMPHASIS ON CHILDREN UNDER 19 YEARS OF AGE.

TACTICS:

EVENT MANAGEMENT GROUP WILL PLACE A STRONG EMPHASIS ON PROMOTIONAL AND MARKETING EFFORTS THROUGH:

1. Email Blasts -

EMAIL BLASTS WILL BE SENT OUT ONCE PER WEEK FOR TWO MONTHS LEADING UP TO THE EVENT. THE EMAIL BLASTS WILL BE SENT TO USA CYCLING'S EMAIL LIST OF 55,000 REGISTERED USERS.

2. Websites -

THE EVENT WILL BE POSTED ON THE FOLLOWING WEBSITES:

EVENT MANAGEMENT GROUP (WWW.EVENTMG.COM) – OFFICIAL WEBSITE OF THE GIRO DI JERSEY
VELO NEWS (WWW.VELONEWS.COM) PUBLICATION
CYCLING NEWS (WWW.CYCLINGNEWS.COM) – CYCLINGNEWS.COM RECEIVES 500,000 USER SESSIONS PER DAY
USA CYCLING (WWW.USACYCLING.ORG) – GOVERNING BODY OF THE SPORT
TRUE SPORT (WWW.TRUESPORT.COM) ON-LINE PUBLICATION
BIKE REG (WWW.BIKEREG.COM) ON-LINE REGISTRATION

THE GIRO DI JERSEY WILL ALSO BE LISTED ON THE FOLLOWING EVENT CALENDARS:

WWW.BIKEREG.COM
WWW.NJBIKERACING.COM
WWW.USACYCLING.ORG

3 Promotional Flyer Distribution -

2,500 FLYERS WILL BE DISTRIBUTED THROUGHOUT THE TRI-STATE REGION. RETAIL BIKE SHOPS WILL PROMINENTLY DISPLAY THESE FLYERS THROUGHOUT THEIR STORES.

PLACES OF PROMOTIONAL EMPHASIS WOULD INCLUDE THE FOLLOWING COUNTIES WITHIN NJ:

NEW YORK CITY

MID ATLANTIC STATES – BALTIMORE D.C. AREAS

PHILADELPHIA-AREAS

4. Press Releases -

PRESS RELEASES WILL BE DISTRIBUTED TO THE STAR LEDGER, PRINCETON PACKET, ASBURY PARK PRESS, HOME NEWS, TRENTON TIMES AND MONTGOMERY NEWS.

SPONSORSHIP PROGRAMS

Title Sponsor (GOLD) \$25,000 - All 5 Stages

RACE GETS NAMED THE (SPONSOR NAME) GIRO DI JERSEY

SPONSOR LOGO PREDOMINATELY ON WEBSITES AND EVENT FLYERS

SPONSOR LOGO ON THE BACK OF EVERY DISTANCE MARKER

PRODUCT GIVEAWAY ALONG THE RACE ROUTE AND IN CONTESTANT HANDOUTS

EXCLUSIVE SPONSOR – ONLY ONE WILL BE AVAILABLE WITH NO CONFLICTING PRODUCTS

7X3 BARRICADE BANNERS AT SIX LOCATIONS

Presenting Sponsor (Silver) \$15,000 - All 5 Stages

SPONSOR LOGO PLACED ON WEBSITES AND EVENT FLYERS

PRODUCT GIVEAWAY ALONG THE RACE ROUTE AND IN CONTESTANT HANDOUTS

EXCLUSIVE SPONSOR – ONLY TWO WILL BE AVAILABLE WITH NO CONFLICTING PRODUCTS

7X3 BARRICADE BANNERS AT FOUR LOCATIONS

Supporting Sponsor (Bronze) \$10,000 - All 5 Stages

SPONSOR LOGO PLACED ON WEBSITES AND EVENT FLYERS
PRODUCT GIVEAWAY ALONG THE RACE ROUTE AND IN CONTESTANT
HANDOUTS
EXCLUSIVE SPONSOR – ONLY TEN WILL BE AVAILABLE WITH NO CONFLICTING
PRODUCTS
7X3 BARRICADE BANNERS AT TWO LOCATIONS.

INDIVIDUAL STAGE SPONSORSHIPS

Title Sponsor (GOLD) \$5,000 – Individual Stage

RACE GETS NAMED THE (SPONSOR NAME) (EVENT NAME)

SPONSOR LOGO PREDOMINATELY ON STAGE WEBSITES AND EVENT FLYERS

PRODUCT GIVEAWAY ALONG THE RACE ROUTE AND IN CONTESTANT HANDOUTS

EXCLUSIVE SPONSOR – ONLY ONE WILL BE AVAILABLE PER STAGE WITH NO CONFLICTING PRODUCTS

7X3 BARRICADE BANNERS AT SIX LOCATIONS

Presenting Sponsor (Silver) \$2,500 – Individual Stage

SPONSOR LOGO PLACED ON WEBSITES AND EVENT FLYERS

PRODUCT GIVEAWAY ALONG THE RACE ROUTE AND IN CONTESTANT HANDOUTS

EXCLUSIVE SPONSOR – ONLY TWO WILL BE AVAILABLE WITH NO CONFLICTING PRODUCTS

7X3 BARRICADE BANNERS AT FOUR LOCATIONS

Supporting Sponsor (Bronze) \$1,500 – Individual Stage

SPONSOR LOGO PLACED ON WEBSITES AND EVENT FLYERS

PRODUCT GIVEAWAY ALONG THE RACE ROUTE AND IN CONTESTANT HANDOUTS

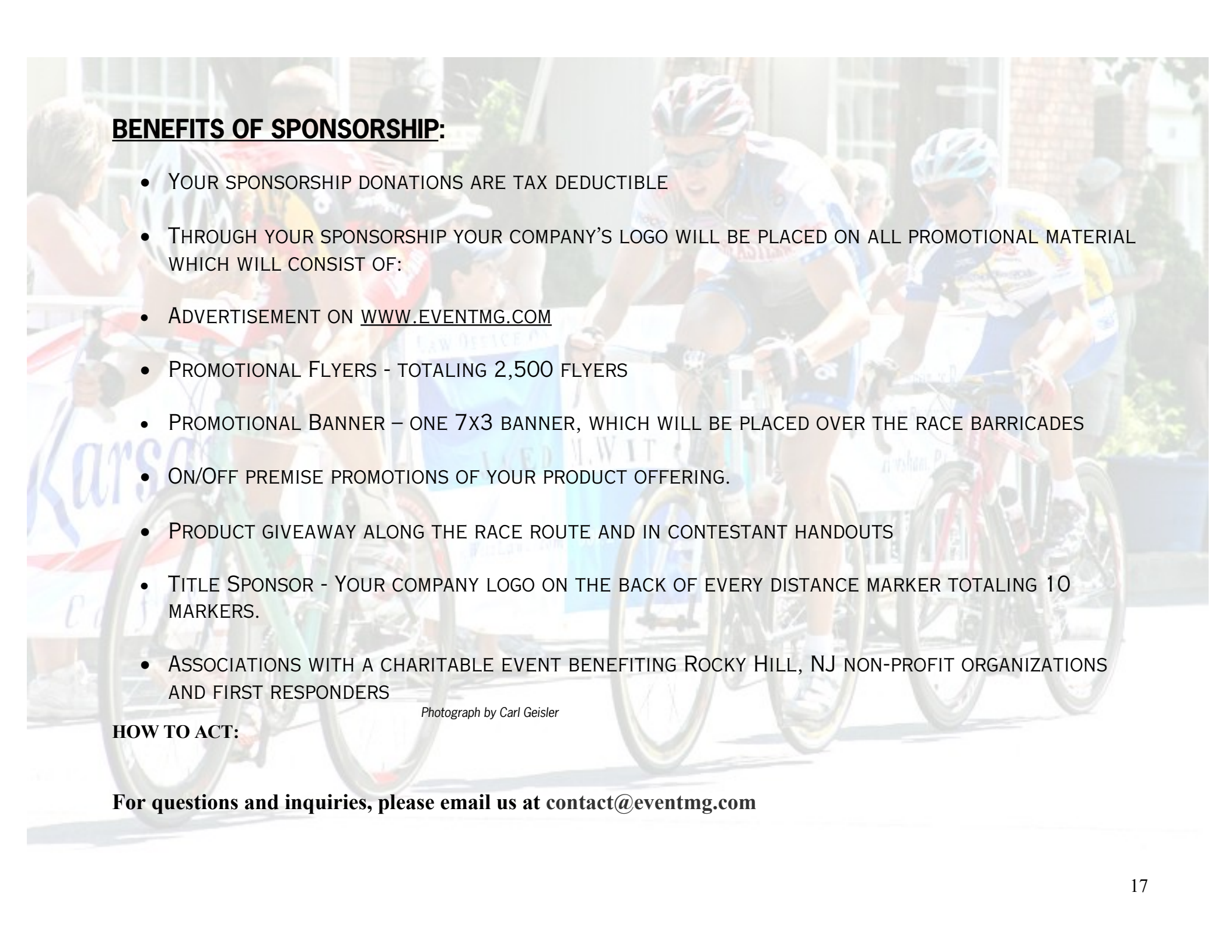
EXCLUSIVE SPONSOR – ONLY TEN WILL BE AVAILABLE WITH NO CONFLICTING PRODUCTS

7X3 BARRICADE BANNERS AT TWO LOCATIONS.

Other Sponsorships

Individual Barricades - \$500.00 Each

Friends of the Giro Di Jersey - Any donation will be kindly accepted.



BENEFITS OF SPONSORSHIP:

- YOUR SPONSORSHIP DONATIONS ARE TAX DEDUCTIBLE
- THROUGH YOUR SPONSORSHIP YOUR COMPANY'S LOGO WILL BE PLACED ON ALL PROMOTIONAL MATERIAL WHICH WILL CONSIST OF:
 - ADVERTISEMENT ON WWW.EVENTMG.COM
 - PROMOTIONAL FLYERS - TOTALING 2,500 FLYERS
 - PROMOTIONAL BANNER – ONE 7X3 BANNER, WHICH WILL BE PLACED OVER THE RACE BARRICADES
 - ON/OFF PREMISE PROMOTIONS OF YOUR PRODUCT OFFERING.
 - PRODUCT GIVEAWAY ALONG THE RACE ROUTE AND IN CONTESTANT HANDOUTS
 - TITLE SPONSOR - YOUR COMPANY LOGO ON THE BACK OF EVERY DISTANCE MARKER TOTALING 10 MARKERS.
 - ASSOCIATIONS WITH A CHARITABLE EVENT BENEFITING ROCKY HILL, NJ NON-PROFIT ORGANIZATIONS AND FIRST RESPONDERS

Photograph by Carl Geisler

HOW TO ACT:

For questions and inquiries, please email us at contact@eventmg.com