



2013 MTB AYITI SPONSORSHIP PACKAGES

PRESENTING SPONSOR (3 Spots)

Rights & Benefits Overview

Proprietary Component

- Entitlement: "ABC" MTB AYITI Stage Race presented by YOUR COMPANY
- Right to Host MTB Ayiti Launch Events (Scheduled for NYC, San Francisco & Haiti)

Promotional Rights

- Product & Service Exclusivity
- License to Use MTB AYITI Marks & Logo in Advertising/Promotions

Serac Films Sports Production on Universal Sports Television

- One-hour Sports Special Produced by Emmy-award Winning, Serac Adventure Films
- YOUR Mark/Logo on Commercial Bumpers
- YOUR Mark/Logo on Opening/Closing Billboards
- Minimum of One (1) Minute Advertorial Content
- Minimum of One (1) Minute of YOUR Product/Image Placement
- Appropriate/Unforced Mention in Production
- Two (2) Commercial Spots

Signage & Sponsor Recognition

- YOUR Logo Included on Official Event & Volunteer T-Shirts
- YOUR Logo Included on Start/Finish Gantry
- YOUR Logo Included on Awards Backdrop
- Twelve (12) of YOUR Banners (Sponsor-Provided) Prominently Displayed

Advertising & Promotion

- Preferred Corporate Identity in All Print, Radio, & TV Promotions
- YOUR Logo Included on Official Poster
- YOUR Logo in All E-Mail Broadcasts
- YOUR Logo Included in All Printed & Electronic Race Results
- YOUR Logo Included in All Printed & Electronic Press Releases
- YOUR logo and Hot Link on Event Web Site
- Promotional Tie-In with YOUR Retailers
- Prime Event Exposition Space & Sampling Opportunities
- VIP/Media Bag Inserts (Sponsor-Provided)

Tickets & Hospitality

- 5 Night Accommodations, Food and Transportation in Haiti
- Four (4) Corporate Hospitality Passes
- Four (4) Individual Event Entries

Sponsor Services

- Dedicated MTB Ayiti Staff Member to Manage Fulfillment
- Access to Film Footage & Photo Library (Limited)
- Access to MTB Ayiti Database (Limited)
- Press Release Announcing Sponsorship
- Post-Event Report

Investment Terms

- Two-Year Term (2013/2014)
- \$25,000 Cash Investment Per Year for Two Years
- \$3,000 Per Year Value-In-Kind Contribution (Service, Product, etc.)