



## 2013 MTB AYITI SPONSORSHIP PACKAGES

### TITLE SPONSOR

#### Rights & Benefits Overview

##### Proprietary Component

- Entitlement: "YOUR COMPANY'S" MTB AYITI Stage Race
- 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 Two (2) Minutes Advertorial Content
- Minimum of Two (2) Minutes of YOUR Product/Image Placement
- Appropriate/Unforced Mention in Production
- Four (4) 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
- Twenty (20) of YOUR Banners (Sponsor-Provided) Prominently Displayed
- Right to Have YOUR Representative on Awards Stage

##### Brand Exposure

- Your Logo/Brand as Title Sponsor of Year-round MTB Ayiti's Plus 3 Network Clubhouse

##### 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
- Six (6) Corporate Hospitality Passes
- Six (6) 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)
- \$50,000 Cash Investment Per Year for Two Years
- \$5,000 Per Year Value-In-Kind Contribution (Service, Product, etc.)