



2008 EVENT PROPOSAL

Presented By:
Vista Sports, Inc.



Bicycling is America's most popular outdoor sport



with over 80 million adherents—*more participants than golf and tennis combined*. Urged on by the ten combined Tour de France victories of American cycling legends Greg LeMond and Lance Armstrong, bicycle racing has entered the hearts and minds of the American public as never before. All across the country, new cycling events are being added to the calendar as a record number of cyclists are eager to race, and Fortune 500 companies are vying for the exposure this dynamic sport so uniquely provides. A bicycle race is like a billboard on wheels, bringing excitement, thrills, and unforgettable memories to both participants and spectators alike!

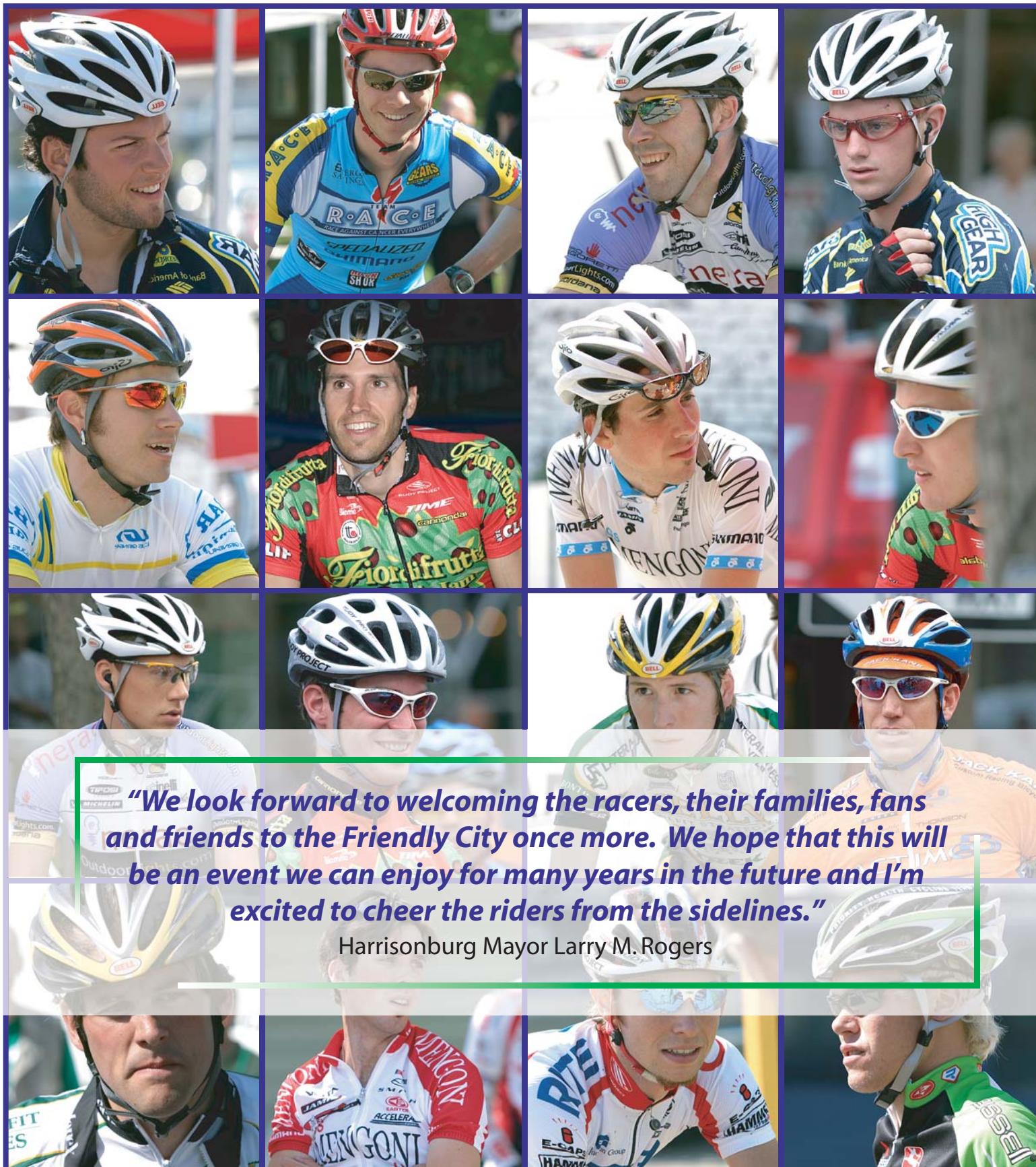
The Commonwealth of Virginia—with its natural beauty, challenging terrain, economic vibrancy and sports-loving population—offers a perfect venue for a world-class bicycle race. The Tour of Virginia reaches an audience of 1 million viewers/readers through regional mainstream press, and 2 million passionate fans through cycling and endurance sport specialty media.

The Tour of Virginia celebrates the scenery, history, economic vitality and quality of life of this great state, and looks toward the future of cycling by showcasing North America's emerging champions. What results from the combination of the Tour of Virginia and the attention it inevitably draws is a spectacle for all involved, and a perfect vehicle for furthering the mission of our event:

The quest to improve the lives of millions of diabetic individuals.



RIDERS



"We look forward to welcoming the racers, their families, fans and friends to the Friendly City once more. We hope that this will be an event we can enjoy for many years in the future and I'm excited to cheer the riders from the sidelines."

Harrisonburg Mayor Larry M. Rogers

What?

The Tour of Virginia is a six-day long bicycle race through the Piedmont, Blue Ridge and Alleghany Mountain regions, and will visit the Richmond, Charlottesville, Harrisonburg, Lynchburg and Roanoke Designated Marketing Areas (DMAs). Part of USA Cycling's National Racing Calendar, the 2008 event will again attract the top professional and elite amateur cyclists from the U.S., Canada, and abroad, with a special emphasis on cyclists age 25 and under. The Tour of Virginia will continue its predecessor's reputation as the Showcase for North America's Future Champions.

Along with the six-day Pro/Am race, the Virginia Gran Turismo will run simultaneously for the final three days. Part mass-participation tour, and part competitive event, the VGT is the "everyman's" Tour of Virginia. Participants will receive a finish time and placing, but will be free to explore the history and scenery along the route at their own pace. Some of the state's finest dining and lodging will be offered, all for a great cause: raising funds for diabetes research and promoting exercise and healthy living as a way to improve the control of—or prevent the onset of—diabetes.



Javier Zapata, 2007 Tour of Virginia Champion

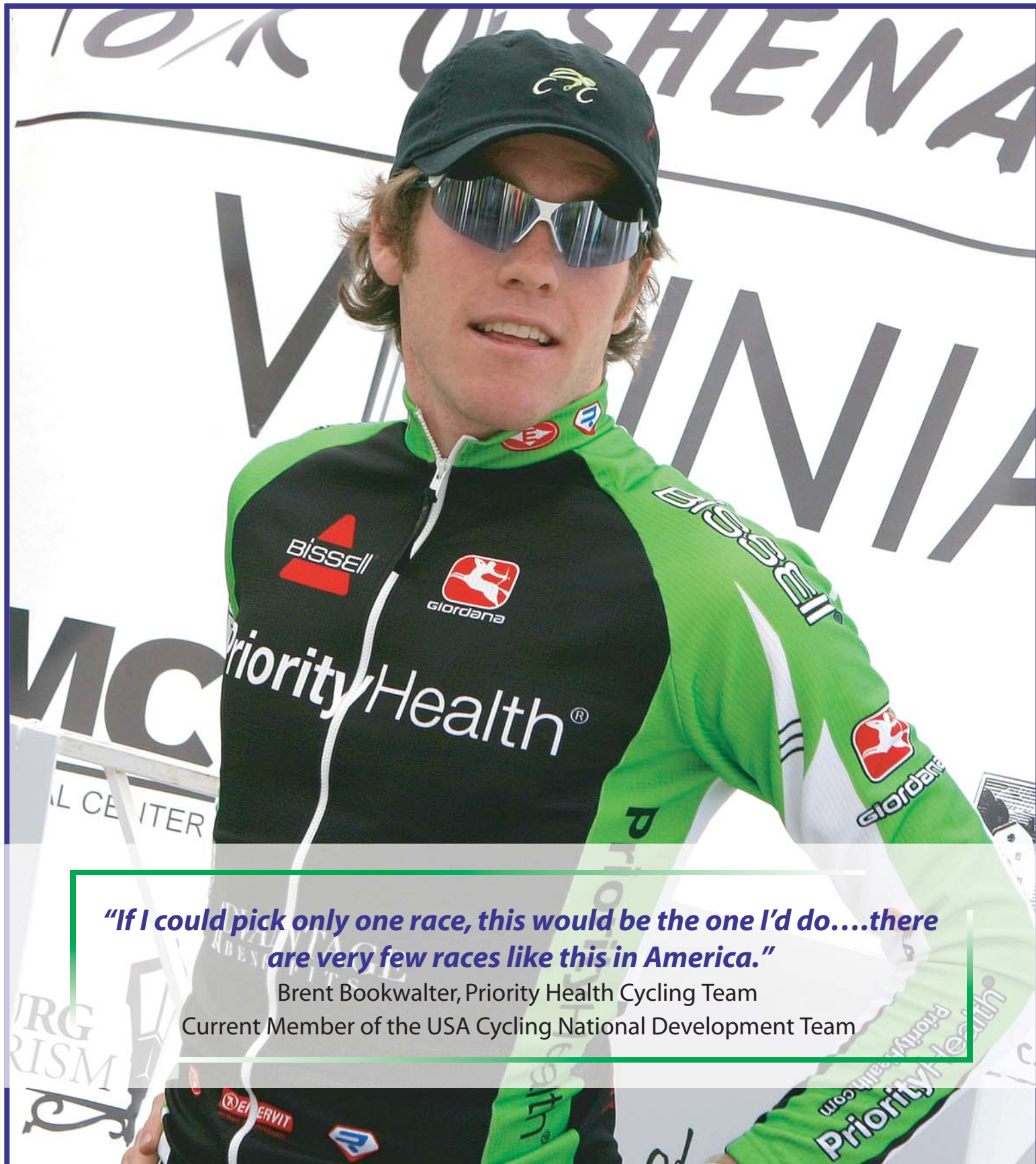
Why?

The Tour of Virginia is promoted by Vista Sports, Inc., a Virginia Non-Profit Corporation dedicated to health promotion and economic development for the communities we serve. The event will also raise awareness for the role of exercise and a healthy lifestyle in treating/preventing diabetes, and will again partner with a national diabetes charity in support of this mission.

Who?

- 180 cyclists and teams from all over the U.S., Canada, Europe, and South America, including the CAICO, Kodak/Sierra Nevada, Priority Health, Rite Aid, US National/VMG Racing and Trek/VW cycling teams, and Tour de France veteran Chann McRae, U.S. National Team member Jeremiah Bishop, and many other U.S. and Canadian national champions.
- Over 200 volunteers, local and state police, fire/rescue workers and event staff to keep the race running smoothly.
- 15 cities, towns and counties provide financial and logistical support for the event.
- Over 25 recognized brands are currently involved as sponsors or venue hosts, and include Augusta Medical Center, NBC-29 WVIR, Water Works Water Co., Natural Bridge Hotel and Resort, and Virginia Living Magazine.
- Over 20,000 event spectators came out for the 2007 Tour of Virginia to witness a free, very accessible event that draws a diverse, multicultural crowd of men, women and children alike. Over 50,000 spectators are expected to attend venues in the 2008 Tour of Virginia.
- Over 5 million media impressions will be generated by a media campaign directed by O2 Sports Media, the leading endurance sports media firm in the U.S., and will include pre-event TV, radio and print advertisements, an event video production and pursuit of regional and national broadcasts, an interactive website, and news coverage (TV, radio, newspaper) during the event.

2006 OVERALL WINNER



"If I could pick only one race, this would be the one I'd do....there are very few races like this in America."

Brent Bookwalter, Priority Health Cycling Team
Current Member of the USA Cycling National Development Team

KEY BENEFITS OF SPONSORSHIP



Image Enhancement

Bicycle racing creates an image of speed, teamwork, precision, and technology – qualities that are also valued by consumers when choosing a service or product. Your sponsorship of our event will create a connection in the consumers' minds between your company and the exciting, popular and dynamic sport of cycling—an environmentally-friendly lifestyle sport that celebrates good health. Extensive coverage by TV, radio, print and internet media will enhance your image in the marketplace.

Brand Loyalty

Through a variety of media (race posters, TV and radio commercials, news articles and photos, course banners and signage), your company will reach an important target audience: outdoors and sports-oriented enthusiasts with disposable income. The people who participate in and passionately follow our event are the same ones who will remember your name and logo, and choose your services or products.

Brand Name Exposure

Cycling enthusiasts are a loyal and affluent consumer group who value top brands and have an average family income of over \$100,000/yr. Cycling is the most popular sport amongst doctors and lawyers over age 40, is very popular amongst the Wall Street elite, and has been called "the new golf" by the New York Times.

By supporting the Tour of Virginia, your company will become connected with a worthy cause: improving the lives of millions of diabetic individuals. Free bike helmets for children, and a bike safety program in local schools are part of our mission. Promoting a healthy and safe community strengthens the bond between your company and consumers.



On-Site Hospitality

All sponsors of the Tour of Virginia are given VIP passes to the Hospitality areas at all race venues. The speed and excitement of the event is a great way to entertain and reward clients – or potentially recruit new ones – with the backdrop of your company's commitment to sporting and cultural life in the community.

"We see this as a win-win situation. It's great for the racers and great for the city. We look forward to growing this event in the coming years."

Mr. Douglas Walker, City Manager, Waynesboro

EVENT VISIBILITY



The expanded scope of the 2008 Tour of Virginia is designed to strengthen the Tour of Virginia brand, and broaden public awareness of its corporate sponsors at the state and national levels. Sponsor recall is between 80-90%, and 70% of fans will chose a sponsor's product or service over a similarly priced one out of loyalty for sponsoring the sport they love.

A loyal fan base will be cultivated through a multi-media publicity campaign, and brand awareness will be strengthened through event merchandising.

Publicity Campaign

Designed and implemented in collaboration with O2 Sports Media (www.o2sm.com), the multi-level, multi-media publicity campaign for the 2008 Tour of Virginia includes the following elements:

Website

The event website (www.tourofvirginia.com) disseminates information year-round about the race, its sponsors, and its larger mission in the community. Its predecessor (www.tourofshenandoah.com) received over 20,000 hits per month.

Television

- Pre-event, 30-second commercials aired with media partners in the following markets:
Richmond *Charlottesville*
Harrisonburg *Roanoke/Lynchburg*
- A television broadcast media buy is available with a major sponsorship of the event.
- Daily news coverage of the race by multiple network affiliates in the markets listed.

Print

- Pre-event ads in the following publications:
Virginia Living
Metro Sports Washington
Blue Ridge Outdoors
Spokes Magazine
VeloNews
Virginia Tourist
Shenandoah Valley Guide
- Media buy options for sponsors in major newspapers in race venues (e.g. *Washington Post*, *Richmond Times-Dispatch*).
- Event coverage in local and regional daily newspapers in all race venues.
- 5,000 full-color 11x17 posters distributed throughout all race venues.
- 5,000 event brochures mailed to potential participants/spectators.

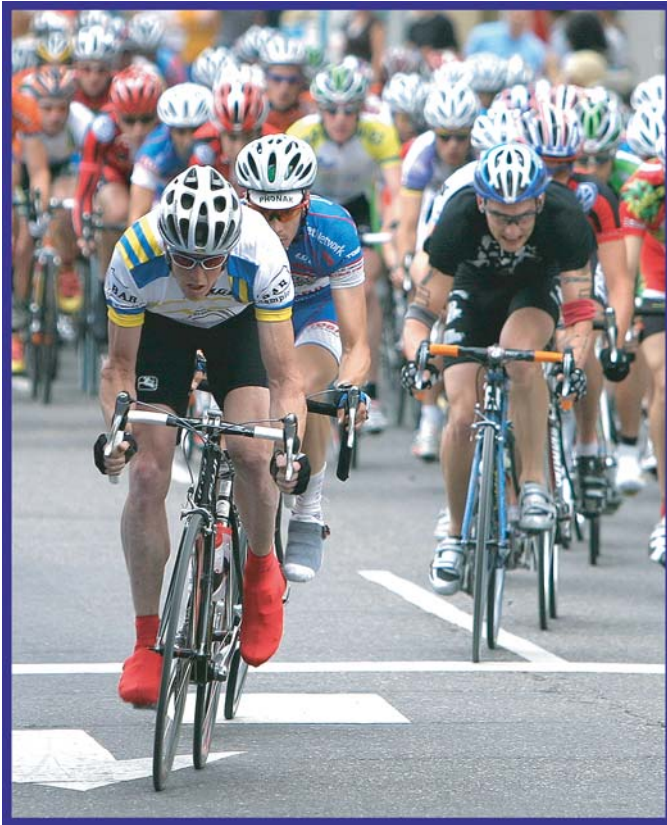
Event Merchandising

A variety of merchandise featuring the Tour of Virginia logo and the Title Sponsor's name and logo will be offered in advance of, during, and after the event. A major retail partner is sought for the marketing and sales of official Tour of Virginia merchandise.



(Examples of previously offered Tour of Shenandoah merchandise)

The Tour of Virginia's mission is to inspire people who



have diabetes or are at risk for its development to take control of their lives through exercise and a healthy lifestyle, and to achieve new heights of well-being.

- 20.8 million people—7% of the U.S. population—have diabetes.
- 54 million people—20% of the U.S. population—have “pre-diabetes,” or physiological conditions ripe for the development of Type 2 diabetes.
- Exercise—once discouraged for diabetics by physicians wary of low-blood sugar episodes—is now a cornerstone of any diabetes management regime. Exercise helps dramatically reduce the prevalence of complications in Type 1 (insulin-dependent) diabetes and can prevent the onset of Type 2 (adult-onset) diabetes.
- Diabetic athletes have ascended Mount

Everest, swam the English Channel, and competed in the World Series, New York Marathon, Ironman Triathlon, Summer and Winter Olympics, and the Tour de France.

In 2006, eight members of Team Type 1, a cycling team of Type 1 diabetics, rode non-stop on a 3,052 mile course across the U.S. in 5 days, 16 hours and 4 minutes — smashing the previous record held by non-diabetics.

Team Type 1 will appear at the 2008 Tour of Virginia, and their efforts will support our event's mission.



“Diabetes is not a disaster. We are living proof that it can be managed and overcome, and with continued research I am confident a cure will be found.”

Phil Southerland
Founder and President
Team Type 1



The data show that cyclists represent an affluent, product-oriented, technology-savvy, and multicultural consumer group. This market displays a source of disposable income that your company can effectively target through a sponsorship of our event. The *2006 Outdoor Industry Foundation Outdoor Recreation Participation Study* yielded the following information about cyclists in the U.S.:

Demographics

- Cycling is the number one outdoor recreation activity in the U.S.
- 128.5 million people are either road or mountain bike cyclists.
- Over half (78.5 million) are paved road cyclists.
- A record number of 54,802 cyclists are USA-Cycling licensed racers.

2005 Participant Statistics

Gender

Male	58%
Female	42%

Age

16 to 24	29%
25 to 34	21%
35 to 44	24%
45+	27%

Region

Northeast	18%
South Central	30%
North Central	24%
West	28%

Ethnicity

Caucasian	76%
African-American	8%
Hispanic	11%
Asian	2%
Other	7%

Household Income

<\$40K	32%
\$40K-79K	40%
\$80K +	28%

Parents of Children under 18

Yes	54%
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Psychographics of Cycling Fans

- 53% like watching cycling races or wanted to see top U.S. riders
- 50% had been to at least one other bicycle race in the past year
- 61% cycle competitively or recreationally at least one time each week
- 80% said they cycled for fitness/health reasons
- Average respondent spends over \$570 each year on bicycles/accessories

** Crowd Profile Study at 2004 Tour de Georgia, McKinsey & Company*

As a public relations resource, the value of our event is priceless. Your company's name and image will become associated with the mission to control/prevent diabetes through promoting exercise and a healthy lifestyle. Local school visits and safety demonstrations show a commitment to wellness and the development of the sport of cycling in Virginia. The attention that accompanies a charity benefit is broad and positive, creating awareness and brand loyalty.

SPONSORSHIP PLANS



Title Sponsorship — \$350,000*

- Includes the production and broadcast of an hour-long program on the Versus television network, with eighteen 30-second commercials and run-through rights
 - Naming Rights (Event will be named after title sponsor)
 - Category exclusivity - no sponsorships from competing firms will be solicited
 - Hospitality/VIP areas at all venues, and VIP travel rights in pace car
 - Most Prominent Course Banner advertising - 900 square feet per venue
 - Largest logo on race leader's jersey
 - Largest logo on print ads, posters, press releases and race announcements
 - Title sponsor's name and logo most prominently featured in TV ads
 - Logo placement at event homepage
 - All event merchandise will carry title sponsor logo
- * \$200,000 if shared with Presenting Sponsor

Presenting Sponsorship — \$150,000

- Secondary naming rights ("*Title Sponsor* Tour of Virginia, presented by *Presenting Sponsor*")
- Category exclusivity
- Hospitality/VIP areas at all venues, and VIP travel rights in pace car
- Very prominent Course Banner advertising
- Very prominent logo on print ads, posters, press releases and race announcements
- Name and Logo prominently featured in TV ads
- Logo Placement at event homepage with links to sponsor site
- All event merchandise will carry Presenting Sponsor's logo.

Event Sponsorship — \$50,000

- Exclusive Visibility as Major Sponsor of all Stages
- Hospitality/VIP areas at all venues
- Very Prominent Course Banner advertising - 250 square feet at all venues
- Very prominent logo on print ads, posters, press releases and race announcements
- Event sponsors' names and logos prominently featured in TV ads
- Website display ads at event homepage with links to sponsor site
- Event sponsors' names and logos featured on event t-shirts

Stage Sponsorship — \$5,000 per Stage (10 available)

- Title sponsorship of an individual race
- VIP tent passes at sponsored race
- Course sign advertising at chosen race site — 8 "above the road" signs of 64 square feet
- Logo placement at event homepage
- Acknowledgement as Stage Sponsor in Race Magazine
- Logo on print ads, posters, press releases and race announcements
- Stage sponsor's name featured in TV ad in sponsored venue market
- Website display ads at event homepage with links to sponsor site

Supporter — \$5,000

- Acknowledgement as Event Supporter in Race Magazine
- Up to five VIP passes at nearest race venue
- Acknowledgement of sponsorship by Race Announcer
- Sponsorship may be cash, in-kind products or services, or combination thereof

EXCLUSIVE CATEGORY SPONSORSHIPS



Official Timing Sponsor—\$10,000

Timing Sponsor's logo will be prominently featured next to time clocks at start/finish lines, and will be placed on all results sheets/press releases that are distributed to the media.

Secondary Race Leader's Jersey Sponsor—\$10,000

Sponsor's logo to be placed along sides and front and back of race leader's jersey just below Title Sponsor's logo. High visibility, as photos in newspapers/magazines often feature the race leader.

Best Young Rider Competition Sponsor—\$7,500

The Tour of Virginia continues its focus on youth as the *Showcase for North America's Future Champions*. The Best Young Rider Competition rewards the performance of racers under 25 years of age.

Sprint Competition Sponsor—\$7,500

Exclusive sponsorship of the Sprint competition, wherein the speediest cyclists vie each day for points given out at spring lines throughout the race route and at the finish line. The leader of the competition wears a special jersey adorned with the sponsor's logo.

Most Aggressive Rider Sponsor—\$5,000

Each day, the cyclist who displays the most aggression, daring, and spirit will be selected by the race judges, acknowledged during the prize ceremonies, and given a special jersey—adorned with the category sponsor's logo—to be worn during the following stage.

Official Podium Sponsor—\$5,000

High-visibility sponsorship with prominent signage on podium staging at all race venues, logo placement on race winner's flowers and on race hostesses' outfits.

Official Volunteer Sponsor—\$5,000

Without our dedicated volunteers the Tour of Virginia would not be possible! The Volunteer sponsor underwrites the costs involved with housing and feeding our volunteers, and is acknowledged through exclusive logo placement on all clothing worn by our volunteers and on the Volunteer page located at the event website.

Other Category Sponsorships:

Soft Drink—\$1,000 + product

Energy Bars—\$1,000 + product

Hotel—\$1,000 + room discount

Airline—\$1,000 + fare discount

Wine/Champagne—\$1,000 + product

Beer—\$1,000 + product



Vista Sports, Inc.

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photographs & design assistance
 courtesy
 BlackBird Images