

7th Annual Greene Trails Cycling Classic

DATES: Thursday-Sunday, July 15-18

TIME: All day, each day

LOCATION: Greene County Parks' Fairgrounds Recreation Center
210 Fairground Rd., Xenia, OH 45385

- 1 hour north of Cincinnati
- 1 hour south of Columbus
- 30 minutes east of Dayton
- 45 minutes east of the Dayton International Airport

FEATURES: Family-oriented biking event utilizing nationally recognized, award-winning trail system; features different trail each day; routes supported for rider convenience and safety; on-trail, out-and-back rides and extended rides on rural roads for designated days; 100 mile Century Ride; entertainment each evening

ATTENDANCE: 2010: 400 (anticipated)
2009: 230 riders
2008: 265 riders

PRESENTED BY: Greene County Parks

REGISTRATION FEE: Ranges from \$15-\$120 per person, depending on age and number of days registered

ATTRACTIONS: Covered bridge tour, visit the antique capital of the Midwest, RiverScape MetroPark, Carillon Park, National Museum of the United States Air Force, IMAX Theatre, Young's Jersey Dairy, shopping and eateries in Yellow Springs, Historic Clifton Mill

PROCEEDS: Support the long term care and maintenance of the Greene County trails.

SPONSORSHIP HIGHLIGHTS



Marketing Highlights

Greene Trails Cycling Classic (GTCC) is a 4-day, family-oriented biking event featuring the nationally recognized, award-winning trails in Greene County, Ohio and the surrounding region. During this event, and for a full month prior, you have the opportunity to put your image – and your product – directly into the hands of thousands of potential customers. Depending on your level of sponsorship, your company may benefit from many of the following event-related promotions:

High traffic locations within extensive grounds
 Sampling/coupons
 High visibility signage
 Extensive print promotion

Use of event logo in product promotion
 Retail/Trade promotion
 On air media coverage

GTCC Demographics

Ages

0 - 20: 30	41 – 50: 35
21 - 30: 6	51 – 60: 85
31 – 40: 21	61 +: 52
50% male, 50% female	

GTCC Participants

Michigan, Indiana, Kentucky
 Ohio, West Virginia, Tennessee
 Florida, Virginia, New Jersey
 Missouri, Mississippi, Illinois, Maryland,
 Colorado, France and Germany

Our Local Media Market

Newspapers (daily/weekly)

- 34 in the Cincinnati, Columbus, Dayton area

Television stations (ABC, NBC, CBS, FOX, CW)

15 in the Cincinnati, Columbus, Dayton area

Radio stations (Clear Channel Communications, MediaSpan Network, Cox Enterprises)

- 40+ in the Cincinnati, Columbus, Dayton area

Websites

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| • www.co.greene.oh.us/parks | www.greentrailsclassic.com |
| • www.nbtada.com | www.ohiocycling.info |
| • www.outdoor-pursuits.org/biking/tours.htm | www.ohiobike.org |
| • www.pedalopolis.com | www.bicycletours.com |
| • www.miamivalleytrails.org/ | www.daytoncyclingclub.org |
| • www.ohiotraveler.com | www.go4theoutdoors.com |

Advertising/biking magazines/online webzines

- Ohio Bicycle Events Calendar
- Discover Ohio Calendar of Events
- Ohio Traveler – Ohio's #1 e-zine & #2 tourism source online
- Get Out! webzine
- National Bicycle Tours Director's Association (NBTDA)

**EVENT HOST****\$3,000 investment (1 available)**

- Company name incorporated in event name, which is heavily promoted in the media
- Company publicized as Event Host in all pre-event radio, television and newspaper promotions and/or media releases
- Logo will be a primary focus on printed materials distributed to promote the event
- Company-provided banner on-site all 4 days
- Logo printed on the back of all event t-shirts
- Logo printed on daily route sheets
- Company logo posted on event website with link
- Opportunity to include company information in goody bags

EVENT T-SHIRT SPONSOR**\$2,000 investment (1 available)**

- Company publicized in all pre-event radio, television and newspaper promotions and/or media releases
- Logo printed on the back of all event t-shirts
- Event website presence with link
- Logo printed on daily route sheets
- Opportunity to include company information in goody bags

CENTURY**RIDE SPONSOR****\$1,500 investment (1 available)**

- Logo included on Century Ride banner at the start/finish line and displayed in all Century Ride participant photos
- Media release coverage
- Logo printed on daily route sheets
- Event website presence with link
- Opportunity to include company information in goody bags

SUPPORTING SPONSOR**\$1,000 investment (Unlimited availability)**

- Media release coverage
- Company provided banner on-site for all four days
- Company name printed on daily route sheets
- Event website presence
- Opportunity to include company information in goody bags

HOSPITALITY SPONSOR**\$500 investment (Unlimited availability)**

- Company name printed on daily route sheets
- Company provided sign/banner at registration area on first day of registration
- Media release coverage
- Event website presence
- Opportunity to include company information in goody bags

REST STOP SPONSOR**\$250 investment (Unlimited availability)**

- Company name printed on daily route sheets
- Logo on sign located at rest stop
- Media release coverage
- Opportunity to include company information in goody bags

