



PARTNERSHIP OPPORTUNITIES

\$25,000 Yellow Jersey Partner (1 available Safeway)

In addition to receiving maximum exposure in all media and communications surrounding the Stage 3 Finish of the Amgen Tour of California (ATOC), the Yellow Jersey Partner will receive exclusive rights to a television advertising campaign featuring Livermore as a Stage 3 Finish Host City and promotional opportunities in the Livermore VIP booth.

\$15,000 King of the Mountain Jersey Partner (4 available)

In addition to receiving the benefits of the lower partnership opportunities, the King of the Mountain Jersey Partners will also receive:

Lifestyle Festival Vendor Booth

As the King of the Mountain Jersey Partner for the Stage 3 Finish of the ATOC, Partners will receive one 10'x10' vendor booth at the Stage 3 Lifestyle Festival to promote their business.

The Amgen Tour of California "Lifestyle Festival" is the place to be for cycling fans after watching a fantastic day of racing. After the riders cross the finish line, each Stage Finish City hosts a Lifestyle Festival featuring entertainment, food, health and fitness expos, vendor and sponsor tents, and other activities designed to attract the active lifestyle crowd. Examples of other vendors who will participate in the Lifestyle Festival are: Amgen Inc, Adobe, Michelob Ultra, NetAPP, Yakima, and United Health Care.

Stage Finish Jumbo Screen Spots

As the King of the Mountain Jersey Partner for the Stage 3 Finish of the ATOC, Partners will receive one 30-second commercial spot to promote their business. This spot will be played on a jumbo screen erected at the finish line. The City of Livermore will work with the business to produce the spot. The 30-second spots are continually played throughout the afternoon during a 4 hour time frame. Over 50,000 fans are expected to be at the finish line.

\$10,000 Most Courageous Jersey Partner (6 available)

In addition to receiving the benefits of the lower partnership opportunities, the Most Courageous Jersey Partners will also receive:

Stage Finish PA Announcement Spot (Not Available to King of the Mountain Partners)

As the Most Courageous Jersey Partner for the Stage 3 Finish of the ATOC, Partners will receive one 15-second Public Address Announcement spot to promote their business. This spot will be read to the crowd at the finish line and Lifestyle Festival. The City of Livermore will work with the business to produce the spot. Over 50,000 fans are expected to be at the finish line.

VIP Tickets

As the Most Courageous Jersey Partner for the Stage 3 Finish of the ATOC, Partners will receive 2 tickets to the Amgen Tour of California VIP Tent hosted by AEG. This tent will get you that coveted front row seat at the Finish Line!

\$5,000 Sprint Jersey Partner (10 available)

In addition to receiving the benefits of the lower partnership opportunities, the Sprint Jersey Partners will also receive:

Local Media Exposure

As the Sprint Jersey Partner for the Stage 3 Finish of the ATOC, Partners will receive mention in the local media pieces that will be distributed during the month of May highlighting the Amgen Tour of California. This media piece will be distributed to most residence in Livermore as well as handed out during the Wine Festival the first weekend of May.

\$1,500 Race Fan Partner (20 available)

The Race Fan Partners will receive recognition on the Livermore Stage 3 Finish Website along with 2 passes to the Livermore VIP tent hosted by the City of Livermore.