

The 3rd Annual St. Albans Grand Prix

event supporting



dedicated to finding a cure

The **3rd Annual St. Albans Grand Prix Event** supporting **the Juvenile Diabetes Research Foundation** is scheduled for **Saturday July 5, 2008**.

The Grand Prix is a **United States Cycling Federation** sanctioned **criterium style bicycle race** performed on a short course (*0.6 mile road course*) where multiple laps are completed within a specified time frame and very spectator-friendly.



Teams and racers attend from all over West Virginia, and the Southern and Eastern states. The past years events have attracted between competitors from North Carolina, Georgia, Tennessee, Virginia, Kentucky, Ohio, Pennsylvania, and Maryland. Including the Marshall University and WVU cycling teams and two former US National Cycling Champions.

In years past many of our local children stricken with Juvenile Diabetes attended the event and many of the cyclists take the time to talk with the children and sign autographs for them. This leaves an amazing **positive** impression with the **children**.



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This year's event is scheduled **Saturday-July 5, 2008** with a start time of **10:00am** and the event should wrap up around **2:00pm**.

The day will not only be about cycling, but a **community event** with a goal of raising money to fund the **Juvenile Diabetes** Research Foundation's cause — finding a cure for diabetes.

In addition to the USCF bicycling races there will be **children's bike races**.



The children's bike race "**Kids racing for Kids**" was a great success. Children were divided up into three age groups and competed on the level sections of the course. All of the children participating in this event receive a certificate of participation. The top three children finishing in their classes will be awarded a Gold, Silver, or Bronze medal while standing on the podium for pictures. The parents and children really love this event.

St. Albans Grand Prix 2006 Kids Race Ages 4-6

Also, in conjunction with the bicycling events the SAGP will be hosting **the 1st Annual Corn Hole Tournament for the JDRF**. Corn Hole is a fun game consisting of two teams of two taking turns tossing corn filled bags, like bean bags, at board with a goal of getting the bags on the board or in the hole for points, the first team to 21 wins that game. Entry fee will be \$100 per team with the winning tournament team to take home **the \$1,000 grand prize**.



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OUR GOALS FOR THE EVENT

#1. To make this a successful event costs where costs will be **\$5,500+/-** and therefore, we hope to raise an equal amount or more to be donated to **JDRF**.

Planned JDRF Fund-raising for the Event:

*90% of all entry fees will be donated to JDRF. 10% of entry covers insurance costs.

*100% of entry fee for the Corn Hole Tournament will be donated to the JDRF

* T-shirt sales

*Food sales from JDRF concessions

PLANNED GRAND PRIX EVENT PUBLICITY

*Advertising; websites: www.stalbansgrandprix.com, www.truesport.com, www.iplayoutside.com, www.wvmba.com

*Media coverage is planned with local television news and news-paper.

*Race flyers will be distributed to businesses for posting from Huntington to Charleston. Also these will be distributed at other cycling events prior to the race.

*E-mail notification sent out through www.stalbansgrandprix.com to their e-mail list of over 100 professional and amateurs cyclists throughout the US and to national company athlete reps.

*Contacts will be made with TeamType1.org , the WV Cycling Foundation, and university cycling teams in WV and surrounding states.

COST BREAKDOWN FOR EVENT

*USCF Judges & Scoring (*USCF Insurance is covered under \$2 per entry fee*)
\$400 est.

* Prize purse and prizes for all USCF classes;
\$3,030

*GrandPrize for the Corn Hole Tournament
\$1,000

*Childrens Medals
\$125 est

*Event t-shirts
\$800 est

*Advertising and Marketing
\$100 est.



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CORPORATE SPONSORSHIP LEVELS

Sponsorship Levels	Corporate Donation
Title Sponsor	\$5,000
Presenting Sponsor (more then one)	\$2,500
Supporting Sponsor (multiple)	\$500
Primes	\$20 to \$100
Raffle Prize Sponsor (multiple)	Merchandise

WHAT YOUR COMPANY RECEIVES AS A SPONSOR

Title Sponsor:

1. All publicity will include your company's name in announcing the event, i.e. "2nd Annual St. Albans Grand Prix Presented by your company's name." These include all published material promoting the event in the form of brochures, fliers, and web pages.
2. Your logo will appear on the front and back of the event t-shirts provided to racers and volunteers working the event. Extra shirts will be sold with proceeds donated to JDRF.
3. All race signs will display your logo with a large sign displayed for all to view at the race. This will be visible for local news photo ops as well

.Presenting Sponsor: Your company will receive large logo placements on all race material and larger logo on back of t-shirts.

Supporting Sponsor: Your company will receive medium logo placement on all race material and medium logo placement on back of t-shirts.

Primes: Your company name mentioned on PA when prime is announced.

[Primes are incentives on specific laps for the racers to place 1st in lap.]

Raffle Prize Sponsor: Company receives logo placement on website advertisement.

All Sponsors donating \$500 and up will receive one free team entry into the JDRF Cornhole Tournament (a \$100 value) plus SAGP event t-shirts.



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All Sponsors will receive:

1. Positive public relations and possibly increased customer base with added revenue and positive exposure.
2. The cyclists will come back again for the race next year and they will bring friends who will spend money in St. Albans and traveling through West Virginia.
3. Most importantly the children stricken with Juvenile Diabetes will have another dollar that can be spent on research to find a cure for this disease, because your donation helped to raise funds that will go to the Juvenile Diabetes Research Foundation.

If you have any further questions please contact:

Amy Dunkin 304-549-4432 --SAGP Race Director & Co-organizer

Gina Frye 304-722-3105—SAGP Co-Organizer

**If you would like to become a sponsor then please make
your check out to: *Grand Prix Event***

Please Mail to:

St. Albans Grand Prix

P.O. Box 2164

St. Albans, WV 25177

**Our children living with Juvenile Diabetes
thank you for your support.**



Daniel—Charleston, WV

Olivia—Fairmont, WV

Jay—Elkview, WV

Alyssa—St. Albans, WV

