

29TH ANNUAL
Chris Thater

MEMORIAL

AUGUST 25-26, 2012
BINGHAMTON, NEW YORK

SPONSORSHIP OPPORTUNITIES



WWW.BCSTOPDWI.COM





The Chris Thater Memorial

AN OVERVIEW

Christopher Thater was a 23 year-old cycling enthusiast who was killed by a drunk driver in Broome County on October 16, 1983. In 1984, the Broome County STOP-DWI Program started an annual bicycle race to remember Chris and to elevate public awareness of substance abuse and traffic safety. Over the years, the event has become one of Broome County's showcase events and one of the premier cycling and running races in North America. August 25-26, 2012 marks the 29th year of the event.

- High profile established summer sports and music festival that is unique to Greater Binghamton/Southern Tier of New York State.
- Dedicated in memory of cyclist Chris Thater, a drunk driving victim.
- Promotes STOP-DWI awareness and healthy life styles.
- Held on streets surrounding park listed in National Register of Historic Places.
- Attracts over 1,000 regional, national and Olympic level athletes from over 20 countries and 30 states to compete in bicycle racing and running.
- 10,000+ spectators. Family oriented event.
- Well-recognized event by national sports organizations: USA Cycling and USA Track & Field.
- USA Cycling National Criterium Calendar Event – cycling's equivalent of golf's PGA.
- USA Crits Series event – A nationwide series of the best criteriums in North America.
- Music Festival – live concerts throughout event, from bluegrass to rock and roll.
- Expo/vendor area featuring sponsors and food concessions plus fun, fitness and commercial displays.
- Sponsored by Broome County STOP-DWI Program, the City of Binghamton, local/national businesses and media sponsors.



Broome County STOP-DWI invites organizations to get involved in this outstanding event.

Sponsorship

OF THE CHRIS THATER MEMORIAL

Investing in Cycling and Running to Promote Greater Binghamton

41.4 million cyclists in the U.S.

24.7 million runners in the U.S.

\$5.3 billion consumer spending on cycling

\$3.91 billion — 2002 U.S. athletic footwear sales: running/jogging and cross training/fitness

Demographic of Cyclists

63% Between ages 18-44

47% Professionals, managers

52% Household incomes of \$40K+

54% Male

46% Female

75% Attended College

52% Graduated College

54% Married

30% Married with Children

Demographics of Runners

24,700,000: US residents aged 7+ years, ran six or more times in 2002

11,161,000: been in sport for 10+ years

10,485,000: ran at least 100 days in 2002

55.4% Male

44.6% Female

28.9 Average Age

NY, NJ, PA Top metropolitan areas in US with most runners

It's good for your organization: sponsorship allows you to be associated with a high profile event that reaches the Greater Binghamton/Central New York market through an outstanding television, radio and print advertising campaign.

Reach a market that's active, younger, health-conscious and higher income: national statistics indicate runners and cyclists tend to be higher-income, better educated and consumers of technology – customers for healthy foods, sports equipment, automobiles, electronics and financial investment.

Diversify your business marketing approach: marketing via the Chris Thater Memorial is unique. Position your company with a high profile, cause driven event that features a sports festival type atmosphere.

Build community appeal: both potential and loyal customers respect companies that support important social causes. The Chris Thater Memorial is a credible communicator of the benefits of healthy lifestyles.

Event draws young people – potential employees/entrepreneurs that

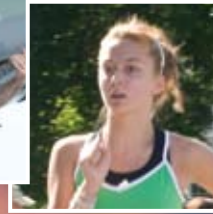
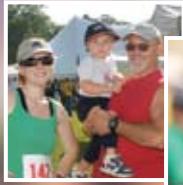
Broome County wants to attract to our region: highly motivated, college educated, career oriented, above average income, user of technologies, open to new ideas and products, fitness oriented.

Event showcases Greater Binghamton: it makes Greater Binghamton a destination point and adds color and excitement to our community.

The Chris Thater Memorial projects an image of a forward thinking, cutting edge community: fosters interest in alternative transportation and promotes public health.

The Chris Thater Memorial promotes a safe New York: the drunk driving problem continues to be a major public safety issue in New York State. The Chris Thater Memorial helps raise awareness about the DWI problem and promotes healthy lifestyles concerning substance abuse and traffic safety.

Source: Lifestyle Market Analysis, Sprint MRI, USATF State of the Sport Report



PREMIER SPONSOR PROGRAM

Promotional Benefits

- Highest level event sponsor: Shares in broadest benefits of regional and local advance marketing and on-site promotion.
- Prominent positioning of name/logo in all print and electronic advertising and collateral materials including event posters, flyers, merchandise and other promotion items.
- Prominent identification in PR campaign. Option to participate in news conferences, interviews with media or talk shows promoting the event.
- Sponsor mentions during any live broadcast.
- Rights to event marks.
- VIP access to all event social activities.
- Five week print and electronic promotion campaign.

Television Advertising – Name/Logo ID in the following:

- Minimum 750 regional ad spots on Time Warner Cable in the Binghamton/Central New York market.
- Minimum of 125 ad spots on WBNG-TV (CBS) in the Binghamton/Central New York market.
- Minimum of 125 ad spots on Binghamton's CW in Binghamton/Central New York market.
- Five week television campaign.

Radio Advertising – Identification in the following:

- Minimum of 500 ad spots on the 5 radio stations of Citadel Communications: WAAL, WNBF, WHWK, WYOS and WWYL in the Binghamton/Central New York market.
- Five week radio campaign.

Print Advertising – Name/Logo ID in the following:

- Prominent placement of sponsor name/logo on event poster, front cover of event program, event flyers and all print advertising.

- One full page ad exclusive to sponsor in event program.
- Identification in ads promoting event in the *Press & Sun Bulletin*.
- Identification in ads promoting event in regional publications i.e. *Runner's Gazette*, *New England Runner*.
- One full page ad promoting event in regional runner's club newsletters in Rochester, Syracuse, Utica, Albany and Binghamton.
- Two month campaign.

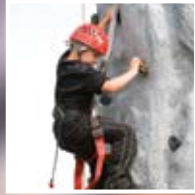
Internet

- Prominent positioning of name/logo on Broome County STOP-DWI website.
- Hotlink to sponsor's website.

On-Site Exposure

- Two overhead signs at the start/finish line provided by STOP-DWI.
- Six 3' X 8' fence signs on race course provided by STOP-DWI.
- Ten boulevard signs at start/finish area.
- Sponsor's option to display up to six additional banners. (Sponsor provides banners.)
- Recognition over public address system.
- Option to have on-site display, including merchandising, sales and give-aways.
- On-site tent provided by STOP-DWI.
- Option to set up private hospitality area (no alcohol).
- Option to start races and participate in awards ceremonies.

Cost of Premier Sponsor Program: \$20,000



GOLD MEDAL SPONSOR PROGRAM

Promotional Benefits

- Major event sponsor: Broad level of regional and local advance marketing and on-site promotion.
- Sponsor name/logo ID in all print and electronic advertising and collateral materials including event posters, flyers and other promotional items.
- Identification in all press releases, option to participate in news conferences and media interviews.
- Rights to event marks.
- VIP access to all event social activities.
- Five week print and electronic promotion campaign.

Television Advertising – Name/Logo ID in the following:

- Minimum of 125 ad spots on Time Warner Cable in the Binghamton/Central New York market.
- Minimum of 75 ad spots on WBNG-TV (CBS) in the Binghamton/Central New York market.
- Minimum of 75 ad spots on Binghamton's CW in the Binghamton/Central New York market.
- Five week TV campaign.

Radio Advertising – Identification in the following:

- Minimum of 100 ad spots on the 5 radio stations of Citadel Communications: WAAL, WNBF, WHWK, WYOS and WWYL in the Binghamton/Central New York market.
- Five week radio campaign.

Print Advertising – Name/Logo ID in the following:

- Sponsor name on event's full color poster, event program, flyers/registration material and print advertising.
- Identification in ads promoting event in the *Press & Sun Bulletin*.
- Identification in ads promoting event in regional publications i.e. *Runner's Gazette*, *New England Runner*.
- One full page ad promoting event in regional runner's club newsletters in Rochester, Syracuse, Utica, Albany and Binghamton.

Internet

- Name/Logo on Broome County STOP-DWI website.
- Hotlink to sponsor's website.

On-Site Exposure

- One overhead sign at the start/finish line provided by STOP-DWI.
- Four 3' X 8' fence signs on race course provided by STOP-DWI.
- Sponsor's option to display up to two additional banners. (Sponsor provides banners.)
- Recognition over public address system.
- Option to have on-site display, including merchandising, sales and give-aways.
- On-site tent provided by STOP-DWI.
- Option to set up private hospitality area (no alcohol).

Cost of Gold Medal Sponsor Program: \$6,000

SILVER MEDAL SPONSOR PROGRAM

Promotional Benefits

- Major event contributor: High level of benefits from advance marketing and on-site promotion.
- Sponsor name/logo ID in all registration material and event flyers.
- Identification in all press releases, option to participate in news conferences.
- VIP access to all event social activities.
- Three week print and electronic promotion campaign.

Television Advertising – Name/Logo ID in the following:

- Minimum of 75 regional ads on Time Warner Cable in the Binghamton/Central New York market.
- Three week television campaign.

Radio Advertising – Identification in the following:

- Minimum of 50 ad spots on the 5 radio stations of Citadel Communications: WAAL, WNBF, WHWK, WYOS and WWYL in the Binghamton/Central New York market.
- Three week radio campaign.

Print Advertising – Name/Logo ID in the following:

- Sponsor name/logo in event program and flyers/ registration material.
- Identification in ads promoting event in the *Press & Sun Bulletin*.

Internet

- Name/logo on Broome County STOP-DWI website.
Hotlink to sponsor's website.

On-Site Exposure

- Four 3' X 6' fence signs on race course. (Sponsor provides banners.)
- Recognition over public address system.
- Option to have on-site display, including merchandising, sales and give-aways.
- On-site tent provided by STOP-DWI Program.
- Option to set up private hospitality area (no alcohol).

Cost of Silver Sponsor Program: \$3,000



BRONZE MEDAL SPONSOR PROGRAM

Promotional Benefits

- Exposure from advance marketing and on-site promotion.
- Sponsor name/logo ID in all registration material and event flyers.
- Identification in all press releases.
- VIP access to all event social activities.

Print Advertising

- Sponsor name/logo in event program and flyers/ registration material.

Internet

- Name/logo on Broome County STOP-DWI website.
- Hotlink to sponsor's website.

On-Site Exposure

- Two 3' X 6' fence signs on race course. (Sponsor provides banner.)
- Recognition over public address system.
- Option to have on-site display, including merchandising, sales and give-aways.
- On-site tent provided by STOP-DWI Program.
- Option to set up private hospitality area (no alcohol).

Cost of Bronze Sponsor Program: \$1,500



Contact information:
Broome County STOP-DWI Program
P.O. Box 1766
Binghamton, N.Y. 13902-1766
Phone: 607-778-2056
Fax: 607-778-2908
email: bcstopdwi@co.broome.ny.us
website: www.bcstopdwi.com



The Chris Thater Memorial is a project of the Broome County STOP-DWI Program to promote awareness about the drunk driving problem. The event is held in honor of Chris Thater, a cycling enthusiast, who was killed by a drunk driver.

Debra A. Preston
Broome County Executive



Brett S. Noonan
Director, Chris Thater Memorial