

28TH ANNUAL

One of the premier cycling and running races in America. Held in honor of Chris Thater who was killed by a drunk driver.

Chris Thater

MEMORIAL

OUTDOOR EXPO



AUGUST 27-28, 2011
RECREATION PARK, BINGHAMTON, NEW YORK

Showcase your organization at one of
Broome County's premier events

**STOP
DWI** New
York
BROOME COUNTY



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, his friend Jim May, Director of 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 27-28, 2011 marks the 28th 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 1,200 regional, national and Olympic level athletes from over 20 countries and 30 states to compete in bicycle racing and running.
- 7,500+ spectators. Family oriented event.
- Well-recognized event by national sports federations: USA Cycling and USA Track & Field.
- National Race 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 business and media sponsors.



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

CHRIS THATER MEMORIAL

AUGUST 27-28, 2011

Don't miss this business opportunity!

According to the National Association of Sporting Goods Retailers running and cycling are two of the most popular recreational activities in the United States.

32.2 million runners/joggers in the U.S.

38.1 million cyclists in the U.S.

Demographics of "core runners" (compete and/or train year round)

47% are male, 53% are female

79% are college graduates

Average age: males: 45 females: 39

73% have household income of \$75,000+

Demographics of "core cyclists" (compete and/or train year round)

89% are male, 11% are female (competitive rider)

55% are male, 45% are female (recreational rider)

81% are college graduates

73% are between the ages of 25-54

Median age: 34

Median household income is \$75,000+

Source: National Sporting Goods Association, MRI, USA Cycling, USA Track & Field, Bicycling Magazine.

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.

CHRIS THATER MEMORIAL BY THE NUMBERS

Athletes	1,200+	Countries Represented	20+
Spectators	7,500+	States Represented	30+
Admission Price to Public: FREE			



Contact information:
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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.

Chris Marion
 STOP-DWI Coordinator



James F. May
 Event Coordinator