



PO Box 20131  
Worcester, MA 01602

[www.majortaylorassociation.org](http://www.majortaylorassociation.org)

You are invited to be a sponsor of the fourth annual **George Street Bike Challenge for Major Taylor**, to be held July 10, 2005, in Worcester, Mass. This amateur bicycling competition is a 500-foot uphill time trial on a steep downtown street where **1899 world cycling champion** Marshall W. "Major" Taylor, aka "the Worcester Whirlwind," used to train. Through sponsorships, entry fees and raffle proceeds, the event raises money for a planned **statue of Major Taylor** to be built outside the Worcester Public Library.

The George Street Bike Challenge for Major Taylor

- honors a forgotten hero and a source of Worcester pride
- raises money for Worcester's first monument to an individual African-American
- celebrates diversity in Worcester's history, its present and its future
- encourages participation from all segments of the community, with a focus on inner-city youth via the Earn-A-Bike program of MassBike in Worcester
- draws a significant all-ages crowd to downtown Worcester for wholesome fun outside of business hours (the only annual event to do so besides First Night, the Summer Nationals and the Latin Festival)
- promotes outdoor exercise and physical fitness in a unique, entertaining way
- inspires a can-do spirit and respect for good sportsmanship in everyone who learns about Major Taylor's struggles and successes as a black person who had to fight prejudice just to get on the starting line

In its first year, the George Street Bike Challenge drew a diverse group of 50 riders -- ages 13 to 74, from licensed racers to kids "off the street" -- and garnered front-page coverage in the Telegram & Gazette. The next year's event met our goals to get on the front page again, draw more riders and award medals in more categories, and surpassed our goal to double the net proceeds. Last year, **79 riders** competed, and proceeds were up another 35 percent. **Goals for 2005** include involving more inner-city youths in cycling through a collaboration with the YMCA of Greater Worcester (Central Branch), improving the timing system, providing online payment capability for registration and quadrupling the first year's net proceeds.

Sponsorships are available at several levels, from **\$25 to \$2,500**; details are enclosed. As a sponsor, you can gain valuable community exposure through a banner at the event, an ad in the event program book, and a link on our Friends of Major Taylor web page. In addition, sponsors receive glossy Major Taylor posters suitable for framing. Depending on the extent of early commitments, additional media exposure may be arranged, so we hope to hear from you soon. **We hope you will take this opportunity to help us spotlight a true winner.**

Lynne Tolman, board member  
Major Taylor Association, Inc.  
[info@majortaylorassociation.org](mailto:info@majortaylorassociation.org)  
(508) 831-0301

# GEORGE STREET BIKE CHALLENGE for MAJOR TAYLOR

www.majortaylorassociation.org

Sunday, July 10, 2005

## SPONSORSHIP OPPORTUNITIES

### **WHIRLWIND \$2,500**

- full-page ad (3.75 in. x 7.5 in.) on back cover of program book
- prime exposure at event -- details to be negotiated
- logo on event publicity, including MTA web site (Events page)
- listing as Whirlwind on MTA web site (Friends page)
- 10 glossy 18x24 Major Taylor posters

### **PACESETTER \$1,000**

- full-page ad (3.75 in. x 7.5 in.) on inside cover of program book
- logo on banner at the event (on Parsons building railing)
- logo on event publicity, including MTA web site (Events page)
- listing as Pacesetter on MTA web site (Friends page)
- 5 glossy 18x24 Major Taylor posters

### **SPRINTER \$500**

- full-page ad (3.75 in. x 7.5 in.) in program book
- banner at the event (sponsor provides banner)
- listing as Sprinter on MTA web site (Friends page)
- 2 glossy 18x24 Major Taylor posters

### **TEAMMATE \$250**

- half-page ad (3.75 in. x 3.625 in.) in program book
- sign or banner at the event (sponsor provides sign)
- listing as Teammate on MTA web site (Friends page)
- glossy 18x24 Major Taylor poster

### **WHEELMEN \$100** or in-kind goods/services

- one-third page ad (business-card size) in program book
- listing under Wheelmen on MTA web site (Friends page)
- glossy 18x24 Major Taylor poster

### **FANS \$25-\$99**

- listing in program book
- reciprocal link under Fans on MTA web site (Friends page)
- glossy 18x24 Major Taylor poster

#### In-kind needs:

Volunteers: pre-race street cleaning, race day setup, registration, timing & stats, course marshals, cleanup. Also: beverages ... two-way radios

**\*\*\* FITCHBURG-LONGSJO CLASSIC -- June 30 - July 3, 2005 \*\*\***

**Sponsor the George Street Bike Challenge** at \$100 to \$2500 level  
**AND sponsor the Fitchburg four-day bike race** at \$100 to \$2500 level  
**and receive a 15 percent discount on both.** For Longsjo sponsorship details, contact Bill White, 978-597-1766, info@longsjo.com.

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Sunday, July 10, 2005

SPONSOR CONFIRMATION

Sponsor (individual name, company or organization)

\_\_\_\_\_

Contact person \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Sponsorship level (circle one)

WHIRLWIND \$2,500      PACESETTER \$1,000      SPRINTER \$500

TEAMMATES \$250      WHEELMEN \$100      FANS \$25-\$99

Amount enclosed \_\_\_\_\_ payable to Major Taylor Association, Inc.

mail by June 25 to:

Lynne Tolman  
c/o Major Taylor Association, Inc.  
PO Box 20131  
Worcester, MA 01602

**Send camera-ready ad by June 25** in JPG form as e-mail attachment to  
[info@majortaylorassociation.org](mailto:info@majortaylorassociation.org)

or hard copy by postal mail to:

Lynne Tolman  
270 Sunderland Rd. #59  
Worcester, MA 01604