

barney's bicycle



PO Box 20131
Worcester, MA 01602

www.majortaylorassociation.org

You are invited to be a sponsor of the fifth annual **George Street Bike Challenge for Major Taylor**, to be held **July 23, 2006**, 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 various youth programs 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. In 2005, **97 riders** competed, proceeds were up more than 20 percent from the previous year, and we were especially pleased that youth participation has doubled since our first year. **Goals for 2006** are to involve more inner-city youths in cycling through collaboration with Worcester youth groups, and to close in on the \$30,000 mark for total net proceeds of this event.

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
(508) 831-0301

Peter Howard, owner
Barney's Bicycle
barneysbicycle@rcn.com
(508) 799-BIKE, (508) 799-2453

GEORGE STREET BIKE CHALLENGE for MAJOR TAYLOR

www.majortaylorassociation.org

Sunday, July 23, 2006

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 11x17 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
- logo on event publicity, including MTA web site (Events page)
- listing as Pacesetter on MTA web site (Friends page)
- 5 glossy 11x17 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 11x17 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 11x17 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 11x17 Major Taylor poster

FANS \$25-\$99

- listing in program book
- reciprocal link under Fans on MTA web site (Friends page)
- glossy 11x17 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

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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 July 1 to:

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

Send camera-ready ad by July 1 in JPG form as e-mail attachment to
info@majortaylorassociation.org

or hard copy by postal mail to:

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