



2009
SAND CREEK SERIES
Colorado Springs, Colorado

Marketing & Promotions Program





This is your chance to promote your company or your clients' brand, products and services to a very desirable target market. The Carmichael Training Systems Sand Creek Series is the only mountain bike racing series in Southeastern Colorado and will be one of the largest in the Rocky Mountain Region. This Series premier feature is the Carmichael Training Systems Sand Creek International Classic on June 13th, an Olympic Qualifying Race and is part of the USA Cycling Pro XCT Series. This race is on the International Calendar and is the Western Final of the US Cup Series. This exciting series will not only feature elite pro mountain bike riders from across the western United States, but a race expo and festival environment that will draw over a thousand spectators from across the region.

Sand Creek Sports has developed several promotional opportunities that you can utilize to reach this desirable target market and maximize your return on investment. Deadlines are fast approaching and word of mouth interest is very high, so please review all our promotional opportunities and contact us at Sand Creek Sports at marketing@sandcreeksports.com for more information before time runs out.

Carmichael Training Systems Sand Creek Series Commemorative Program
This high quality program will be distributed FREE to the public at the Series races. It will also be distributed across the Pikes Peak Region to locations that cater to the cycling community as well as to corporate and civic leaders, increasing community awareness for this great Series. More than 2000 copies will be printed.

Carmichael Training Systems Sand Creek International Classic Expo Space
Take advantage of this great opportunity to promote your company's product and services directly to this desirable target market. This festival format we have designed will attract mountain bike racers, riders and families of all interest.

Carmichael Training Systems Sand Creek International Classic On Site Signage
Sand Creek Sports has designated prime areas for on site banners that will maximize your company's brand to all in attendance.

Carmichael Training Systems Sand Creek International Classic Commemorative T-shirts
Secure residual brand recognition by placing your company logo on branded quality t-shirts that will be given free to June 13th race participants and will be available for sale to the public at Series races.



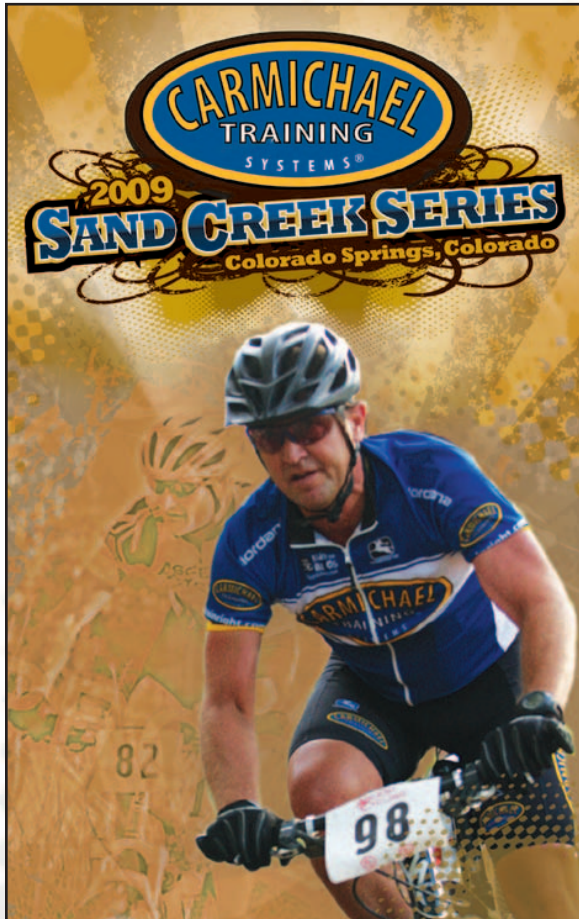
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Carmichael Training Systems Sand Creek Series Commemorative Program

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There is no limit on space, but time is running out, so act fast. Ad space closing and material deadline is May 21st. This attractive 8.5" x 5.5" program will be printed with a full color cover and all interior pages in dark brown.



Program cover

AD SPACE

1. One 4 Color inside back cover ad is available. First come first served.
5.25" x 8.25"
\$675.00
2. Full Page 1 color
5.25" x 8.25"
\$400.00
3. Half Page 1 color
2.5" x 8.25" vertical
5.25" x 4" horizontal
\$250.00
4. Quarter Page 1 color
2.5" x 4" vertical only
\$150.00

All ad materials must be submitted to Sand Creek Sports at marketing@sandcreeksports.com as a pdf, version 6.0 or photoshop jpeg.

If you need your ad designed please contact Andrew Hershberger at agentfutura@yahoo.com

For an Ad Contract or for more information please contact marketing@sandcreeksports.com or agentfutura@yahoo.com.

Sand Creek Sports reserves the right to reject any ad based on content.



Carmichael Training Systems Sand Creek International Classic Expo Space

Take advantage of this great opportunity to promote your company's product and services directly to this desirable target market. This festival format we have designed will attract mountain bike racers, riders and families of all interest.

Expo Space is limited so act fast. Companies are free to sell their products on site but must pay 7% of their gross profits to Sand Creek Sports no later than June 14th. This percentage will go to Cheyenne Mountain State Park. No sales or distribution of alcoholic beverages or food is allowed.

EXPO SPACE

10'x10': \$200

10' x 20': \$350

10' x ?' : Contact Sand Creek Sports

Reservation Deadline: June 2nd

For an Expo Space Contract please contact marketing@sandcreeksports.com.

Vendors must supply their own canopy. Vendors in need of a canopy can contact Sand Creek Sports at marketing@sandcreeksports.com.

Carmichael Training Systems Sand Creek International Classic On Site Signage

Sand Creek Sports has designated prime areas for on site banners that will maximize your company's brand to all in attendance.

3'x4' (or smaller) \$50.00*

3'x8' (or smaller) \$75.00*

3'x8' (or larger) \$100.00*

– Receive 25% off any additional banners

Reservation Deadline: June 2nd.

*Prices do not include production of banners.

All companies must supply their own banners and banners must be grommetted for installation. Sand Creek Sports reserves the right to reject any banner based on content. Sand Creek Sports is not responsible for any loss of or damage to banners.

If you need a banner produced contact marketing@sandcreeksports.com.

For an Banner Contract please contact marketing@sandcreeksports.com.



Carmichael Training Systems Sand Creek International Classic Commemorative T-shirts

Secure residual brand recognition by placing your company logo on branded quality t-shirts that will be given free to June 13th race participants and will be available for sale to the public at Series races.

Your company logo printed 1 color (white) no larger than 1.5" x 1.5" on back.

Price: \$25.00. Space is limited.

Deadline: May 21st

For an T-shirt Contract please contact marketing@sandcreeksports.com.



Don't miss out on any of these great opportunities to promote your company or your clients.

Act now and reserve any of these great promotional opportunities with payment in full by May 15th and receive 10% off. With reservations of multiple promotional opportunities of greater than \$600 and payment in full by May 15th receive 20% off your entire package.

For all contracts or more information please contact marketing@sandcreeksports.com or call Andy Bohlmann at 719-651-1677 or 719-591-4671 or e-mail at andy@sandcreeksports.com or Andrew Hershberger at 719-358-6419 or e-mail at agentfutura@yahoo.com

No Credit Card payments accepted. All checks must be made out to Sand Creek Sports.

For more information about the Carmichael Training Systems Sand Creek Series go to www.sandcreekseries.com.

Additional Promotional Opportunities

1. GOODIE BAGS: All race participants at the June 13th Carmichael Training Systems Sand Creek International Classic will be given a goodie bag provide by Sho-Air International. For no cost you can supply a promotional item of any kind for these goodie bags. Quantity can be no less than 350 and must be provided to Sand Creek Sports no later than June 9th.

2. RACE PRIMES: During specific races "Primes" will be awarded to race lap leader(s). Each "Prime" (a race within a race) will be announced with your name/company over the race PA by the race announcer during that lap. "Primes" may consist of cash, products or gift certificates with a value of \$100 or greater. All "Prime" prizes must be on site for presentation to winners.

Please contact andy@sandcreeksports.com for more information.

