



Wells Fargo Twilight Criterium Mission -

The Wells Fargo Twilight Criterium, one of the nation's premier bicycle races, strives to attract nationally and internationally acclaimed cyclists as well as to provide competition opportunities for cyclists with varying degrees of ability. The Criterium is dedicated to promoting cycling as a life-time sport and providing the Treasure Valley community with an entertainment venue in downtown Boise where spectators of all ages can enjoy the races and associated events.

Wells Fargo Twilight Criterium Stats -

- # 3 Ranked Criterium in the U.S. - VeloNews
- 20,000 spectators
- Over 100 cyclists from around the world, including former Olympians and National Champions
- \$20,000 Purse in Cash & Merchandise

What is a criterium?

A criterium, known among racers as a "crit," is the most popular form of bike racing in the U.S. The race course is a closed circuit track around downtown streets. Racers typically complete a lap per minute, traveling at speeds exceeding 30 miles per hour. Sometimes, because of the speed, the tight corners and the number of racers packed closely together, spectacular crashes occur. Thankfully, the injuries are usually nothing more than "road rash."

Twilight Criterium History -

The Wells Fargo Twilight Criterium was inaugurated in 1987 as a grassroots effort to create a premier cycling event that would attract more participants to the sport; provide an enjoyable family-oriented event for the community; and drive business for downtown merchants and restaurants by attracting people to downtown Boise. Enthusiasm and support for the race quickly grew after the first year. The electric atmosphere and fast-paced, high-stakes drama was a big hit with spectators and participants alike. Today more than 20,000 boisterous spectators flock to the streets of downtown Boise to enjoy what has become one of Boise's major summer attractions.



Bronze Level

Package Includes:

- Logo in Print Advertising
- Logo on Event Poster
- Logo on Website with link to homepage
- Logo on Event Guide Sponsor Page
- Booth Space for sampling
- 5 Course Barricade Signs
- 1 Sponsor Provided Course Banner
- Live PA mentions
- Two (2) Day of VIP Hospitality Passes
- Volunteer T-shirts for Event Staff

\$5,000

Contact Kären Sander, Downtown Boise Association
208-472-5250
Ksander@downtownboise.org



Silver Level

Package Includes:

- Name Mention in Radio Advertising
- Logo in Print Advertising
- Logo on Event Poster
- Logo on Website w/ link to homepage
- 1/8 Page Ad Space in Event Guide
- Booth Space for Sampling
- 10 Course Barricades Signs
- 2 Sponsor provided Course Banners
- Live PA reads
- Four (4) Day of VIP Hospitality Passes
- Volunteer T-shirts for Event Staff

\$7,500

Contact Kâren Sander, Downtown Boise Association
208-472-5250
Ksander@downtownboise.org



Gold Level

Package Includes:

- Logo on Start/Finish Line Signage
- Logo on Television Advertising
- Logo in Print Advertising
- Logo on Event Poster
- Logo on Event/Volunteer T-Shirt
- Name Mention on Radio Advertising
- Logo on Website w/ link to homepage
- ¼ Page Ad Space in Event Guide
- Booth Space for Sampling
- Logo on Event Banners
- 15 Logo barricades
- 3 Sponsor provided Course Banners
- Live PA reads
- Eight (8) Day of VIP Hospitality Passes
- Volunteer T-shirts for Event Staff

\$10,000

Contact Kären Sander, Downtown Boise Association
208-472-5250
Ksander@downtownboise.org



Presenting Level

Package Includes:

- Business Category exclusivity
- Logo on Start/Finish Line Signage
- Logo on Television Advertising
- Logo on Print Advertising
- Name Mention on Radio Advertising
- Logo on Event Poster
- Logo on Event/Volunteer Shirt
- Logo on website w/ link to homepage
- ½ Page Ad Space in Event Guide
- VIP Canopy with \$500 allowance and 60 VIP Passes
- Booth space - w/ sampling (premier booth location)
- Logo on event banners
- 20 Course Barricade Signs
- 5 Sponsor provided Course Banners
- Live PA reads
- Volunteer T-shirts for Event Staff

\$15,000

Contact Kären Sander, Downtown Boise Association
208-472-5250
Ksander@downtownboise.org



Marketplace Booth

Get your product into the hands of thousands of event attendees while promoting your business. Booth Spaces are located in the parking lot adjacent to 9th street and the Finish/Start line area.

Package Includes:

- 10x10 Booth Space for Sampling (Canopy provided by sponsor)
- Name listing in Event Guide (qty 7,500)
- Name listing on Event Website
- Table Provided
- Display Business Signage on Sponsor provided canopy

\$1,000 - for-profit business

\$500 - teams

\$300 - non-profits



Hospitality Canopy

Host your clients in a prime location near the start/finish line of the event.

Package Includes:

- 10x20 Hospitality Canopy
- 2 Banquet Tables
- 2 Cocktail Tables
- Display your Business Signage on provided canopy
- 30 Credentials

Criteria:

- Catering must be organized through event approved caterer and is an additional fee.
- Guest access monitored by sponsor.

\$1,000 (*catering is additional)