



Join our other corporate partners, Lehigh Valley Health Network, Hindle Power, Crayola, and Unity Bank, for the 2024 Easton Twilight Criterium. This exciting event takes place in Downtown Easton and is expected to draw **10,000+ spectators** who create a lively and fun atmosphere for all. The criterium includes a Community Ride for everyone to participate in, a one-mile dash for runners, amateur and professional bike racing, and an exceptional opportunity for spectators to be in close proximity to the racers and feel the wind created by them as they whiz by.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction*</b>	Logo on Start/Finish Line Trusses, Winner's Jersey Presentation	Men's Pro Race, Women's Pro Race, custom packages available		
<b>Logo on Marketing Materials</b>	★	★		
<b>Booth Space</b>	10'x20'	10'x20'	10'x10'	10'x10'
<b>Mesh Course Banners</b>	two	one		
<b>Panel Course Banners</b>	eight	six	four	two
<b>Live Plugs</b>	three	two	one	
<b>Website Logo &amp; Link</b>	★	★	★	text
<b>VIP Tent Passes/Parking</b>	ten/five	six/three	four/two	two/one
<b>Signed Event Poster</b>	one			
<b>Total Investment</b>	\$15,000 & above	\$10,000	\$5,000	\$2,500
<b>Commitment Deadline</b>	Friday, April 12, 2024			

\*Presenting Attractions include: Promo Primes, Pro, Amateur & Junior Races, VIP Tent, Wheelie Competition, Community Ride, 1-Mile Dash, Team Tent Zone, Course Turn, Beverage, Porta Potty Hero, Trash Management, Kids Zone, Neutral Support Pit, Special Seating Options