







SUNDAY, MAY 24, 2026 | 9 AM - 8 PM | DOWNTOWN EASTON

The **EASTON CRITERIUM** is one of the **Lehigh Valley’s premier sporting events**, transforming downtown Easton into a high-energy, closed-course cycling race that draws thousands of spectators, athletes, and visitors from across the region. Featuring **elite and amateur racers, fast-paced competition, and a festival-style atmosphere**, the Criterium delivers **unmatched visibility and engagement** in the heart of the city.

Sponsoring the **EASTON CRITERIUM** places your brand front and center with a **diverse, active, and highly engaged audience** through on-course branding, media exposure, digital promotion, and on-site activation opportunities. **Beyond race day**, sponsorship supports downtown vibrancy, tourism, and Easton’s growing reputation as a destination for major athletic and community events—aligning your brand with speed, endurance, and community impact.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
Presenting Attraction	<ul style="list-style-type: none"> Start/Finish VIP Zone Official Pace Car Block Party Stage 	<ul style="list-style-type: none"> Men’s Pro Race Women’s Pro Race 5K Run 1-Mile Dash Community Ride Sitgreaves VIP Zone 100 Block VIP Zone Block Party VIP Zone People’s Picnic Jumbotron 	<ul style="list-style-type: none"> Promo Primes Amateur Race Junior Race Wheelie Competition Kids’ Sprint Skateboard Competition Course Turn Kids’ Zone 	
Logo on Marketing Materials				
Booth Space	10’ x 20’	10’ x 15’	10’ x 10’	10’ x 10’
Mesh Course Banners	2	1		
Panel Course Banners	8	6	4	2
Live Mentions	4	2	1	
:10 Jumbotron Slide	2	1		
Social Media	2 collaboration posts 1 story	1 collaboration post	1 post	
Website Logo & Link				text
VIP Zone Passes / VIP Parking (value)	10 / 5 (\$1,150)	6 / 3 (\$690)	4 / 2 (\$460)	2 / 1 (\$230)
5K Entries (value)	30 (\$1,200)	15 (\$600)	10 (\$400)	5 (\$200)
Sponsorship Fee	\$20,000	\$10,000	\$5,000	\$2,500
Commitment Deadline	Friday, March 27, 2026	Friday, April 24, 2026		