








Join our other corporate partners, Lehigh Valley Health Network, Hindle Power, Discover Lehigh Valley, and Unity Bank, as Downtown Easton puts a sweet SPIN on the traditional tailgate! The **EASTON TWILIGHT CRITERIUM** turns the heart of the city into a celebration of speed along the downtown course. Throughout the day, spectators stroll the streets enjoying music, entertainment, and great food, culminating with an exciting evening of pro cyclist racing.

	SPONSORSHIP PACKAGES			
BENEFITS	PREMIER (4)	SUPPORTING (8)	COMMUNITY (8)	FRIEND
Presenting Attraction (logo on or at entrance)	Pace Car, Community Ride, Beer Garden	Course Turn (2), Amateur Race		
Logo on Marketing Materials				
Event Program/Map	full page	half page	quarter page	full page
Race Commentator Mentions	three (:30)	two (:30)	one (:30)	
Winner Jersey Presentations	amateur	amateur (if available)		
Booth/Tailgate Space	10'x20'	10'x15'	10'x10'	
96"x39" (8'x3.25') Start/Finish Banners	five	three	one	one
Social Media Posts	four	three	two	
Website Logo & Link				
VIP Hospitality/Parking Pass	10/five	four/two	two/one	
Net Investment	\$10,000	\$5,000	\$2,500	\$1,000
Commitment Deadline	Friday, April 28, 2023			