

**VILLAGE OF LOMBARD  
LOCAL TOURISM GRANT PROGRAM APPLICATION FORM**

**GENERAL INFORMATION**

Organization:	Prairie State Cycling Series, LLC		
Name of event:	Lombard Cycling Classic (or another name TBD)		
Date of event:	7/23/2019	Event location:	In downtown Lombard (exact location TBD)
Contact person:	Marco Colbert	Title:	Exec. Director
Business address:	22 Plymouth Ct	City & Zip	Lincolnshire, IL 60069
Telephone:	847-644-0277	Email:	marccolbert@comcast.net

**PROJECT OVERVIEW**

Total cost of the project:	\$33,800
Cost of city services requested in this application (if any):	\$TBD (*)
Total funding requested in this application: (*) (net of city services)	\$10,000
Percent of total project cost being requested:	30%
Anticipated attendance:	1500 to 2500 in year 1
Anticipated number of overnight hotel stays:	100 to 150 in year 1 (See notes below)

Briefly describe the project for which are funds are being requested:

A new all-day athletic event in downtown Lombard called the "Lombard Cycling Classic" (or other name TBD) featuring exciting bicycle racing by professional and amateur racers from all over the US plus numerous foreign countries. This spectator-friendly and family-friendly event would include a lifestyle expo, local food vendors and perhaps a beer garden or live music in future years. The event would be part of the ten-day Intelligentsia Cup series, which will include similar events in Elmhurst and Glen Ellyn in 2019. See [www.IntelligentsiaCup.com](http://www.IntelligentsiaCup.com)

**ORGANIZATION**

Number of years that the organization has been in existence:	Since 2012
Number of years that the project or event has been in existence:	2019 would be first year in Lombard
Number of years the project has been supported by Village of Lombard funds:	0
How many years does the organization anticipate it will request grant funding?	1 to 3

1) Describe the organization (include brief history, mission, and ability to carry out this project):

Prairie State Cycling Series, LLC ("Prairie State") is a Wisconsin limited liability company. Since 2012, we have successfully staged 52 event days of high-quality pro-am bicycle races in many communities in the Chicago Metro area. These communities include Crystal Lake, Downers Grove, Elgin, Elmhurst, Glen Ellyn, Lake Bluff, Niles, St. Charles, Waukegan, West Dundee and the Chicago neighborhoods of Beverly, West Fulton Market and South Chicago.

The mission of Prairie State is to promote and celebrate cycling in Chicago and the Metro area with events that are fun for participants and the public and which promote exercise and a healthy lifestyle. Stated simply – we love cycling! We want to share our passion with our community partners by creating events that will evolve into enduring summer festivals of cycling for the entire family.

Prairie State has a proven track record of successful events in the communities named above. References are available upon request. Bios of the principal staff of Prairie State are attached. These individuals work during the off-season to plan and coordinate the next season with communities, local organizing committees, racers, vendors, USA Cycling and other parties. Then, during the season Prairie State's staff expands dramatically to around 25 people including professional announcers, registration staff, work crew, professional photographer, social media interns and others.

- 2) Please describe how the program and any proceeds from the event support the goals and objectives of the organization, other local groups or initiatives, and the community at large:

The business model of Prairie State involves three sources of income to finance our operations: series sponsorships, racer entry fees and payment of a "race fee" for each venue to Prairie State by a local organizing committee (LOC) in that venue. The standard race fee for a weekday event in the 2019 Intelligentsia Cup series will be \$10,000 (the race fee is higher for weekend events). The funding requested in this application will cover the 2019 race fee for an event in Lombard.

Typically, the LOC raises funding through local sponsorships. Prairie State intends to partner with the DuPage CVB in the short-term to establish an LOC to support the continuation and growth of the Lombard event year-over-year. Some examples of LOCs in other communities are 501c3 organizations, neighborhood associations, bicycle clubs, local businesses, BID districts or chambers of commerce, local municipal governments, etc. It is hoped by year two or three of the event that the LOC in Lombard will take over all local funding and management responsibilities and thereby the need for funding under the Village's Local Tourism Grant Program will be reduced and then eliminated.

It normally takes between two and three years before the full potential and benefits of an event like the Lombard Cycling Classic can be fully realized. As such, this is intended as a multi-year project.

Once fully realized, the Village of Lombard can expect a self-sustaining community event that is popular with residents, which has a favorable economic impact on local businesses (especially hospitality businesses like restaurants and bars), which increases overnight hotel stays in Lombard and which generally promotes the image of Lombard as a summer destination.

3) What is the organization's plan to make the project self-sustaining?

As stated above, Prairie State plans to work with the DuPage CVB to identify a permanent LOC in Lombard. Normally, the main responsibilities of the LOC are: 1. Obtain funding to pay Prairie State's race fee and other expenses through local sponsorships or other revenue sources; 2. Act as main liaison with the Village of Lombard to obtain events permits and secure a "safe" racecourse with adequate police supervision; and 3. Obtain and manage an adequate number of volunteers to act as "course marshals" on race day.

**PROJECT DESCRIPTION**

- Is the event open to the general public?  Yes  No  
Do you intend to apply for a liquor license for this project?  Yes  No  
Will any revenues from this event be returned to the community?  Yes\*  No  
(\* – the LOC will often partner with a local charity  
Have you requested grant funding in the past?  Yes  No  
If yes, provide grant awards for past 5 years:

N/A

1) Provide a full detailed description of the proposed project or event.

The "Lombard Cycling Classic" would be a full day of "criterium" style road racing on a closed loop racecourse (usually one mile or less in circumference) located in the Village. Several concept racecourses have been proposed. Generally, the most successful racecourses will be located in the downtown area as this will enhance the economic impact on local hospitality businesses like restaurants and bars. (It is not uncommon for such hospitality businesses in other Prairie State venues to report that the bike race generated their best day of business for the entire year.) The race day would generally run from 10:00 am to around 8:20 pm. The Prairie State crew generally arrives about 3 hours prior to the start of racing for setup and everything is normally torn down within 2 hours after the end of racing. Prairie State always leaves each venue cleaner at the end of the day than it was at the beginning. Bicycle racing of this nature proceeds rain or shine. Only severe weather will suspend racing which will resume after the weather threat is over. (Of course, inclement weather can impact spectatorship.) A typical race day will include eight amateur race categories for men and women of various ages and skill levels, plus professional men's and women's races. Time is reserved for a local event such as kids' fun races (kids 3-9 years old) or a family ride. The family rides at our venues in Elmhurst and Glen Ellyn in 2018 were very successful – and the local events are often the highlight of the day. Attached is a typical race schedule for our 2018 West Dundee event.

2) If your application is accepted, how will the tourism grant funds be used?

As stated above, the tourism grant funds will be applied toward the race fee normally payable to Prairie State for an event of this nature.

3) What modifications to the event or other steps will be taken to increase event attendance over previous years (not applicable to first time events)?

N/A

### **LOCATION**

Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered.

Several concept racecourses in downtown Lombard have been presented to Village staff for discussion. A racecourse in downtown Lombard is the most desirable from the standpoint of spectatorship and achieving a favorable economic impact on local businesses.

### **MILESTONES AND TIMETABLES**

Describe the milestones that will mark the progress towards implementing the project and provide a timetable for the completion of each milestone.

1. Confirm award of Tourism Grant Funds to Prairie State – by no later than February 1, 2019 but sooner would be preferred. Prairie State wishes to publicly announce all of its 2019 venues early in the spring.
2. Confirm that all necessary event permits and similar permissions have been granted or assured by the Village of Lombard and relevant departments (eg, Police Dept., Fire Dept., etc) – by February 1, 2019 or earlier if possible.
3. Identify a local “LOC” person or small committee who will at least be responsible to obtain and manage a sufficient number of volunteers to act as “course marshals” for the 2019 event. This position should be filled by May 1, 2019 or earlier.

### **IMPACT**

1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard.

A hotel in Lombard will be designated as a “host hotel” of the 2019 Intelligentsia Cup series (also, based on prior commitments, we may continue working with our host hotel for the last two years near Niles). Prairie State commits to bring at least 50% of its 2019 staff business to the Lombard host hotel. We will designate the host hotel on our website and in our communications with our racers and through social media. Further, the DuPage CVB will offer a complimentary website where racers can view and book rooms offered at the Lombard hotel.

- 2) Please describe the economic benefit to local businesses and the Lombard community. How will your event draw more people from outside the local market (50 miles or more) or attract a new visitor audience?

Page 4 of the enclosed 2019 Intelligentsia Cup info deck reflects that more than half of our racers come from outside of Illinois. It also reflects that each racer also makes significant local expenditures for food, lodging and miscellaneous needs. Typically, each racer will also bring one or more family members or friends to the events. To the extent any of our racers elect to stay in the Lombard host hotel, this is likely to be a multi-day stay given that the Intelligentsia Cup is a 10-day series. Many of our racers plan their vacations around the series and will compete in some or all of the series. (Note: the venues listed in the enclosed 2019 info deck are tentative and the event on July 23, 2019 is not confirmed yet.)

- 3) Who is the target audience for your event or project? What is your anticipated attendance?

Our target audience consists of amateur male and females who are serious bike racers. Our series presents a high level of competition to our racers. For amateur as well as professional bicycle racers, some of the best competition in the country can be found at the Intelligentsia Cup and our reputation nationally reflects that.

The Intelligentsia Cup is the second largest road racing series in the country (based on number of entries) and our goal is to become the largest in the near future. In 2017 and 2018, we averaged around 500 racers per full-day venue. Additionally, depending on the level of publicity given to a new event in Lombard, we can anticipate between 1000 to 2000 spectators in the first year and this number should grow over time and depending on future amenities like a beer garden or live music.

- 4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, barricades, etc.). For each cost, confirm whether you are requesting the costs for such services will be reimbursed to the Village or will be covered under this grant.

Normally our local LOC is responsible for city services (eg, Police services, etc.). The amount of funding we are requesting under this Tourism Grant Program would be net of city services.

- 5) Please describe any collaborative arrangements developed or anticipated with other organizations to

As discussed above, we have a collaborative arrangement with the DuPage County CVB to bring new events to DuPage County.

fund or otherwise implement the project (including in-kind donations).

- 6) Please describe your marketing plan. Detail the strategies your organization will use to promote the event or project (e.g., advertising, public relations, marketing, print materials, promotional pieces).

Under our normal procedures, the local LOC is primarily responsible for local marketing and Prairie State's marketing director handles PR and marketing at the series level. Our marketing director is responsible for:

- maintaining a robust and current website
- issuing numerous and timely press releases
- planning and managing a sophisticated social media campaign
- issuing "e-blast" communications to our racers and other constituents from time to time
- placing some but not extensive traditional media (we think the benefit of traditional media is declining)
- coordinate media stories
- coordinating marketing efforts with the local LOC and municipality

For the first year in Lombard, we will take more responsibility for local marketing and hope to work with the Village of Lombard's marketing department to promote the event as well as with the DuPage CVB.

#### **FINANCES**

- Please include a detailed itemized budget for your entire event on the attached budget form (2 years of past actuals and estimates for upcoming event).
- Attach a copy of the most recently completed agency audit and Federal Form 990. If these documents are not available, please explain why they are not available.

#### **CHECKLIST**

- Completed Local Tourism Grant Program Application Form.
- Completed detailed budget form.
- Promotional materials from past events (not applicable to first time events).
- Post event summary from past event (not applicable to first time events).
- Copy of the most recently completed agency audit or explanation of why it is not available.
- Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

Additional Notes, Comments or Explanations:

1. Each season, the Intelligentsia Cup will designate a “host hotel” for the series. Usually, the hotel will set aside a discounted block of rooms that will be available to racers as well as for the Prairie State staff. In 2018, our staff utilized 132 room nights at the host hotel. For purposes of this application, Prairie State commits to utilize a hotel in Lombard for at least half of its 2019 staff hotel needs. Additionally, we will work closely with the DuPage CVB to market and promote hotel options in Lombard to our racers through our racer registration process and otherwise. This will create a greater potential for cyclists who are competing in the Intelligentsia Cup series to choose to stay in Lombard – a centralized location to many of the races in our 10-day series.
2. A Federal Form 990 is not included with this application because Prairie State is not a tax-exempt organization.

**CERTIFICATION**

The undersigned certifies that to the best of his or her knowledge and belief that data in this application are true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.

Name:	Marco Colbert		
Title or office held:	Exec. Director of Prairie State Cycling Series, LLC	Date:	12/3/2018

Signature: Marco Colbert

**Attachments:**

- A. Detailed Budget
- B. Bios of Principal Staff of Prairie State Cycling Series
- C. General Information Deck for 2019 Intelligentsia Cup series
- D. Sample race schedule from 2018 West Dundee event

**LOCAL TOURISM GRANT PROGRAM  
DETAILED BUDGET**

Event: Lombard Cycling Classic (working title) Date: July 23, 2019

Organization: Prairie State Cycling Series, LLC

**INCOME:** Include an itemized list of all actual (past 2 years) and estimated project revenues (entry fees, gate receipts, food/beverage sales, donations, sponsorships, booth rentals, souvenir sales, other revenues)

ITEMIZED REVENUES	ACTUAL 2017	ACTUAL 2018	ANTICIPATED
Lombard Tourism Grant	\$0	\$0	\$10,000
LOC income	\$7,200	\$7,000	\$0
Racer entry fee income	\$18,100	\$16,600	\$16,600
Series sponsor income	\$8,600	\$8,300	\$10,000
Note: the actual revenues and expenses in this budget were derived from Prairie State's 2017 and 2018 P&L statements for a 10-day series in those years, and reflect the average revenues and expenses for each day of the series in those years.			
<b>Total Income</b>	<b>\$33,900</b>	<b>\$31,900</b>	<b>\$36,600</b>

**EXPENSES:** Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other expenses)

ITEMIZED EXPENSES	ACTUAL 2017	ACTUAL 2018	ANTICIPATED
Staff/event expenses	\$17,100	\$16,600	\$17,500
Prize money to racers	\$6,900	\$6,700	\$7,300
Other operating expenses	\$3,700	\$5,600	\$6,500
Insurance	\$2,000	\$2,000	\$2,000
<b>Total Expenses</b>	<b>\$29,700</b>	<b>\$30,900</b>	<b>\$33,800</b>

**IN-KIND CONTRIBUTIONS:** Include an itemized list of all actual and estimated in-kind contributions. In-kind contributions are non-cash donations, contributions or gifts which can be given a cash value (include Village of Lombard in-kind services, where applicable)A

	ACTUAL 2017	ACTUAL 2018	ANTICIPATED
Estimated value of in-kind	\$0	\$0	An amount for city services sufficient so that the net tourism grant equals \$10,000
contributions (explain)			





## **Bios**

**Tom Schuler (Partner)** - Tom Schuler enjoyed a 10 year career as a professional bicycle racer as a founding member of the 7-Eleven professional cycling team and as a member of the 1980 Olympic Cycling Team. During his career as a professional cyclist, Schuler garnered more than 100 career victories including the 1987 US Pro Road Championship. Tom was inducted into the United States Bicycling Hall of Fame in 2006 and the Wisconsin Bicycling Hall of Fame in 2018.

After retiring from racing, Schuler turned to team management, first as the Assistant GM for the 7-Eleven and Motorola cycling teams, and then forming his own sports management company, Team Sports Inc., in 1992. Team Sports has developed and managed 18 unique professional cycling and triathlon teams and has sent more than 30 athletes to the Olympic Games who have won 6 Olympic Medals. In addition to team management, Team Sports manages cycling events in Wisconsin and the Midwest. Schuler is a founding partner in both the Tour of America's Dairyland in Wisconsin and the Intelligentsia Cup p/b SRAM Series in greater Chicago.

Tom and his wife Betsey Caron have 3 adult children and live in Milwaukee Wisconsin

**Marc "Marco" Colbert (Partner)** - Marco is the Executive Director and founding partner of the Intelligentsia Cup p/b SRAM Series; formerly, he was Associate General Counsel, Bank of America Legal Dept.; Operations Manager, 2005 Advantage Benefits Endeavour Professional Cycling Team; Assistant Manager, Team Type 1 Professional Cycling Team – 2007 to 2009; assistant race director, 2010 USPRO Crit National Championship in Glencoe, IL; assistant race director, 2011 Evanston Grand Prix; and promoter and race director, 2012 Lake Bluff Twilight Criterium. He is a USA Cycling certified national/international level "race director", an avid amateur cyclist and former racer. He is also Treasurer of the National Association of Professional Race Directors (<http://naprd.org/>). Marco and his wife, JoAnne, reside in Lincolnshire, IL and/or Tucson, AZ.

**Mark Zalewski (Marketing Manager)** - Mark has worked in the professional cycling industry for more than 12 years, first as a journalist and photographer covering the highest levels of the sport for publications such as Cyclingnews and VeloNews. He now works on the communications and marketing side of the business with professional cycling teams, including Cannondale Pro Cycling, and events like the Intelligentsia Cup p/b SRAM Series. Originally from Wheaton, IL he has lived in Chicago for ten years and is a member of the Spidermonkey cycling club. Mark is an active racer in the Chicago area in both road and cyclocross.



PRODUCED BY:  
Prairie State Cycling Series, LLC

[www.IntelligentsiaCup.com](http://www.IntelligentsiaCup.com)

Held under event permit 2018-598

USA Cycling rules will be enforced




### West Dundee River Challenge

Wednesday, July 25, 2018 (West Dundee, IL) (as of 7/1/18)

Category	Start	Duration	Field Limit	Min. Cash Primes	Prizes	Places
Cat 4/5	10:00a	30 min	75	n/a	Coffee	3
Illinois Bone & Joint Inst. Women Cat 4/5	10:40a	30 min	75	n/a	Coffee	3
SRAM Masters 35+ 3/4	11:20a	40 min	120	\$100	\$200	5
Just BARE Chicken Women Cat 2/3	12:10p	45 min	120	\$150	\$300	5
Cat 3	12:55p	45 min	120	\$100	\$200	5
Team MACK Masters 50+/60+ Cat 1-4 p/b Haute Route	1:50p	50 min	120	\$100	\$500	10
Keating Law Cat 2/3	2:50	50 min	120	\$150	\$300	5
William Blair Masters 35+ 1/2/3	3:45p	60 min	120	\$150	\$600	10
Pro/1/2 Women	4:55p	70 min	150	\$400	\$1850	15
Local event/Family Ride	6:15p	30 min	n/a	n/a	n/a	n/a
Pro/1/2	6:45p	90 min	150	\$400	\$1850	15

**Entry Fees** (including mandatory USA Cycling daily surcharge): **PRO WOMEN/MEN 1/2: \$55 ALL OTHER ADULT CATEGORIES: \$45**

**Juniors (18 or under): \$15 (for Jrs. Races only)**

**Entry Discounts:** \* \$10 discount for the second race entered on the same day. Discount reflected in checkout total.  
 \* 20% discount, if you register online prior to May 20, 2018  
 \* 10% discount, if you register online prior to June 20, 2018.

**Registration: Two Options:** 1) ONLINE at <https://www.bikereg.com/intelligentsiacup> (ADDITIONAL ONLINE SERVICE PROVIDER'S FEE) thru 12:01 am CDT on July 16, 2018 or  
 2) ON-SITE (additional fee of \$15/day) opens one hour prior to first race of the day and closes 30 minutes prior to race of interest. **RACES GO ON RAIN OR SHINE. NO REFUNDS.**

**Event Insurance:** Available thru BikeReg at online checkout (covering minimum entry fees of \$50 or more)

**GPS Location:** Grafelman Park, North 5th St., West Dundee, IL 60118

**Accommodations:** Host Hotel: see Racer Accommodations on website: [www.intelligentsiacup.com](http://www.intelligentsiacup.com)

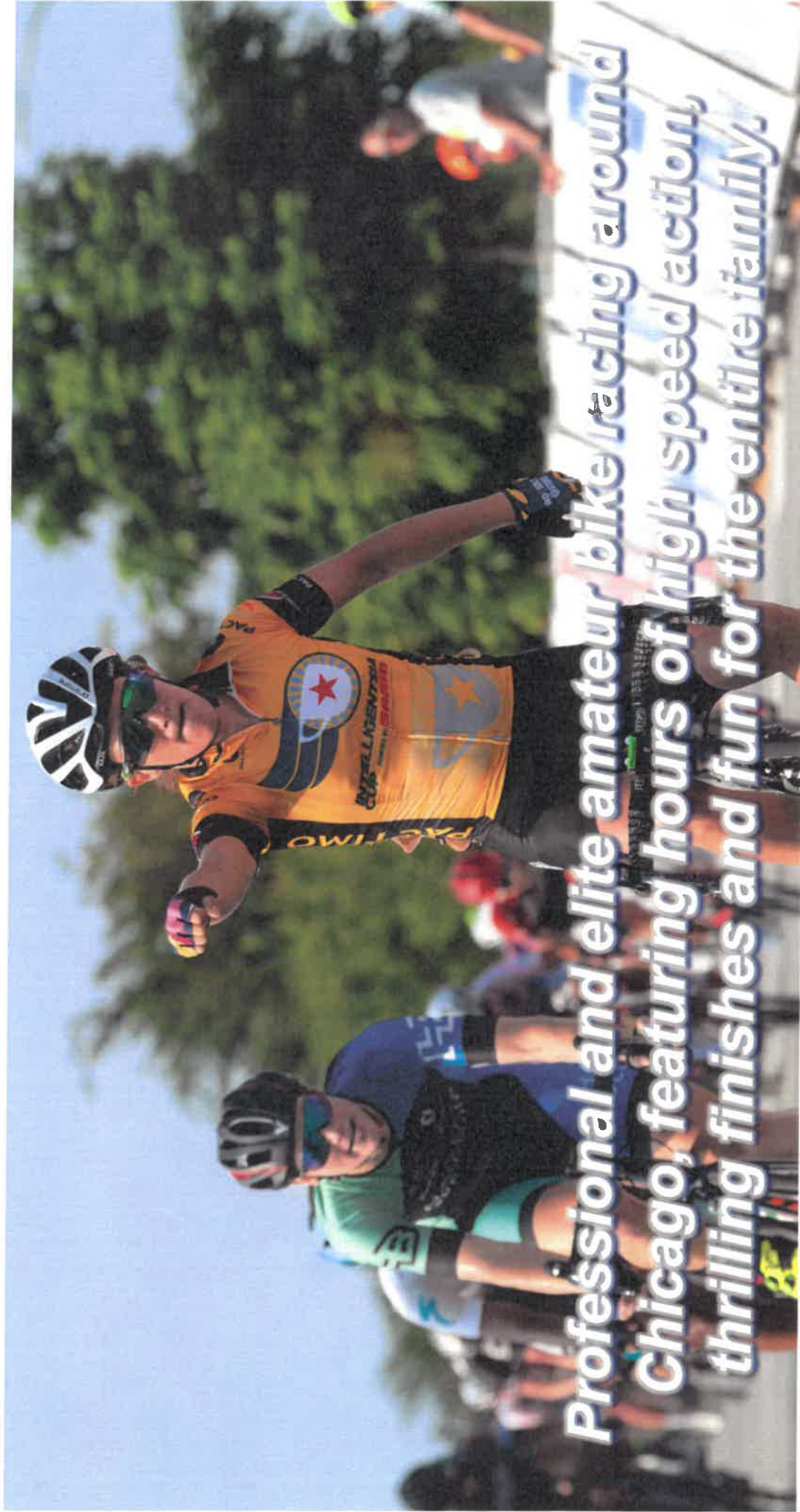
Host Housing: Limited host housing available; please contact Graham Wilson, [graham@intelligentsiacup.com](mailto:graham@intelligentsiacup.com)

**Information:** Race Director - Marco Colbert: [marco@intelligentsiacup.com](mailto:marco@intelligentsiacup.com) 847.644.0277

- All events supported by SRAM Neutral Race Support.
- Every winner of every race in each category on the daily schedule (except juniors) will receive a daily Pactimo winner's jersey. For the Masters 50+/60+ category, a daily Pactimo winner's jersey and daily Pactimo omnium leader's jersey will be awarded for each of the following age groups in the category: 50+, 55+ and 60+.
- Intelligentsia Cup is run as an omnium, with points awarded based on a rider's placing. The final overall will be determined by cumulative point totals based on the rider's best races of the series (9 best races for pro, Cat 2/3 and Masters 35+Cat 1/2/3 riders; 8 best races for all other adult riders; and the first 3 races for juniors) and recognized on the podium on July 22, 2018 for juniors and on July 29, 2018 for all other categories. See Tech Guide for more information on overall prizing, omnium tiebreakers, etc. All riders must comply with Tech Guide requirements.
- The Pro men and Pro women categories will have an omnium prize of \$5,000 each paid over ten places.
- See our website for details on racecourses, parking, team tent locations and other pertinent information.



**INTELLIGENTIA**  
**CUP** POWERED BY **SRAM**®



*Professional and elite amateur bike racing around  
Chicago, featuring hours of high speed action,  
thrilling finishes and fun for the entire family.*

**JULY 19-28, 2019**

# INTELLIGENTSIA CUP

POWERED BY **SRAM**



## ABOUT THE SERIES

- Founded in 2012 and expanded to multiple days of racing in and around Chicago with title sponsorship by Intelligentsia Coffee.
- Pro and amateur men's and women's cycling races featuring elite athletes from the region and all over the world.
- Criterium-style races with short closed courses that are easy to watch for spectators and more accessible for the media.
- Race speeds in excess of 30 mph with sprints for cash payouts and merchandise.
- All-day racing is partnered with family-friendly fun: kids' activities, entertainment, Active Lifestyle Expo, food vendors, merchant sales in a festival atmosphere.
- Professional on-stage announcers provide play-by-play coverage, cycling knowledge 101, interactive spectator contests, introduce the community, and sponsor messaging, to engage spectators and athletes.
- Our goal is to promote and celebrate cycling in Chicago and the Metro area with events that are fun for participants and the public and which promote exercise and a healthy lifestyle.





**INTELLIGENTSKIA**  
**CUP**

POWERED BY **SERANI**

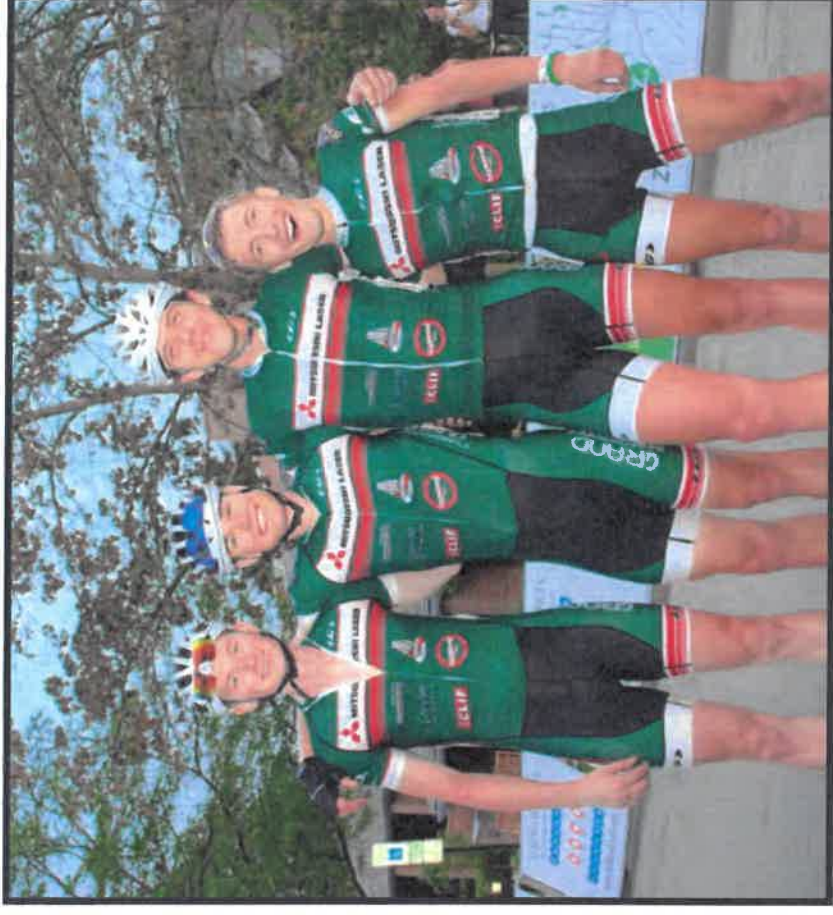
# INTELLIGENTSIA CUP

POWERED BY **SRAM**



## MEET THE RACERS

- International fields of professional and amateur men/women competing in a variety of age/ability categories
- **4,557** entries in 2018 (903 individual riders) 55% from Illinois:
  - ↑ **16%** average increase per year since 2014
  - ↑ **56%** average increase per venue
- 38 states (41% from Illinois) 12 foreign countries
- Average age across all categories: 33
  - Without age group (master's): 29 Women's categories: 30
- **72%** of USA Cycling licensed cyclists are 25-44\*
- **93%** are college educated\*
- **48%** have household incomes over **\$100,000\***
- Racers spend an average of **\$2,016** on events including local lodging, food\*
- Female participation is increasing, **25%** of Intelligentsia Cup in 2014 and growing



\*Source: USA Cycling



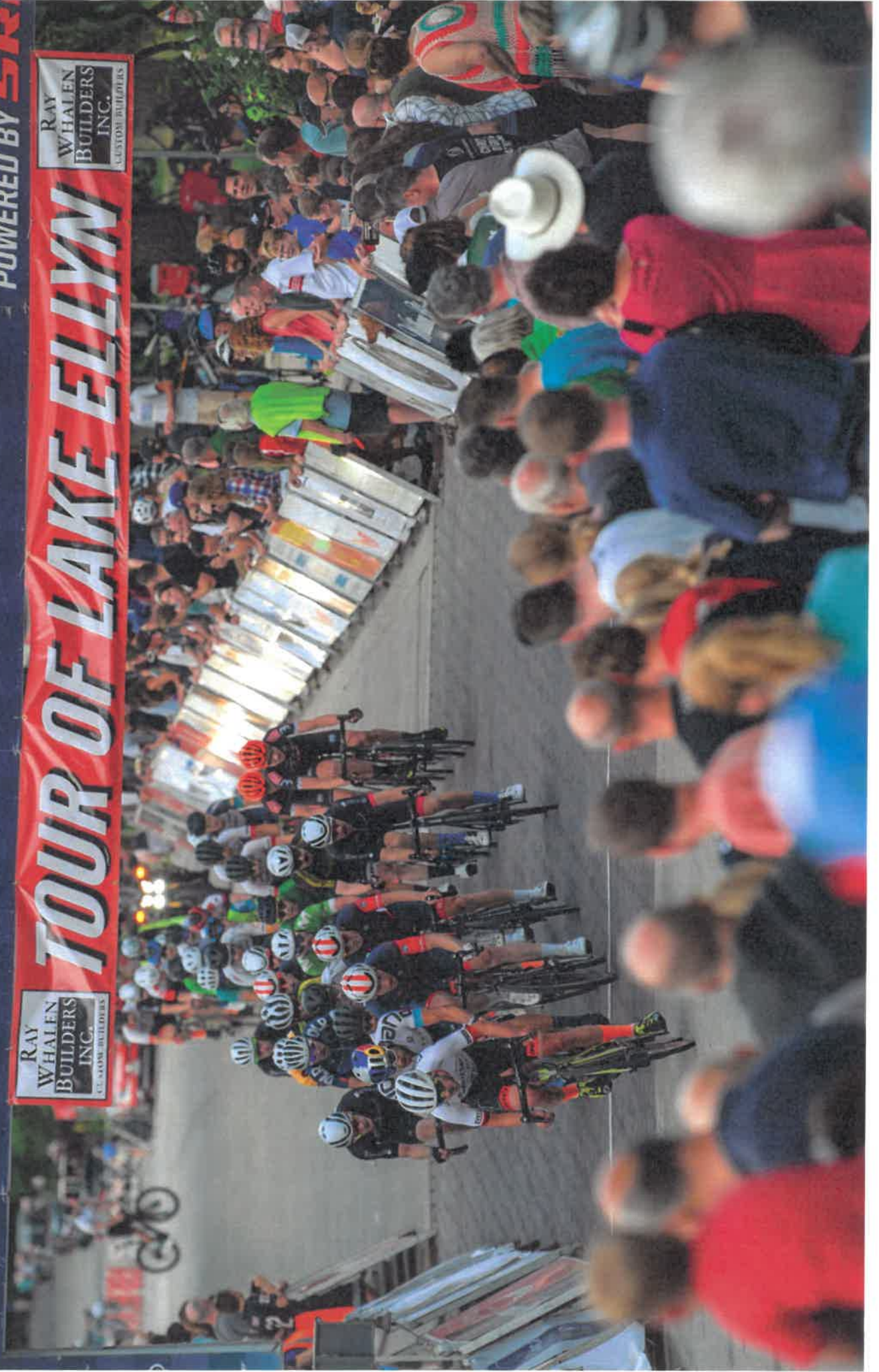
# INTELLIGENTIA CYCLING

POWERED BY **SRI**

RAY  
WHALEN  
BUILDERS  
INC.  
CUSTOM BUILDERS

## TOUR OF LAKE ELLYN

RAY  
WHALEN  
BUILDERS  
INC.  
CUSTOM BUILDERS





## MEET THE SPECTATORS

- Captive audience of families and active lifestyle enthusiasts who reside in the community and travel from neighboring areas.
- Racers often travel with their families.
- Thousands of spectators expected for each race, with an **estimated individual spend of \$59 on food/beverage/shopping** in each community.
- Professional cycling fan base is business-savvy, affluent, upscale and well-educated.
- Cycling race enthusiasts are loyal to sponsors and brands who support the sport.
- Many racers and fans travel to more than one race during a cycling series.
- Cycling races appeal to everyone – the sport's energy is like NASCAR on two wheels!



- Median Household Income of **\$75,000**, with **70% college educated**.
- 50/50 split of male and female race fans; Median Age: **38**.

Source: USA Cycling



**INTELLIGENTISIA**  
**CUP** POWERED BY **SRAM.**

# INTELLIGENTSIA CUP

POWERED BY **SRAM**



## ENGAGE YOUR COMMUNITY





## ABOUT THE SPORT OF CYCLING

- Bike racing is a **TEAM** sport with riders working together using strategy and tactics to place one team rider in the position for victory.
- Estimated 65 million competitive and recreational cyclists in the U.S. Number of Americans who ride bikes is greater than all who ski, golf and play tennis combined.
- One of the most popular and fastest growing sports in the world. Healthy activity the entire family can enjoy together.
- The U.S. bicycle industry is a **5.6 BILLION DOLLAR** industry.





 **INTELLIGENTSIA**  
**CUP** POWERED BY **SRAM.**

# INTELLIGENTSIA CUP

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## OPPORTUNITY: ENGAGE THE CHICAGO METRO CONSUMER AND PROMOTE YOUR BUSINESS, PRODUCTS AND SERVICES



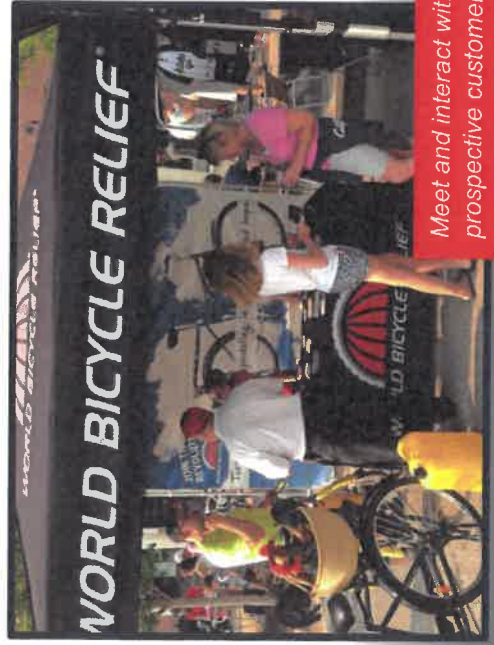
Display and sample products.



Tom McAfee, President of Northwestern Lake Forest Hospital, interviewed on stage.



Prominent visibility of your brand.



Meet and interact with prospective customers.



Pace Car Sponsorship

# INTELLIGENTSIA CUP

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## BRANDING VARIETY

- Multiple signage locations at every venue – barrier boards and fencing, podium background, finish line banner ...
- Exclusive race category sponsorship includes custom winner's jersey at each venue and overall series winner with prize opportunity.
- Live streaming at *Pro Road Tour* venues with logo and video spots.



Jumbotron showing action and sponsor messaging.



Randy Scott (SIGMA Sport) with race winner.

 **INTELLIGENTSIA**  
**CUP** POWERED BY **SRAM.**





# INTELLIGENTSIA CUP

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## LIVE WEBSTREAM

- Professional HD broadcast quality production
- Reach a nationwide/worldwide audience
- Video spots, product demo, logo branding



# INTELLIGENTSIA CUP

POWERED BY **SRAM.**



## ACTIVATE: SPONSOR ACTIVATION THROUGH CONTENT GENERATION AND SOCIAL MEDIA

**PrairieStateCycling**  
@PrairieStateCyc

Cat 2/3 winner Kyle Selph (EGO Sammy's) visiting the @ZipcarChicago booth #ChicagoCrit @Intelligentsia Cup #PSCS

Join at zipcar.com

18  
18 posts

2  
2 pages

2,218 likes · 417 likes

18 post reach

Let People Find Prairie State Cycling Series  
Use a Get Directions button to lead them directly to your Page location

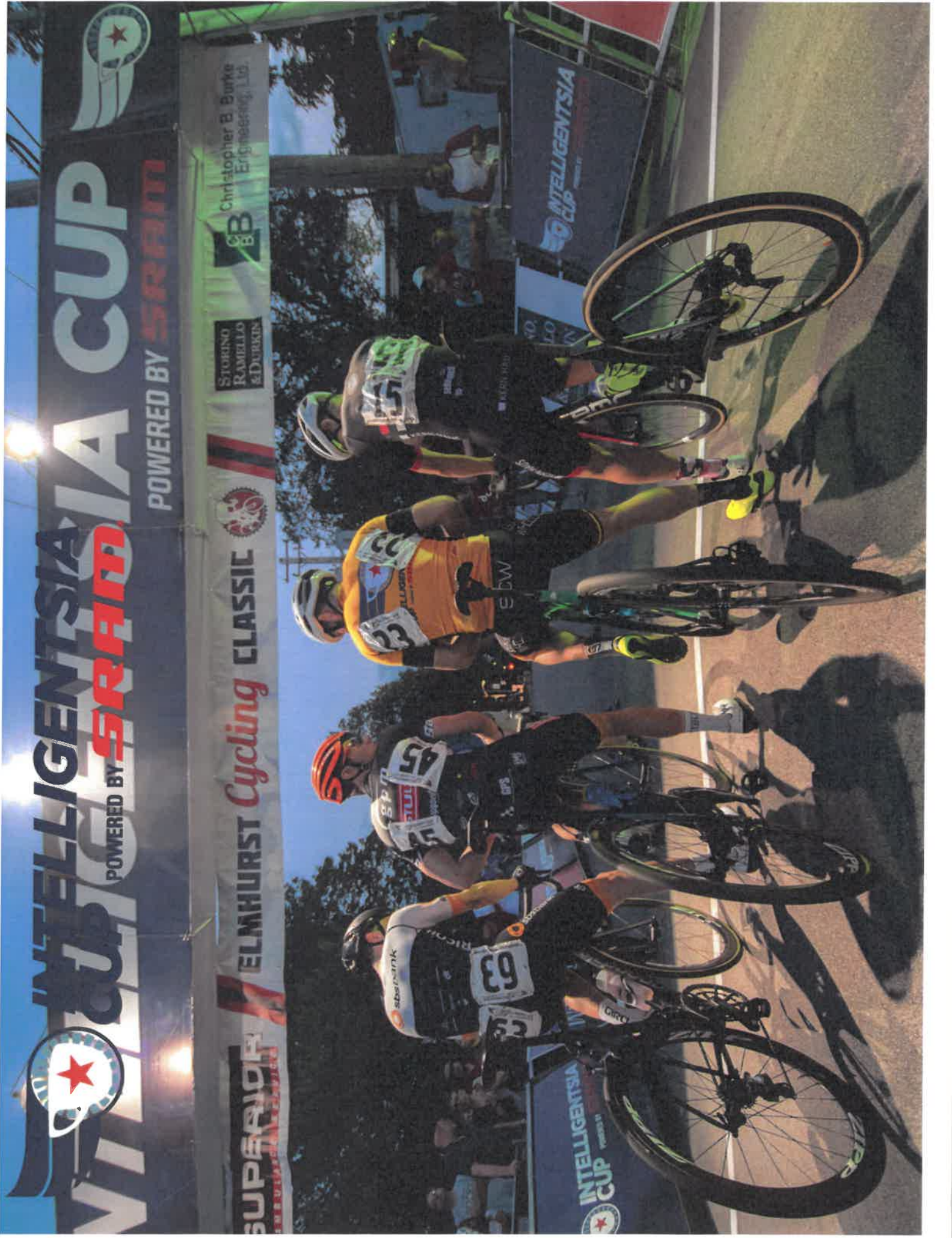
**Intelligentsia cup**

Chris Zigmont  
SRAM Road Brand Director

**Sponsor profile: SRAM - Chris Zigmont**

148 views

PHOTOS



# INTELLIGENTSIA CUP

POWERED BY **SRAM**

POWERED BY **SRAM**

**SUPERIOR**

**ELMHURST Cycling CLASSIC**

STORINO  
RAMELLO  
& DURKIN

CB

Christopher B. Burke  
Engineering, Ltd.

INTELLIGENTSIA  
CUP

INTELLIGENTSIA  
CUP

63

45

23

55

69

45

23

55

## 2019 TENTATIVE VENUES

**Friday, July 19 – Chicago/Beverly**

**Saturday, July 20 – Glen Ellyn**

**Sunday, July 21 – Elgin (IL State Road Race)**

**Monday, July 22 – Joliet (Autobahn Country Club)**

**Tuesday, July 23 – South Chicago**

**Wednesday, July 24 – West Dundee**

**Thursday, July 25 – Niles**

**Friday, July 26 – Elmhurst**

**Saturday, July 27 – Lake Bluff**

**Sunday, July 28 – Chicago/W. Fulton St.**

