



Celebrating 44 Years

Sponsorship levels and sponsor benefits

Be a part of this exciting sports competition that has included four-time Tour de France Champion Lance Armstrong

Become a sponsor today

2003

**June 26th - 29th
Fitchburg, MA**



Longsjo Named Race Sponsor - \$10,000+ (or equivalent in services)

- Exclusive Race Naming Rights, Name on Race Leader Jerseys and Start/Finish Banner
- Unlimited Number of Signs (supplied by sponsor) placed on race course
- Frequent mention by race announcers, special recognition at the Criterium, access to the VIP area, promotion on radio interviews, print media and media releases, and a link on the official website at www.longsjo.com.
- Current Named Race Sponsors - Bovenzi, Inc., Aubuchon Hardware, Best Western Royal Plaza, Unitil/Fitchburg Gas and Electric Light Company, and Massachusetts Innovation Center.
- Special recognition includes full-page ad in the Longsjo Classic 2003 Official Sentinel and Enterprise Race Guide.

Longsjo Major Sponsor - \$2,500+ (or equivalent)

- Option for named Jersey or Race Category
- Up to Five Signs supplied by sponsor placed around course
- Frequent mention during race, listing as Major Sponsor in all promotional material and a link on www.longsjo.com, use of VIP area, name on Race Leader Jersey
- Special recognition including 1/2-page ad in the Longsjo Classic 2003 Official Race Guide

Longsjo Gold Community Sponsorship - \$1,000

- Placement of sign by sponsor on race course
- Mention during each day of racing
- Listing as Longsjo Community Sponsor in all promotional material and a link on the official website at www.longsjo.com
- Special recognition including 1/4 page ad in the Longsjo Classic 2003 Official Race Guide

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For more information visit www.longsjo.com or call 978-597-1766