



Celebrating 45 Years

Sponsorship levels and sponsor benefits

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

2004

**July 2nd - 5th
Fitchburg, MA**



Longsjo Underwriter - \$20,000+

- 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 web site at www.longsjo.com.
- Named as race underwriter
- Special recognition includes full-page ad in the Longsjo Classic 2004 Official Sentinel and Enterprise Race Guide.
- Presentation of winner's trophy
- Special "thank you" plaque

Longsjo Race Sponsor - \$10,000+

- Exclusive Race Naming Rights for one of individual races, 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 web site at www.longsjo.com.
- Named as race sponsor (for one of the individual races)
- Special recognition includes full-page ad in the Longsjo Classic 2004 Official Sentinel and Enterprise Race Guide.
- Presentation of individual race winner's trophy
- Special "thank you" plaque

Longsjo Major Sponsor - \$5,000+

- 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 2004 Official Race Guide
- Special "thank you" plaque

Longsjo Community Sponsor - \$2,500+

- 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 2004 Official Race Guide
- Special "thank you" plaque

Longsjo Sponsor - \$1,000+

- 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 1/8 page ad in the Longsjo Classic 2004 Official Race Guide

Longsjo Friend - \$500+

- Logo Listing in Longsjo Classic 2004 Official Race Guide

Longsjo Business Member - \$100 to \$499

- Official voting member of the Fitchburg Cycling Club and listed in 2004 Race Guide as a sponsor

Largest International Cycling Competition in North America



AUBUCHON
HARDWARE



Join our growing list of sponsors

Longsjo Sponsorship Levels

Underwriter - \$20,000 • Race Sponsor - \$10,000 • Major Sponsor - \$5,000
Community Sponsor - \$2500 • Sponsor - \$1000 •
Friend - \$500 • Business Member - \$100 - \$499



Civic Pride

Opportunity

Your contribution to the world class Longsjo Classic will help us create ***national recognition, civic pride & volunteerism, and economic opportunities*** for North Central Massachusetts.

☐ Enclosed is my check made payable to Longsjo Classic

☐ Please bill me

Name _____

Address _____

City/Town _____ State _____ Zip _____

Telephone _____ Email _____

Amount of Donation \$ _____

Longsjo Classic

Endowment* \$ _____

Total \$ _____

PO Box 923 Fitchburg, MA 01420
Tel 978 534-9966 Fax 978 534-9966
www.longsjo.com e-mail longsjo@longsjo.com

* Longsjo Classic Endowment is designed to create a permanent source of funding for the race and educational endeavors.