



Date: March 5, 2007
To: 2007 Sprint Line Communities
From: Kelly Greene, Venue Director, Medalist Sports
Re: Tour de Georgia

Georgia's Race to Defeat Cancer is coming to Town!

The **Tour de Georgia**, a world-class professional bicycle stage-race will be rolling through your community in late April. This international cycling event is a seven-day, 650+-mile race beginning in Peachtree City, April 16th and concluding in Atlanta on April 22nd. The purpose of the event is to:

- Stimulate economic growth throughout the state
- Promote awareness of the Georgia Cancer Coalition
- Partner with and showcase the beauty of our communities
- Produce a world-class sporting event, known as North America's Premier Cycling Event

We are proud to announce that your community has been designated a **Sprint Line** community. By hosting a Sprint Line, your city will have an opportunity for the community to come out and enjoy professional cycling, while playing a vital role in the overall event.

What is a Stage-race?

The **Tour de Georgia** is a professional cycling event known as a stage-race. This means that the winner is not decided by winning a particular stage or day, but by having the lowest accumulated time after all six days.

What is a Sprint Community?

During the course of a stage, using the example of Stage 1: Peachtree City to Macon, there will be designated sprint lines in the cities of Zebulon, Barnesville and Forsyth. Cyclists will try to win these sprints, which are essentially a race within the race. By winning a sprint the competitors accumulate points. At the end of the last stage the rider who accumulates the most point will win the Sprint jersey, and a cash prize.

What is requested from the Sprint Communities?

People! Tour organizers, along with the Georgia State Patrol, are coordinating routes and security for the race caravan. What we ask is that sprint communities publicize the race in a manner that all citizens get the opportunity to enjoy the race as it rolls through town. To assist in marketing the event, we will distribute to all communities official Tour de Georgia posters and Volunteer t-shirts. We also request that you forward this information to local media. Local media is a tremendous outlet for publicizing the race, as well as making people aware of potential traffic issues.

Sprint Line Sponsor Opportunities

Sprint Communities have the opportunity to engage a local sponsor(s) to reward the cyclist that wins their respective Sprint Line for that day's stage, with a cash prize – amounts typically range from \$1,500 to \$5,000. This opportunity is not only a great way to not only reward these cyclists for their efforts, but a unique way to garner additional publicity for your community, county and/or local business.

To follow is a list of next steps regarding the Sprint Line Sponsor opportunity.

Next Steps:

- **Letter of Commitment** stating amount to be presented faxed to Medalist Sports by **Friday, April 6th**.
Fax # is 770-631-1216
- Once confirmed, we will send you an electronic invoice that lists **due date of payment** and Tax ID # .
- **Check in the amount of \$XX for your Sprint Line to be made payable to Medalist Sports, P.O. Box 415, Tyrone, GA 30290. Checks MUST be received no later than Friday, April 14th.**
- As recognition of this cash prize, you will have the opportunity to present an “over-sized” check to the winner of the Sprint during the official Awards Ceremonies in **the Finish City of your Stage**. Over-sized checks to be produced by the local sponsor. (Local sign production company is recommended) and brought on-site that day.
- You and your local sponsor will have access to the Finish line Hospitality Tent upon arrival to experience a top-notch dining experience and VIP viewing of the Race Finish. **Approximately 1 hour before the estimated Finish** we will briefly walk through your role on Stage as an Awards Presenter.
- Our official photographer will take pictures of the awards presentation.

Please know that we are truly grateful for your support. If you have any questions or concerns about your role in the **2007 Tour de Georgia**, please forward them to Debbie Britt at Debbie@brittideas.com or myself at (kelly.greene@medalistsports.com).

This event promises to have a positive affect on the state of Georgia, and more importantly the Georgia Cancer Coalition. Such a profound impact would not be possible without the support of communities like yours. Thank you!