



American Parkinson  
Disease Association

## CYCLE FOR PARKINSONS

### 2007 Cycle For Parkinsons

The American Parkinsons Disease Association (APDA) is sponsoring the 2<sup>nd</sup> Annual Cycle For Parkinsons as the Georgia Chapter's 2007 major fundraiser. Last year this event featured a weekend of racing including a track race at the Dick Lane Velodrome at East Point, a road cycling criterium on the Georgia Gwinnett College in Lawrenceville and a road race in Duluth. Sponsors included Frazier Cycling, CycleWorks, City of Duluth, Georgia Gwinnett College, BatteriesPlus, Inside Gwinnett Magazine, Hayes Dealerships, John Wieland Homes, Lowes Mortgage, and PKM CPAs. The races were well-attended with a weekend total of 450 local, regional and out of state riders. The overall event was a huge success. Comments from the cyclists were very positive (see enclosed comments from racers).

The May 19, 2007 event will feature a one day criterium race on the Georgia Gwinnett College campus. We are seeking businesses and individuals who are interested in partnering with us by providing sponsorship dollars, in-kind sponsorship, event promotion and execution. Sponsorship offers your business:

- Exposure to cyclists with disposable income: \$100K+ average income, college-educated, professional, married. Cycling is an expensive sport – cost of average racing bike is \$5K.
- Opportunity to be seen as a progressive business (cycling is the 2<sup>nd</sup> fastest growing participative sport) and a leader in supporting the environment, health and fitness, and an elite and up-and-coming sport.
- Association with a first-class, high-end event held at the Georgia Gwinnett College Campus of Tomorrow.





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### **Racer Comments from the June 3,4 2006 Cycle for Parkinsons Georgia Gwinnett College Criterium & River Green Cycling Classic Road Race**

I thought it was extremely well done. I was very impressed with everything Saturday. Well, I will definitely be back next year. You provided the most stress free criterium environment I have ever seen. Good job, good cause, good course, good everything!!!!!!

I thought the event went very well. The courses were safe and support was present. Thank you for your attention to detail. I look forward to participating next year.

I had a fantastic weekend racing. I appreciate the organization you guys have and only wish you could put on 4-5 races per year in the Atlanta area. I think there are lots of racers who live in the area and would like to race in the area and not drive 4-6 hours, often leaving their families behind.

I also like the idea of my race fees going towards a good cause. You guys did a great job.

Great race and many thanks for organizing. Before heading over I was concerned about parking and logistics of getting into and out of the start area. Once there, signs were clear and all was well. You could add info to the flyer indicating that parking is adjacent to the start line.

Honestly, I thought it was one of the better organized races I have attended (and I have been to a bunch of them. Registration (I used on-line) was probably the fastest and easiest ever. The kids' activities were a nice touch on Saturday. Anything that makes these more attractive as family events is a good thing.

Both races were great> Saturday's crit was much better than I expected. Looking forward to doing it again next year. Sunday's course is very nice.

Liked the courses. Staff and volunteers were great

I will be at both events next year, or at least make a contribution in the way of an entry fee. Thanks for holding the races, we had fun and for a great cause.

The races and scoring went very smoothly .The course selection was very good. Pay out and scoring went smoothly as well. Basically, thank you for caring and supporting our sport. See you again next year if not sooner. I thought this was a great event.

I wanted to let you know that the criterium course on Saturday was wonderful! The inflatable entertainment was appreciated by my children, thank you. My wife liked the course a lot saying that she was able to see so much more of the race, making it more entertaining for her and the children. The online bike registration made it quite easy and the sign up in the morning was quick and simple. I did not compete on Sunday, but I hear it was a wonderful event also and that those participating enjoyed the layout. I enjoyed meeting you and Dr. Alberts. I will return to support the event next year.

Great race

- Loved the preprinted racer waiver forms
- Loved having food and T-shirt at registration desk on Saturday
- Advertise the activities for kids that you had at the race! If I had known, I would have brought the family! Nice job,

Thank you for the extraordinary race courses for both the Crit and the Circuit race over the weekend! I thoroughly enjoyed the technicality of the crit course and was absolutely thrilled by the wide circuit course, especially for the sprint out!!

Great race weekend. Course one (Sat) was a little tight but fields were small enough to accommodate them. The course on Sunday was excellent. Great parking and registration areas at both locations (Sat and Sun)

Parking was excellent. You did a great job. The courses were good. You already know that the Sunday morning street crossing was sketchy and I'm sure you will work it out next year. You did a good job working with it, and as far as a participant goes, it was fine.

I enjoyed both races tremendously. Great competition and very nice courses. I do think the U-turn in the crit was a bit much, but other than that both courses were fantastic. I was very impressed with the junior races. Mobile doesn't have any cycling support, in fact we don't even have one race within a 2 hour drive of Mobile. So, it's nice to see the involvement from the younger ranks. I hope to come back again next year, except I hope to be racing as a cat 2

Thank you for everything .Nice event

This was the best-organized race I've attended this year, even with the church crowd. I don't see how you could improve it next year, unless it gets more popular, in which case you might need more portapotties. I'd have brought my 3-year-old if I'd known about the inflatable playground Saturday. That was the biggest I've seen.

This was a great weekend and you guys really picked it up this year.

I had a wonderful time at the races this past weekend. The scoring was fast and the races were on time. You succeeded with the convenience of parking and registration being close to the start/finish. Thanks again for a great race weekend and I look forward to competing again next year.

Thank you for your efforts in putting on these two races. I enjoyed both and look forward to coming back again next year.

Thanks for putting these events on - I thought they were some of the best organized ones I have attended this year. Registration was easy both days and the results were posted quickly. I appreciate you guys hosting the race and appreciate the efforts you put into making this a great event.

Good courses. Thanks for all your hard work. My team will be back next year. Great races. I did both. No complaints.

Great job this weekend!



## **Sponsorship Opportunities**

Sponsorship gives:

- access to a high profile organization – Georgia Gwinnett College, local businesses, local community
- opportunity to brand your company logo
- support of your firm's community service mission
- media coverage and PR
- association with an “up and coming” sport in an event that promotes juniors, family, fitness, environment

Other Sponsors: (we are starting our sponsorship drive)

- Georgia Gwinnett College – Venue Host
- Frazier Cycling – Project Manager, Race Organizer
- CycleWorks – Technical and Course Management
- Inside Gwinnett Magazine – Print coverage
- Porter Keadle Moore, LLP - Sponsorship
- Batteries Plus - Sponsorship
- John Wieland Homes - Sponsorship
- Frazier Marketing & Graphic Design – Design of Marketing materials
- Allgood Pest Solutions – Sponsorship, Race Support and Promotion

### **Focus is on community**

- Georgia Gwinnett College – College of Tomorrow is very much in the Gwinnett County/local Atlanta media and press. The college is shutting the entire campus down for this race. The State of Georgia University Chancellor (a cyclist) and other dignitaries will be invited. GGC top administration will be on-hand. This will be a high-profile event.
- Inside Gwinnett Magazine - coverage with pre-event article, current month article and post event article. ½ page color ad for 2 issues.
- CycleWorks – Gwinnett County HQ – heavy promotion in all Marietta, Duluth, Sandy Springs and Roswell locations

### **Media:**

- Press release by Georgia Gwinnett College to 200 media contacts
- Coverage by Inside Gwinnett Magazine
- Planned: Local radio station broadcast, coverage by Gwinnett Daily Post, AJC Sports, local magazines

**Other Promotions:**

- American Parkinson Disease Association website
- Georgia Gwinnett College website
- Frazier Cycling website
- CycleWorks website
- USA Cycling website listing for state and national race
- SouthEast Bicycling website listing
- Race announcer commercials and interviews
- Promotion to regional and local bike shops, teams, clubs
- Name and logo on all promotional material, ie printed, signage, posters and t-shirts



## 2007 SPONSORSHIP OPPORTUNITIES FOR CYCLE FOR PARKINSONS

A Family and Community Event Benefiting the American Parkinson Disease Association  
Georgia Chapter and Pedaling For Parkinsons, both 501 c (3) Charities

*“With Commitment, We Can Conquer Parkinson’s Disease.”*

The American Parkinson Disease Association Georgia Chapter is hosting an exciting day of cycling races to raise public awareness and research funds towards finding a cure for Parkinson’s Disease. This event gives you an opportunity to contribute to a very worthwhile cause while giving your business exposure to the local community and out-of-town race participants and spectators. Your business can be an event sponsor.

### Title Sponsorship – \$5,000

- Sponsor name is the name of the event; all reference to event includes sponsor name i.e. printed, media, internet
- Sponsorship level will be recognized on event signage
- Recognition in promotional materials and public relations efforts
- Logo inclusion, website link and listing as Sponsor on APDA, Pedaling For Parkinsons, Frazier Cycling and BikeReg.com websites
- Dedicated Sponsor Page on APDA, Pedaling for Parkinsons websites
- Recognition on banner at start/finish line
- Company information mentioned by cycling race announcer throughout the day
- Promotional opportunities through the race day i.e. company rep interviewed, photos with race winners
- Placement of company promotional material in participant gift bags
- Passes to VIP Hospitality Tent

### Level 1 Sponsorship - \$3,000

- Sponsorship level will be recognized on event signage
- Recognition in promotional materials and public relations efforts
- Logo inclusion, website link and listing as Sponsor on APDA, Pedaling For Parkinsons, Frazier Cycling and BikeReg.com websites
- Recognition on banner at start/finish line
- Company information mentioned by cycling race announcer throughout the day
- Promotional opportunities through the race day i.e. company rep interviewed, photos with race winners
- Placement of company promotional material in participant gift bags
- Passes to VIP Hospitality Tent

### Level 2 Sponsorship - \$1,500

- Sponsorship level will be recognized on event signage
- Recognition in promotional materials and public relations efforts
- Logo inclusion and listing as Sponsor on APDA, Frazier Cycling and BikeReg.com websites
- Company mention by cycling race announcer

### Level 3 Sponsorship - \$500

- Vendor tent and table for promotional items/sale items on site
- Logo inclusion and listing as Sponsor on APDA Website

Publicity will include printed race fliers distributed to area and southeast cycling, health/fitness-related, and local businesses, electronic race fliers to cycling organizations, ads placed in Inside Gwinnett Magazine and other local community and industry publications, and venue-specific community and county promotion.



For information on sponsorship: Kathy Edwards, APDA Georgia Chapter,  
[www.apdaatlanta.org](http://www.apdaatlanta.org), 404-325-2020 or [edward\\_k@bellsouth.net](mailto:edward_k@bellsouth.net).

For information on the event: Cathy Frazier, Frazier Cycling, [www.fraziercycling.com](http://www.fraziercycling.com),  
770-513-8640 or [cfrazier@fraziercycling.com](mailto:cfrazier@fraziercycling.com).



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**MAY 19, 2007**

**CYCLE FOR PARKINSONS**

The  **ALLGOOD**  
PEST SOLUTIONS®

**CYCLE FOR PARKINSONS CRITERIUM**

at Georgia Gwinnett College   
Lawrenceville, GA

Georgia Gwinnett  
COLLEGE

Proceeds Benefit American Parkinson Disease Association




*"I thought it was extremely well done. I was very impressed with everything Saturday. Well, I will definitely be back next year. You provided the most stress free criterium environment I have ever seen. Good job, good cause, good course, good everything!!!!!!"*  
Comment from 2006 Cycle For Parkinsons racer

**\* 5 JUNIOR CATEGORIES:** Race is part of the Metro Atlanta Point Series (MAPS) and the Lance Armstrong Junior Olympic Race Series (LAJORS).

**REGISTRATION:** On-line registration, [www.bikereg.com](http://www.bikereg.com), closes Thursday, May 17 at 11:59 pm EST. All pre-registered racers receive T-shirts. Race day registration opens at 7:15 am and is subject to a \$10.00 late fee.

**LOCATION:**  
Georgia Gwinnett College,  
1000 University Center Lane,  
Lawrenceville GA 30043

**DIRECTIONS & COURSE DESCRIPTION:** .8 mi closed criterium course on the campus of Georgia Gwinnett College. Go to [www.fraziercycling.com](http://www.fraziercycling.com) for directions.

**VENUE LAYOUT:** Easy access and exit, plenty of convenient parking close to registration, registration close to start/finish line, great finish-line viewing area

**FAMILY-FRIENDLY:**  
Play area, food, ice cream

**CONTACT RACE ORGANIZER:**  
Cathy Frazier, Frazier Cycling  
[cfrazier@fraziercycling.com](mailto:cfrazier@fraziercycling.com)  
770-513-8640



Frazier Cycling



**LAJORS, MAPS\*  
5 JUNIOR FIELDS  
CAT 4 WOMEN  
MASTERS 45+**

**\$3000 Prize Purse & Primes**

US Cycling Federation Permit Pending

Category	Start	Time (min)	Field Limits*	Entry Fee	Prizes/Payouts
Men Cat 5	8:00 am	30 + 3 laps	50	\$35	Medals/Prizes
Men Cat 4	8:55 am	35 + 3 laps	50	\$35	\$315 (1 <sup>st</sup> -8 <sup>th</sup> )
Women Cat 4	10:00 am	25 + 3 laps	50	\$35	\$100 (1 <sup>st</sup> -5 <sup>th</sup> )
Youth 9 & under	10:50 am	10 + 2 laps	50	\$20	Medals/Prizes
Juniors 10-12	11:45 am	20 + 3 laps	50	\$25	Medals/Prizes
Masters 45+	12:30 pm	35 + 3 laps	75	\$35	\$345 (1 <sup>st</sup> -8 <sup>th</sup> )
Masters 35+	1:15 pm	35 + 3 laps	75	\$35	\$350 (1 <sup>st</sup> -8 <sup>th</sup> )
Men Cat 3	2:00 pm	45 + 3 laps	75	\$35	\$480 (1 <sup>st</sup> -10 <sup>th</sup> )
Juniors 13-14	2:40 pm	25 + 3 laps	50	\$25	Medals/Prizes
Juniors 15-16	3:15 pm	25 + 3 laps	50	\$25	Medals/Prizes
Juniors 17-18	4:00 pm	30 + 3 laps	50	\$25	Medals/Prizes
Women Cat 1- 3	4:45 pm	35 + 3 laps	75	\$35	\$410 (1 <sup>st</sup> -8 <sup>th</sup> )
Pro, 1, 2	5:30 pm	50 + 5 laps	75	\$35	\$1000 (1 <sup>st</sup> -10 <sup>th</sup> )

\*Race organizer reserves the right to combine fields.

**Races held rain or shine.**