SPONSORSHIP OPPORTUNITIES

Western Pennsylvania’s Premier Bicycle Race

Presented by
The Steel City Showdown is a one-of-a-kind criterium-style bicycle race through the downtown area of Pittsburgh. Racers will learn why Pittsburgh is known as “The City of Bridges” as they race a closed 0.8 mile loop over the majestic Allegheny River. Located on Federal Street next to PNC Park, the start/finish line will be backed by the waterfront and downtown skyline. The roads are wide and smooth, and bridge sidewalks provide numerous vantage points for spectators to cheer.

Expected attendance for the 2011 Showdown are 300 Racers and 200 spectators. Our goal is to create an event that is as much fun to watch as it is to race. While racing is our primary focus we love to cheer for our friends and want to create an environment to bring together the cycling community to do the same. In creating the Steel City Showdown we wanted to create a event accessible to everyone, not just elite racers, and celebrate cycling, health, and Pittsburgh.

The Steel City Showdown is “a terrific race for the women and juniors in the area. It gives them the opportunity to race a real criterium near home, without the burdens that come along with traveling. Pittsburgh women and junior cyclists will now be given the chance to participate in one of the greatest types of racing events that cycling has to offer, which is the criterium.”

– Sinead Miller, Professional Cyclist, Repeat Junior National Champion
We are excited about this opportunity to partner with local and regional businesses in hosting the premier cycling race for men, women, and juniors in the region. This race prominently features our hometown, of which we are very proud, and we look forward to promoting businesses that share in our vision:

Promoting Women’s and Junior’s Cycling
- The Pittsburgh Cycling Community is a notable supporter of opportunities for women and juniors, two under-represented groups in the sport
- Steel City Endurance Racing Team features a prominent local women’s team, going into its 4th year, and stronger than ever
- Velo-Femmes is a new women’s club, welcoming novice women into the sport
- Team Citius is a local, talented junior team that has helped many juniors compete on the local, regional and national level

Promoting Healthy and Active Lifestyles
- Cycling requires healthy eating and balanced training
- Many local riders embrace cycling as their means of transportation as well as diversion
- Team sports promote community
- Amateur sporting events promote active lifestyles

Promoting Pittsburgh
- Race is located in the middle of downtown for all to see
- Showcasing scenic downtown bridges, rivers and skyscrapers
- This event will show why Pittsburgh is America’s “Most Liveable City”
  Forbes.com 2010

“After riding, and racing, in Pittsburgh for the last 15 years, it was great to have a local race event in Downtown Pittsburgh. I give those who worked very hard on this event a huge round of applause for a well run race, creative use of the local terrain and landmarks, and even more, working with local government officials and police to conduct such an event.”

– Skip Rogers, UPMC Cycling

A UNIQUE OPPORTUNITY
ABOUT BICYCLE RACING IN PITTSBURGH

Bicycle racing in Pennsylvania continues to grow as more and more people discover the joy of this sport. As local cyclists, we are seeing it in the growth of local teams and the presence of bicycles on the road. Races in the area also draw cyclists from other areas in Pennsylvania, Ohio, West Virginia, Maryland, and other states.

The City of Pittsburgh is very supportive of our unique event. While urban cycling races happen in most cities around the country, such as Baltimore, Philadelphia, and Washington D.C., often such races are pushed out into the suburbs with only the most elite events having access to downtown skylines. We are fortunate to work with the City of Pittsburgh to close down the famous Roberto Clemente Bridge and Andy Warhol Bridge and feature, like no other city can, the beauty of the three rivers.

Quick Facts
- 64.3 million active cyclists nationally
- Pennsylvania is 6th in the country in number of registered bike racers
- 20 registered teams in Western Pennsylvania alone
- Weekly local races hosted by the Allegheny Cycling Association routinely have full fields of 30+ riders in all 4 races each week. In the past 3 years, summer races have surpassed 2000 race entries annually.

“Great Race at the Bridges folks! Folks that I talk to are appropriately amazed that a race was pulled off in downtown ‘burgh.”
– Gunner Shogren, Dynamic Physical Therapy Cycling

www.steelcityshowdown.com
## SPONSORSHIP LEVELS

### GOLD - Title Sponsor - $5000 exclusive
- Headline banner over Clemente Bridge Name - Presented by...
- Headline Name on podium signage
- Head of website with predominant link on website
- Name and logo will be featured in all print, web, radio advertisements
- Name will be announced at the race
- Opportunity to speak to cyclists and fans through AV system on race day prior to start of races
- Name and logo in predominant font on shirt

### SILVER - $2500
- Name and logo in prominent place on website, flyer
- Name and logo on podium signage
- Name and logo in large print ads
- Name and logo on T-shirt
- Name announced at race
- Name associated with a major race (example: Womens 1-2-3 race presented by _____)
- Opportunity to present the awards to podium winners

### BRONZE - $1000
- Name on website, flyer
- Name on podium signage
- Name on T-shirt

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“One of the top five crits I’ve ever done”
– Nick Fisher, Freddie Fu Cycling

“The Sunday crit was super cool, thanks to all the organizers for the hard work and excellent event.”
– Jake Lifson, Fort Pitt Velo

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www.steelcityshowdown.com
Steel City Endurance Racing Team and Iron City Bikes Racing Team are two Pittsburgh-based teams with a large presence in the local bike racing community. Over the years, our teams have contributed in unique ways to the local racing scene. Our teams possess the experience, momentum, and enthusiasm to make the Steel City Showdown the premier criterium race in the Western Pennsylvania.

TEAM HIGHLIGHTS

**Steel City Endurance Racing Team**

racing.steelcityendurance.com

- 10 Women and 10 Men
- Started by Coach Suzanne Atkinson as a women’s racing team, and while now co-ed, remains dedicated to giving women the opportunity to compete and train in the lifelong sport of cycling
- Organizes annual popular womens bike racing clinics, as well as beginner rides (road, track, and mountain), which have greatly increased women participation in the sport

**Iron City Bikes Racing Team**

ironcitybikesracing.com

- 12 Men and 3 Women
- Produces cycling events for charities and local cyclists. Every winter Iron City Bikes brings together the cycling community in popular indoor roller tournaments for charity
- Organizer of Friday Nights at the Track, Time Trial and Track Racing at the Washington Park Boulevard Oval, a series throughout the summer where riders race against the clock

ABOUT US

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Mike Carroll
Patricia George
Justin Flagg
Benjamin Stephens

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