

ELEMENT	RATIONALE/REMARKS	TIMING	BUDGET
<b>1. SPONSOR NEGOTIATIONS</b>			
<ul style="list-style-type: none"> <li>■ Mailing, faxing, couriers, phone, travel, etc.</li> </ul>	n/a	Nov. 1/89 - Feb. 15/90	\$2500
<b>2. SPONSOR WELCOME LUNCHEON</b>			
A. Luncheon	<ul style="list-style-type: none"> <li>■ hosted in company facility or outside</li> <li>■ to "kick-off" program and officially welcome sponsors</li> <li>■ provides a networking opportunity for sponsors</li> <li>■ invite 2/3 representatives from national partners, local sponsors, media partners and event organisers if available (estimate 25 people)</li> </ul>	w/o Mar. 19/90	\$400
<ul style="list-style-type: none"> <li>■ For all levels of sponsors</li> </ul>			
B. Cycling "Kit"	<ul style="list-style-type: none"> <li>■ to be presented to each sponsor representative at luncheon (estimate 20)</li> <li>■ to be sent by mail with welcome letter to those sponsors not able to attend (estimate 24)</li> <li>■ to include: cycling t-shirt (\$5), waterbottle (\$2), cycling cap (\$2)</li> </ul>	at luncheon w/o Mar. 19/90	\$396
<ul style="list-style-type: none"> <li>■ For all levels of sponsors</li> </ul>			