

ELEMENT**RATIONALE/REMARKS****TIMING****BUDGET****4. SPONSOR GIFTING****A. Event "Kit"**

- National partners and media partners only

- approx. 2-3 per partner per event (designated for local representatives within each market)
- distributed at press conference or in advance of event with event information/material package
- to include: cycling t-shirt (\$5), water bottle (\$2), cycling cap (\$2)
- approx. cost \$9 each x 3 x 5 events x 7 national partners and 2 media partners

\$1215**5. SPONSOR "THANK YOU" RECEPTION****Reception**

- All levels of sponsors

- in conjunction with Vancouver post-event reception or separate reception in Toronto

**July 1 or
Aug./90****\$300**