



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

Saturday, July 9, 2011
Downtown West Chester

MAIN LINE TODAY

MAIN LINE TODAY

Event: 7th Annual Iron Hill Twilight Criterium

Date: Saturday, July 9, 2011

Time: 5 PM

Place: Downtown West Chester

Expected Attendance: 20,000



Join Main Line Today and the Iron Hill Twilight Criterium at the 7th annual bike race. Visitors to the race enjoy the Elite Women's Race • Amateur Men's Race • Kids' Race • Market Street Block Party • Community Festival • Restaurant Extravaganza ... fun for all! All the action begins at the intersection of Gay and High Streets, the home of title sponsor Iron Hill Brewery and Restaurant. Businesses can showcase their products. You'll love the hospitality and charm of West Chester with its hip shops and superb restaurants as a back drop to this captivating event. Don't miss the opportunity to see the world's top cyclists compete in this premier race.

TESTIMONIAL

On Saturday, July 11, 2009 immediately preceding the start of the Pro Men's race, the marquee event at the 5th Annual West Chester Iron Hill Twilight Criterium, Kevin Finn, owner and CEO of Iron Hill Brewery & Restaurant, announced that the company has renewed its title sponsorship for five more years. Iron Hill Brewery and Restaurant has been a title sponsor of the event since its inception in 2005.

"We are excited to play a part in bringing professional sports to the area," said Mr. Finn, who lives in West Chester.

"Not only does the event draw pro athletes from all over, but thousands of visitors as well. I am convinced that the public's positive impressions of West Chester during the Iron Hill Twilight Criterium have proven benefits long after the riders cross the finish line."

THE AUDIENCE

53% male, 47% female.

72% between the ages of 19 and 50.

45% married, 55% single.

80% of 2008 festival attendees purchased food or a beverage item.

60% of attendees visited or purchased an item from a store or festival vendor.

Source: Main Line Today 2008 Festival Survey

To inquire about sponsorship opportunities, exhibit space and for additional information please contact 610-325-4630, visit our website at www.mainlinetoday.com or email sales@mainlinetoday.com

MAIN LINE TODAY

Sponsor Sign-Up Form



PLEASE CHECK ONE:

\$1,200 SPONSORSHIP OPPORTUNITY

- 10X10 Showcase tent at the event.
- One-sixth-page ad in Main Line Today's June issue.
- Customized Web Page for one year on mainlinetoday.com.

\$350 EXHIBITOR OPPORTUNITY

- 10X10 Showcase tent at the event.

Please fill out the information below as it should appear in any promotional material:

Company Name: _____

Business Category: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Web Site: _____

I have read and agree to the terms of participation — Client is to provide a one million dollar liability insurance policy naming Main Line Today as the additional insured:

Signature of Authorized Representative: _____

Print Name: _____

Phone: _____

E-mail: _____

Main Line Today Account Executive: _____

PAYMENT DUE IN FULL 10 DAYS PRIOR TO THE EVENT—Wednesday, June 29, 2011—Make checks payable to Main Line Today.