

Since 1972



**IRON
HORSE**
Bicycle
CLASSIC

41st IRON HORSE BICYCLE CLASSIC

May 28-30 2012

A little bit of History:

The Iron Horse Bicycle Classic was the brainchild of Tom Mayer and his older brother Jim. Jim worked as a brakeman on the D & R G W railroad which had run the steam powered locomotive between Durango and Silverton since the 1880's. Tom was a young bicycle enthusiast who grew up alongside the tracks to Silverton. Tom challenged Jim to a race to Silverton. As the train came by the house, the steam whistle screamed and Tom climbed on his trusty steel framed 10 speed and pedaled up over the rim of the old volcano and descended into the caldera to the mining town of Silverton. The train takes a shorter and easier route, but with limited speed, so it is truly a race between man and machine. When Tom became strong enough to win, the bragging rights were his, and the whole town knew it.

The First Iron Horse

In 1972 a group of 36 riders decided to celebrate the first run of the train in the spring by accepting the challenge to race the train to Silverton. This challenge was initiated a year before by local brothers Jim and Tom Mayer. It's been all up hill since then. In 41 years the Iron Horse has become one of the classic bicycle events in the West. Durango is centrally located in the beautiful San Juan Mountains between Denver, Albuquerque, Phoenix, and Salt Lake City. The Iron Horse is an ideal early summer meeting of the riders from each of these cycling centers as they attempt to bring home the glory to their own communities. In recent years the participants have come from every state and many foreign countries to ride the famed Iron Horse course. Each year hundreds of riders will feel the thrill of descending into Silverton and looking to see if the train has arrived. And familiar faces will be there, as many people come back year after year to the "best race we have around."

Growth of the Iron Horse

Over the years several events have been added to the classic train race. There have been criteriums, circuit races, road races, tours, BMX races, Trials, dual slaloms, team trail rides, and mountain bike races. There has been a full weekend of events every Memorial Day for the past 41 years. In 2011 the IHBC had almost 4000 participants in 5 events. Not bad for a town of only 16,000 people nestled in the mountains of Southwest Colorado!

Becoming a sponsor for the IHBC is easier than the race itself if you can get registered. The race has become so popular, the road race has sold out for the past 5 years with a record sellout this year (6 days). The 2012 IHBC is offering six events including the road race/tour to Silverton, Criterium, kids race, mountain bike race, and the time trial. The action packed weekend promises excitement and will create memories for participants and spectators alike.

The stats from 2011 show that:

- 44 states and 5 Countries represented (most registrants bring a guest/spouse/friend/entire family)
- Average age rider is 43, oldest being 78, youngest 3 (kids race).
- 28% female
- Return rate is 50 %
- Event has been listed as #33 of 50 in Life List in Outside Magazine (Sept 2010)
- Will be featured in National Geographic Adventure Online in Jan 2012 as top 10 destination events
- Largest single day sanctioned road race in US, third oldest/continuous cycling event in US.

SPONSORSHIP PACKAGES:

The Main Benefit:

By sponsoring the 41st Iron Horse Bicycle Classic you and/or your Company are supporting a historic community event that promotes the region, community programs, and a healthy lifestyle. Visibility reaches over 4000 participants, their families/friends and the community of Durango.

\$5,000 MAJOR SPONSOR

Exclusive protection - (limited availability)

- Major logo/listing on website for more than a year (with link back to you) and listing in thank-you ad in Durango Herald
- A feature or event named after your business (i.e. Mercy Regional Medical Center Overpass)
- Eight Banners or flags (supplied by sponsor) - to be posted in prime locations at the start/finish area
- Expo opportunity at Events including Bike Parade, Road Race/Tour, Criterium/Mountain Bike Race, Time Trial, Quarter Horse (to be occupied by sponsor)
- 6 round trip tickets on D&SNGRR for 5/26/12 (*Please request by Apr 17, 2012*)
- Major media coverage in all possible areas (Social media, radio, press releases etc....)
- PA exposure (you must supply us with your ten second advertising copy or pre-recorded spot by May 15th). (Email to: sponsorship@ironhorsebicycleclassic.com)
- Product/coupon/flyer/brochure distribution opportunity at all venues at your own accord
- IHBC Bicycle Jersey (1) made exclusively for the 41st event

\$2500 Sponsor

~BENEFITS~

- Logo and link on IHBC website for up to a year (with link back to you)
- 6 Banners (supplied by sponsor) - to be posted in prime --locations at the start/finish area
- PA exposure (you must supply us with your ten second advertising copy or pre-recorded spot by May 15th). (Email to: sponsorship@ironhorsebicycleclassic.com)
- Expo opportunity at events including Downtown Bike Parade, Road Race/Tour, Criterium/Mountain Bike Race, Time Trial and Quarter Horse
- Product/coupon/flyer/brochure distribution opportunity at all venues at you own accord
- Listing in thank-you ad in the Durango Herald

\$1000 Sponsor

~BENEFITS~

- Product/coupon/flyer/brochure distribution opportunity at all venues at your own accord
- Logo on IHBC website
- Four Banners (supplied by sponsor) posted at each event
- PA exposure (supply us with your ten second advertising copy or pre-recorded spot) (Email to: sponsorship@ironhorsebicycleclassic.com)
- Listing in thank you ad in the Durango Herald

Community Contributions





41st IRON HORSE BICYCLE CLASSIC
(May 26-28 2012)

SPONSORSHIP AGREEMENT

COMPANY: _____ PHONE: _____

CONTACT: _____ FAX: _____

AGREEMENT APPROVAL(signature) _____

ADDRESS: _____

_____ Street City/State Zip

Check Sponsorship
Level
<input type="checkbox"/> \$5000
<input type="checkbox"/> \$2500
<input type="checkbox"/> \$1000

Payment: _____
Product value: _____ (value/description)
In Kind value: _____ (value/description)
(Please Note: all product and in-kind services must be approved first by sponsorship coordinator or director)

MAIL COMPLETED AGREEMENT WITH CHECK BY April 2st 2012 TO:

IHBC
Attn; Sponsorships
P.O. Box 1389
Durango, Co 81301

sponsorship@ironhorsebicycleclassic.com

Iron Horse Bicycle Classic is a Colorado Not for Profit.
84-0903613