

# 2021



# Primes \$100 Each UNLIMITED

## Sponsor Benefits

### Prime

Pronounced “Preem” in French, this literally means “priming the pump”. A Prime is an added cash incentive offered to the cyclists on any given lap in the race. Primes are very much prized by the cyclists. Oftentimes the value of a Prime is more than the racer’s entry fee or the prize for a podium finish.

### Media

- Name in Gazette insert, which doubles as the race day flyer.
- Shout outs on our event’s social media.

### Race Day

- Sponsor name and amount announced during race when the Prime is offered. “Ace Organic Foods is offering a \$200.00 Prime to the first cyclist to cross the finish line on the next lap!”

