







# easton criterium

PRESENTED BY  Lehigh Valley Health Network



SUNDAY, MAY 25, 2025 | 9 AM – 8 PM | DOWNTOWN EASTON

Join our other corporate partners, Lehigh Valley Health Network, Hindle Power, Brown Daub, and Unity Bank, for the 2025 Easton Criterium. This exciting event takes place in Downtown Easton and is expected to draw **10,000+ spectators** who create a lively and fun atmosphere for all. The criterium includes a Community Ride for everyone to participate in, a one-mile dash for runners, amateur and professional bike racing, and an exceptional opportunity for spectators to be in close proximity to the racers and feel the wind created by them as they whiz by.

SPONSOR LEVEL	PREMIER	SUPPORTING	COMMUNITY	FRIEND
<b>Presenting Attraction</b>	Logo on Start/Finish Line Trusses, Winner's Jersey Presentation	Men's Pro Race, Women's Pro Race, VIP Area, 5K, Ride to the Race, 1-Mile Dash, Jumbotron, Music Stage	choose one*	
<b>Logo on Marketing Materials</b>				
<b>Booth Space</b>	10'x20'	10'x20'	10'x10'	10'x10'
<b>Mesh Course Banners</b>	two	one		
<b>Panel Course Banners</b>	eight	six	four	two
<b>Live Plugs</b>	three	two	one	
<b>:10 Slide on Centre Square Jumbotron Advertising</b>	two	one		
<b>Social Media</b>	two custom collaborations	one custom collaborations		
<b>Website Logo &amp; Link</b>				text
<b>VIP Tent Passes/Parking</b>	ten/five	six/three	four/two	two/one
<b>5K / Ride to the Race Entries</b>	30 / 30	20 / 20	10 / 10	5 / 5
<b>Total Investment</b>	\$15,000 & above	\$10,000	\$5,000	\$2,500
<b>Commitment Deadline</b>	Friday, April 11, 2025			

\*Presenting Attractions include: Promo Primes, Amateur & Junior Races, Wheelie Competition, Kids Sprint, Skate Competition, Community Ride, Kids Sprint, Team Tent Zone, Course Turn, Beverage, Porta Potty Hero, Trash Management, Kids Zone, Neutral Support Pit, Special Seating Options

Natalee Hercik, Sponsor Relations | Natalee@EastonPartnership.org