

Sponsorship Opportunities



Tour of Somerville

Memorial Day Classic

2018

Introduction

We would like to introduce you to the 75th Tour of Somerville Cycling Classic



Since 1940, Memorial Day in Somerville, New Jersey has become synonymous with the Tour of Somerville. As the oldest continuously run major bicycle race in the United States (except for the 3 years not run during World War II), this event is regarded as the “Kentucky Derby of Cycling” and is one of the most prestigious cycling events in America. It is not only a bike race, but a festival, resident picnics, and a giant family reunion rolled into one, honoring American heroes on Memorial Day.

The Cycling Classic attracts over 1,000 professional and amateur cyclists, including Olympians and cyclists from around the world. Tens of thousands of people converge on the tree-lined streets of Somerville to cheer cyclists as they speed by at 40 mph past Victorian homes and Main Street storefronts in the borough's downtown district.

Free admission encourages the spectators to stroll the streets enjoying kids' activities, music, entertainment, and great food. Even as the Tour has grown, it has maintained its homegrown hometown image and feel. The day's highlights are both the cycling and the opportunity to show community pride in the town of Somerville. Many organizations work together to make the event a success.

With 2018 and the 75th anniversary, a new organization, "Tour of Somerville," has been formed to manage the event, increase day-of activities and expand promotions. Read on to discover how sponsors benefit from this event.



History

When professional bike racer and bike shop owner Fred Kugler, now universally known as “Pop,” decided to promote a bike race in his small New Jersey hometown of Somerville (and give his bike riding son, Furman, something to do), he encountered one problem. New Jersey state law prohibited racing on highways for prizes, and Somerville’s Main Street doubles as State Highway 28. To bypass this legislation, Kugler then decided to name the race a “tour,” and the 50-mile Tour of Somerville was born in May of 1940.

Furman was already the national junior champion when he won the first Tour of Somerville in 1940. He also won the second Tour, and folks began to grumble. Pop Kugler, they said, was running the race solely for the benefit of his son. So in 1942 Furman didn’t compete. Instead he served as trainer for Carl Anderson, a good young rider from nearby Clifton—and Anderson won.

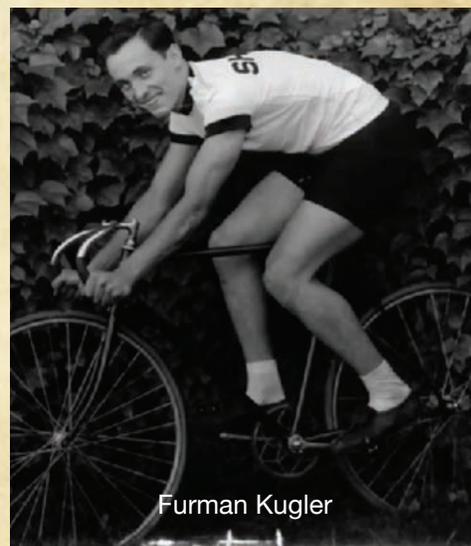
In 1943 the race was called off for the duration of World War II. Furman Kugler went into the Navy, Anderson into the Army, and before it was over, both were dead. Nevertheless, by 1947 Pop Kugler was ready to begin again.

The race was re-christened the Kugler-Anderson Memorial Tour and No. 1 was permanently retired in memory of the two boys, both of whom had worn it. Pop Kugler went back to knocking on doors, just as he had before the war, single-handedly raising all the prize money for the race from the citizens and merchants of Somerville. “It was a one-man show,” says Joe Saling, who went to work for Pop Kugler when he was 15. Joe eventually purchased the bike shop from Pop and is a 21-time national cycling champion, a U.S. Cycling Hall of Fame member, and the Tour of Somerville race announcer.

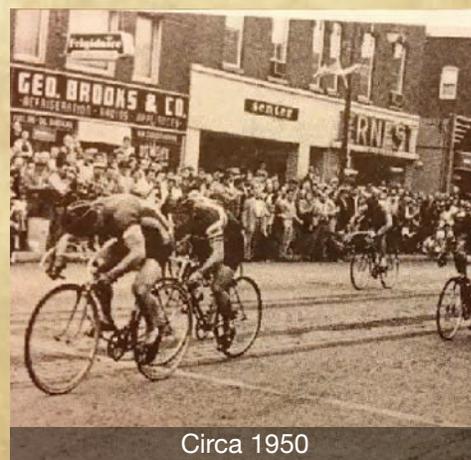
As for the spectators, at the cost of not one penny and from the best location in the house, the sidewalks, they will be able to watch some of the world’s finest athletes whirring past on their silent racing machines over the one mile course. All things considered, this surely makes Memorial Day in Somerville one of the greatest bargains in family entertainment.



Fred “Pop” Kugler



Furman Kugler



Circa 1950

Top Reasons to Be a Sponsor

The Tour of Somerville Cycling Classic is the ideal arena to showcase your business and products. Memorial Day is a national holiday and a chance for families to get together for a fun, relaxing day watching a world-class sports event. 2018 is the 75th anniversary of this historical event and every business can demonstrate its commitment to the community by using the events to directly interact with the local residents, consumers and potential clients.

Benefits of sponsorship include:

- Full media exposure promoting the Tour, including a public relations push in local and regional newspapers, radio ads, magazine ads, and posters.
- Thousands of people lining the streets of Somerville throughout the weekend for this much anticipated event.
- FREE admission making the Series a popular family destination.
- A Memorial Day weekend tradition happening every year and encouraging return attendance.
- Valuable exposure in Somerset County, one of the wealthiest counties in New Jersey and the United States, with an annual median household income over \$90,000, according to the U.S. Census Bureau. With more than \$25,000 in cash prizes, the Tour draws the nation's premier bicycle racers.
- Something for everyone during the Tour, including family fun, kids' activities, sports demonstrations, live music, and great food.
- Association with cycling, the #1 fitness and health activity among doctors and lawyers and other high net worth individuals over the age of 40.
- As an international professional sport, cycling presents a unique opportunity to increase your corporate identity, make an emotional connection with fans and customers, and create a positive image within the community.
- Spectators spending an average of 3 hours at the races, giving sponsors numerous opportunities to reach their target audience.

Sports Illustrated, The Somerville Whirl – May 26, 1980

By Sarah Pileggi

Memorial Day wheels into Somerville, N.J. pretty much as it does in small towns across the land...But there is a difference. What will attract thousands of people to this pleasant county seat, 35 miles west of New York City, is an afternoon of bicycle races called the Tour of Somerville. As for the spectators, at the cost of not one penny and from the best location in the house, the sidewalks, they will be able to watch some of the world's finest athletes whirring past on their silent, delicate machines 77 separate times. Which, all things considered, surely makes Memorial Day in Somerville the greatest bargain in sport.

TAPinto.net – April 2016

Tour of Somerville Bike Race Takes Lead in Equalizing Women's and Men's Prize Purses. For the first time in its 73-year history, America's oldest major bicycle race will offer the same amount of prize money for top finishers in both the men's and women's featured events.

myCentralJersey.com – May 2015

The Tour of Somerville continues to be the premier event to kickoff summer in Central Jersey, but next year it will be even better. 7 Things to do at the Tour of Somerville –

1. The Parade (Memorial Day Parade to kick things off)
2. Bring Your Kids (Lots of activities)
3. Explore Downtown (Somerset County seat)
4. Find Your Spot (Bring a blanket, find a lawn and enjoy the day)
5. Eat Al Fresco (Enjoy the many food vendors/restaurants)
6. Save Money (There is no entrance fee)
7. A Day At The Races (Top bike racers in the country)

NJ.com – May 2013

The 70th year of the “Kentucky Derby of Cycling” is now underway. The event, dubbed the “Kentucky Derby of Cycling,” is considered the oldest major bicycle race in the nation.

NJ.com – May 2011

The Tour of Somerville returns for its 68th year on the holiday weekend, and thousands of people are expected to cram the borough's streets for food, music and one of the nation's most sacred cycling races. “It's the sound of the wheels and the wind from the riders, Mayor Brian Gallagher said. “You get hooked.”



Tour of Somerville Cycling Classic

Sponsorship

Title Sponsor ~  **UNITY BANK**

Unity Bank joined the Tour of Somerville as title sponsor in 2017 for the next several years. Sponsoring the fourth turn, Unity has a variety of children's activities at the Unity Bank branch.

Race Sponsor ~

Benefits include the naming rights to the race, along with additional exposure both before, during and post-race, including the presentation of awards.

Men's Pro Race
Women's Pro Race
Pro Sprints – (Sunday Night)
Amateur Races - Men, Women, Juniors, Masters
Legal Runaround, Community Ride & Kid's Race

Entertainment Sponsor ~

New for 2018, several entertainment zones are available for sponsorship:
Division Street Live Music, 1st Turn Sports Zone & Viewing Stands
Davenport Street Bike Swap Meet, Kid's Bike Rodeo, Backstretch House Picnics

Race Live Video Streaming ~

Sponsor the "live" broadcast of the Tour of Somerville streamed on multiple platforms including YouTube and Twitch. Broadcast will be a minimum of 3-4 hours including Somerville highlights and the full pro women's and men's races.

Somerville Sponsor ~

Additional sponsorship opportunities include "Team Ville," our volunteer crew, the bike club hospitality zone for cyclists that ride to watch the Tour of Somerville and vendor tents as part of the Bike Swap.

Program Sponsor & Advertising ~

A beautiful, four-color program book includes extensive information about the Tour of Somerville Cycling Classic and the participating towns, racer bios and cycling information. Distributed throughout Somerset County and at all Tour events Memorial Day weekend.

For detailed information on sponsorship opportunities or customized sponsorships contact:

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