



Beverly Hills Cycling Classic

Friday, July 8, 2011



Primes (pronounced preems) are prizes awarded to professional cyclists who cross the finish line first in selected laps of a criterium. They add to the thrill, creating "a race within a race." Primes are donated by local businesses and individuals, and the bigger the prime total for a race, the better quality riders are attracted to compete.

PRIME SPONSOR APPLICATION

Individual or Business Name: _____

Address: _____ City: _____ State: ____ Zip: _____

Phone: _____ Email: _____

The Bigger the Prime the Bigger the Build-Up for You!

BUSINESSES AND INDIVIDUALS WHO DONATE LARGE PRIMES WILL BE MENTIONED SEVERAL TIMES BEFORE THEIR SPONSORED LAP. THE MORE YOU DONATE, THE MORE OFTEN YOU'LL BE MENTIONED.

Select your prime level:

____ \$200 or above* ____ \$100 ____ \$50

Please complete this information to be announced over the PA system during the lap you are sponsoring:

Type of business: _____ Years in business: _____

Business or individual message**: _____

** Primes sponsors at the \$200 or above level have the opportunity to present prize money to the winner of the lap they sponsor.*

Please make checks payable to: Beverly Area Planning Association (BAPA) and deliver to 11107 S. Longwood Dr., Chicago IL 60643.

For more information on the **Beverly Hills Cycling Classic** and 17-day **Superweek Pro Tour**, go online to www.internationalcycling.com or connect through www.bapa.org.

**** Beverly Area Planning Association reserves the right to reject inappropriate or political message content.**