



AMERICAN CRITERIUM CUP

The American Criterium Cup is a ten event, professional bicycle racing series that spans the calendar and the United States. For 2022, the series will focus on the theme of unity, with events, teams, and USA Cycling having a common goal of elevating the stature of criterium racing in the United States.

The American Criterium turns each community into a stadium and a celebration that reflects the culture of each city.

- ⊗ Over \$250,000 in prize money divided equally by gender.
- ⊗ Leaders and Sprint Competitions
- ⊗ Free web streaming reaching over 250,000 viewers
- ⊗ 200,000+ racers and fans across the series live





2022 CALENDAR

	THE SUNNY KING CRITERIUM	ANNISTON, AL	APRIL 9, 2022
	MVP HEALTHCARE ROCHESTER TWILIGHT FESTIVAL	ROCHESTER, NY	MAY 21, 2022
	SAINT FRANCIS TULSA TOUGH	TULSA, OK	JUNE 10, 2022
	HARLEM SKYSCRAPER CLASSIC	HARLEM, NY	JUNE 19, 2022
	BAILEY & GLASSER LLP TWILIGHT CRITERIUM	BOISE, ID	JULY 9, 2022
	SALT LAKE CITY CRITERIUM	SALT LAKE CITY, UT	JULY 16, 2022
	INTELLIGENTSIA CUP	LAKE BLUFF, IL	JULY 30, 2022
	LITTLETON CRITERIUM PRESENTED BY AUDI DENVER	LITTLETON, CO	AUGUST 6, 2022
	IU HEALTH MOMENTUM INDY	INDIANAPOLIS, IN	AUGUST 27, 2022
	BOMMARITO AUDI GATEWAY CUP	ST. LOUIS, MO	SEPTEMBER 5, 2022



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EVENT SPONSORSHIP

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SPONSOR LEVELS	TITLE SPONSOR	PRESENTING SPONSOR	LEADER JERSEY	SPRINT JERSEY	TEAM OR U23
SPONSOR AMOUNT	\$200K	\$100k	\$50k	\$50k	\$25K
NAMING RIGHTS	*	*	*	*	*
STREAMING VIDEO	*	*			
STREAMING PAA	*	*	*	*	*
ONSITE LIVE PAA	*	*	*	*	*
COURSE SIDE BRANDING	*	*			
JERSEY BRANDING	*	*	*	*	
SERIES WEBSITE	*	*	*	*	*
SOCIAL MEDIA	*	*	*	*	*
PRESS RELEASE	*	*	*	*	*
AWARDS CEREMONY	*	*	*	*	
MENS OR WOMENS	*	*	*	*	
U23 MEN OR WOMEN	*	*	*		*
TEAM MEN OR WOMEN	*	*	*		*
CUSTOM ACTIVATION					



BECOME A SPONSOR

NAME _____
 COMPANY NAME _____
 EMAIL _____
 PHONE _____
 ADDRESS _____
 CITY STATE ZIP _____
 SPONSOR LEVEL _____
 SPONSOR AMOUNT _____

AMERICAN CRITERIUM CUP

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