

NLTRA AMGEN Tour of California Host Race Benefits

\$40,000 investment includes the following benefits:

1. Booth at local festival
2. Distribution of collateral at Lifestyle Festival start/finish locations during ATOC race week
3. Onstage for finish/awards in South Lake Tahoe
4. Two VIP hospitality passes to start in South Lake Tahoe (both days) and at any stage during ATOC race Week
5. Logo Placement on ATOC Host City Page
6. Logo Placement on local partner banner
7. Logo Placement on official tour guide
8. Logo Placement on Host city flyers (2500); host city posters (200)
9. Women's Race Welcome reception tickets (4 people)
10. Banner at team dinner (location TBD)
11. Social media opportunities to highlight the destination and race course (TBD)

*LTVA Covers volunteers, permitting & notifications

\$40,000 includes benefits and costs associated with volunteers, course, operations, etc.

Publicity/Marketing Benefits

Host City Publicity and Marketing

Television

Television rights and production are owned and controlled by Tour. In 2014, the race was seen live daily for 2 hours on NBCSN and NBC Sports on the final Sunday. Overall, the race was broadcast to over 200 countries and territories worldwide in partnership with Amaury Sports Organization (ASO).

In 2015, we expect to deliver the following to each Host City:

- One (1) 30-second commercial unit on broadcast (Stage to be decided by the Tour)
 - No pass through rights to local partners

Website/Online

- Tour Tracker – 2 days of live online and mobile coverage
 - Full race coverage with dedicated commentators (Approx. 2 hours per day)
 - Integration of Host City B-Roll and information into the show
- Host City feature included in Tour Tracker commercial rotation
- Dedicated Women's Race and Host City pages on Tour website with the opportunity to incorporate local partner logos, tourism information, ancillary events, etc.
- Link from Tour website to individual Host City LOC sites for local partner acknowledgement
- Dedicated email sent out to Tour database promoting the Host City, activities and events
- Iconic city image to be placed on Tour homepage for a one-week period
- Website Ad Unit
- Inclusion in Local Events Schedule
- Opportunity to provide digital content for social media integration across Tour platforms



HOST CITY REQUIREMENTS (TWO DAY WOMEN'S RACE)

As a partner of the Amgen Tour of California, a Women's Race Host City is required to provide the following support and assume all related costs as part of their bid submission.

RACE OPERATIONS

POLICE SERVICES - Local police services (city and/or county/unincorporated areas) and related costs are the responsibility of the Host City. Local police provide the rolling closure for the peloton and race entourage, safe road closures, which may include fixed-post positions, traffic control, crowd control, enforcing no-parking zones and maintaining general public safety. Traffic planning may include possible coordination with California Highway Patrol (CHP) and CalTrans in applicable regions.

PUBLIC WORKS AND ROAD SERVICES - Local public works and road services are the responsibility of the Host City. The Host City will absorb the cost for all services for road closures and course preparation within the city/county (and unincorporated areas if applicable) limits. These services are necessary to support race and police efforts to ensure road closures and the safety of the course. These services include:

- Detours and traffic rated detour equipment
- Barricades
- Cones
- Contracted traffic control services
- (1) Scissor lifts/(1) Fork Lift*
- Printing/posting of 'No Parking' signs
- Removal/restoration and street repair
- Distribution of notices to residents advising of road closures and providing a hotline available to residents and businesses to handle issues related to closures

* Scissor Lift and Fork Lift specs can be provided upon request. Fork Lift must be 5,000 lb warehouse lifts

RACE CIRCUITS – The event organizer wishes to create two different circuit courses (at least 10 kilometers in length) starting and finishing at the same location. The Host City will absorb the cost for all services and infrastructure necessary to conduct circuits, even if the circuits extend outside of the city limits, including traffic control, permits and requirements for all roadways not under city jurisdictions.

If there are road knobs, curbs, speed-bumps, etc., which impact the course and the riders' safety, the city is financially responsible to have these elements temporarily removed and replaced.

PERMIT SERVICES - All fees associated with city/county/state (and unincorporated areas if applicable) permits and permit requirements for the operation of the event are to be procured by the Host City on behalf of the Tour. They include, but are not limited to:

- City, county and state permits for stages, tents, electrical, health, alcohol, encroachment, sound and road closures
- Parking – both on and off the street
- Alcoholic beverages – consumption in public, from cups, bottles and cans, in a private VIP area



- Road closures and use – all permits required for the closure and use of roads for setup and racing that may be required for any portion of the route that is within the city limits of the LOC.
- Construction Permits – Includes permits for construction of staging, tents, wiring and electrical, portable generators, power equipment and a fork lift
- Special and ancillary events – pre-event and race day
- Banners and signs – hanging and display of pre-event, race day advertising and partner banners
- Concession sales – on-site merchandise and concession stands as requested by race organizers
- Vendor Festival area

The LOC is responsible to provide all necessary health department contact information that pertains to the Host City 90 days prior to the event. The LOC is to make best efforts to invite health department permitting person to one of the pre-tour site visits designated by the Tour.

- Please list any special permitting/restrictions that the Women's Race should be aware of, including Merchandise Sales, Alcohol, Signage and Sound Amplification. This may affect the options for Start/Finish placement

AMPLIFIED SOUND – The Host City is responsible for providing amplified sound equipment at the Start/Finish line. This should include speakers along the Start/Finish run-in (audible from a distance of 100m), three (3) wireless microphones and the ability to play music via a computer or tablet.

EMT/EMS SERVICES – Host City is financially responsible for providing EMT/EMS services for the general public and race participants on the day of the event. AEG will provide a doctor for the race caravan. Medical plan must be submitted to the Tour's Technical Director.

RESIDENT/BUSINESS NOTIFICATIONS – Host City is responsible for notifying local residents and businesses within the city limits that impact the Women's Race; including road closures, traffic advisories, etc. In the case of a circuit or agreed upon route outside the city, notification must be made in these locations as well. Notifications should be bilingual, including an English and Spanish version.

PORTABLE TOILETS – Host City is financially responsible for securing portable toilets or public restrooms during the days of the Women's Race for both the general public and participants. The number of units and placement of the units will be mutually agreed upon by the Host City and the Tour's Production Director. Portable toilets are to be guaranteed to arrive the night prior to the race.

WASTE MANAGEMENT – Host City is financially responsible for waste management/trash removal services during and at the conclusion of the event. Necessary supplies and services include: trash containers, roll off containers, dumpsters, recycling containers and the crews to remove full containers of liners, and replace them with fresh liners. Also needed are crews to restore the venue to its original beauty, meaning removal of trash from streets, parking lots, parking garages, curbs, city property, county property and federal property. Street sweeping is recommended the day before the event and the evening after tear down.

WOMEN'S TEAM PRESENTATION/SOCIAL HOUR

The LOC is financially responsible for planning and executing a Women's Team Presentation event. This presentation is an opportunity to showcase the athletes and teams to fans, event supporters and local dignitaries. The format of this event shall be mutually agreed upon by LOC and Amgen Tour of California.



START/FINISH AREA INTERNET REQUIREMENTS

- 1 drop/connection dedicated to the Start/Finish area for the production area/timing and scoring
- Provide Static IP address (our router will provide local DHCP access) or Unlimited DHCP addresses if DHCP is provided
- 5 Mbps Up/5 Mbps Down per drop minimum (more available speed the better)
- Open Ports
- Local provider should provide modems or CAT 5e/6 cables for use with our Wi-Fi routers. Please provide sufficient cabling to the VIP Hospitality area and Welcome Center

RACE TIMING

Host City is financially responsible for securing a timing vendor. The Tour will outline the requirements and lead communication with the vendor

AWARDS CEREMONY

- LOC will provide ten (10) floral bouquets to be used in the awards ceremony (5 per day)
- Host City will have the opportunity to present a local gift to the daily Top 3 finishers
- Floral bouquets should arrive on-site approximately three hours before the race Finish

Additional details regarding the Awards Ceremony and LOC opportunities will be provided during the planning process



HOTEL ACCOMMODATIONS

The needs described below reflect the requirements for hosting two days of the Amgen Tour of California Women's Race.

Please note: A "single" room is a room with 1 bed. A "double" room is a room with 2 beds. There will be a maximum of 2 people per room regardless of room type.

The Host City is financially responsible for all costs associated with the following room allocations:

WEDNESDAY, MAY 6:

- 10 double-capacity rooms
- All hotel-related parking expenses

THURSDAY, MAY 7:

- 100 double-capacity rooms
- 10 single-capacity rooms
- All hotel-related parking expenses

FRIDAY, MAY 8:

- 100 double-capacity rooms
- 10 single-capacity rooms
- All hotel-related parking expenses

SATURDAY, MAY 9:

- 100 double-capacity rooms
- 10 single-capacity rooms
- All hotel-related parking expenses

***An all-inclusive \$90 rate for additional rooms is required for the period of May 4-6, 2015 but the room block shall not exceed 25 rooms per night.

HOTEL REQUIREMENTS:

- ***No more than two properties (one preferred)***
 - ° Tour will work with LOC to approve and assign properties for each functional area
- Hotels must be a minimum of a 3-star hotel property
- Hotels must be within close proximity to the Women's Race Start/Finish
- Hotels must be located in close proximity to each other
- Team hotel(s) must be full-service properties with banquet facilities
- Complimentary self-parking
- Complimentary wireless Internet in public areas, meeting rooms, and guest rooms
- Individuals and teams will be responsible for their own incidental charges; Hotels shall not require credit/debit card pre-authorizations in excess of \$50 per person or \$100 per team
- Hotel properties must be approved by AEG

SITE VISIT/LOC ROOMS:

The Host City is financially responsible for providing the Tour with 25 hotel room nights to be used anytime from September 1, 2014 – July 1, 2015.



MEALS

TEAM DINNER – The Host City is financially obligated to provide dinner for athletes and team support personnel (approximately 200 individuals) on Thursday, Friday, and Saturday nights (6-9PM) based upon menu specifications provided by the Tour’s Operations Director. The dinner should be served at the Host Hotel and the space must be large enough to accommodate twenty (20) table rounds of ten (10) people. The Tour Operations Director will review meal standards with the Host City and each dinner should include both filtered and bottled water.

TEAM BREAKFAST – The Host City is financially obligated to provide breakfast on Friday (7-10AM), Saturday (7-10AM), and Sunday (6-9AM) for athletes and team support personnel only (approximately 200 individuals). The Tour’s Operations Director will provide a specific menu for the team breakfast. The breakfast will be served at the Team Hotel and the space must be large enough to accommodate twenty (20) table rounds of ten (10) people.

CONSTRUCTION CREW BREAKFAST – The Host City is financially obligated to provide breakfast (i.e. breakfast sandwiches/burritos, raw fruit, coffee) the morning of the Women’s Races for the Start/Finish construction crew (approximately 15 people). Breakfast should be served at the Start/Finish Line no later than 7AM.



AUXILIARY SPACES AND SERVICES

The Host City is responsible for providing the following auxiliary spaces:

MEDIA WORKROOM (Race Days – May 8-9) – Must be in close proximity to the finish line area. Requires approximately 800 square feet. Workrooms will need to remain operational until at least three (3) hours after the end of the race.

Below are the elements that the Media Work Room must include:

- 25 chairs
- Twelve (12) 6' skirted tables
- Access to 110V outlets and power strips at each table
- One (1) dedicated phone line
- Two (2) meals per day (for 25 people): sandwiches, wraps, salads (ex: boxed lunches)
- Two (2) flat screen HD televisions with HDMI connections to display live race coverage in the Media Work Room. A projector and screen may be used as a reasonable substitute
- Sufficient trash and recyclable cans
- Bottles water and an assortment of drinks

MEDIA WORKROOM REQUIREMENTS – The Host City is financially responsible for delivering one hard-wired Internet connection to the Media Workroom with minimum upload/download speed of 5Mbps.

- Host City is requested to provide WI-FI (wireless networking) for approx. 25 clients
- Technical contact should be available for the duration of the race, and until close of Media Workroom
- Drop(s) should be available no later than 10AM and will be active until close of Media Workroom

PRESS CONFERENCE AREA

- Requires approximately 800 square feet
- Preferred location is adjacent to the Media Workroom
- 25 chairs arranged theatre style
- Two (2) 8-foot skirted tables for dais on platform
- One-tiered riser for media cameras facing dais
- Four (4) 110V outlets with power strips
- One (1) working phone/phone line (for teleconference capabilities, if needed)
- Host City shall provide a mult-box, microphones and a sound system

* The Tour's media operations team will provide a schematic with details regarding the press conference and media workroom

TOUR TRACKER PRODUCTION ROOM

- At least 400 square feet
- Located within 100m of the Start/Finish line
- At least four (4) 110V power outlets with power strips
- Hard-wired Internet (same as Start/Finish internet if located in close proximity)
 - One (1) open Internet connection to the TV compound/TV production room with minimum upload/download speeds of 20Mbps. This is in addition to the pressroom needs.
 - Provide Static IP address per drop (our routers will provide local DHCP access) or Unlimited DHCP addresses if DHCP is provided
 - Open Ports



- Local provider should provide modems or CAT 5e/6 cables for use with our Wi-Fi routers. Please provide sufficient cabling to the TV Compound
- Technical contact should be available for the duration of the race
- Drop(s) should be available no later than 7:30AM on race day morning and will be deactivated by approximately 6:30PM (depending on race and TV deliverable schedule)
- Air Conditioning
- Four (4) 6-ft tables with table linens
- Four (4) chairs

MEDICAL OFFICE (THURSDAY - SUNDAY) – Suite at the Host Hotel or a meeting room at Host Hotel with a nearby bathroom.

COMMISSAIRES MEETING ROOM / OPERATIONS OFFICE (THURSDAY – SUNDAY) – Small conference room for approximately 8-10 people; close proximity to finish line available immediately after the race finish. Light refreshments to be included.



PARKING REQUIREMENTS

The Women's Race Host City is obligated to provide the following parking and suggested directions to each parking area:

TEAM PARKING AND MECHANICS WORK AREA – Requires equivalent of 8-12 contiguous parking spaces per Team for up to 14 teams (Approximately 160 spaces), in an open-air parking lot at the Host Hotel(s), with DEDICATED overnight security. Each team travels with a combination of vehicles such as a motor coach, trailer and support vehicles, and additional space is needed for mechanics to work on bikes. Must have access to water (75-150 gallons of non-potable water per team) and power one outlet per team. Each team will have a water hose connection available to them within 50' and access to an electrical outlet within 50'. The LOC is responsible for providing DEDICATED overnight security for this lot, from 7PM – 7AM. Minimum 14' overhead clearance is required.

TEAM MASSAGE LINENS – Each Team is to receive a bundle of linens for massages upon check in. Each bundle should include: 6 Bath Towels, 6 Flat Sheets, 12 Hand Towels. Bundles must be swapped for clean bundles upon request. LOC is responsible for any costs associated with Team Massage Linens.

TEAM PARKING (if Start/Finish is not in close proximity to Host Hotel) – Requires a sizable lot (approximately 160 parking spaces) secured in close proximity to the Start/Finish Line, to accommodate team vehicles during race hours. Each team may travel with a motor coach, trailer and support vehicle. Minimum 14' overhead clearance is required.

STAFF/MEDIA/GENERAL USE PARKING – 200 parking spaces in close proximity to the Start/Finish. Covered parking is okay.

CREW PARKING – Open-air parking must be secured for the construction crew vehicles (6 box trucks) near the Start/Finish location.

OVERNIGHT VENUE SECURITY – The Host City is financially responsible for security for the build crew graveyard shifts, which should begin the evening prior to the event to watch over equipment and crews. Hours of Security Operation are typically 7 PM – 7 AM and include the TV Compound, Start/Finish Footprint.

RECYCLING PROGRAM

The Amgen Tour of California is committed to being a responsible and green event. As such, Host Cities should provide sufficient means of recycling for all areas of the event. Clearly marked recycling bins should be placed at every trashcan to encourage participants to recycle. Host Cities should provide dumpsters for recyclables only and make all staff aware of the location of these dumpsters to ensure proper disposal of recyclables. These must be provided within the entire footprint. (i.e.: hospitality, festival, etc.)

VOLUNTEER PROGRAM

The Host City is responsible for securing and organizing local volunteers for the Tour. Volunteers will assist the Tour and the LOC with coordinating activities on the day of the event. The total number of volunteers is typically 200 to 300 for a Host City.



HOST CITY SUBMISSION REQUIREMENTS

Host City proposals submitted in response to this RFP should include the following information:

STATEMENT OF INTEREST

- This statement should provide AEG with a brief understanding of your city's interest and investment in being a Host City for the Women's Race. Include statements addressing the following:
 - Why should the Tour select your city?
 - What makes your city a good host venue?
 - Letters of support from city officials

RACE OPERATION COMMITMENT

- State your Host City's commitment to providing the required race operation support, including police services, public works, hotels, road services, permit services, EMT/EMS services, resident/business notifications, portable toilets and waste management

HOTEL, PARKING AND MEAL OPTIONS

- Summarize your options to support the Tour's needs for hotel accommodations, parking and meals. Please list at least three (3) prospective hotel properties; minimum 3-star property

ROUTE AND FESTIVAL OPTIONS

List three route options that the Host City would like to showcase for Start/Finish locations