

**TOUR OF LAWRENCE
TRANSIENT GUEST TAX FUND REQUEST**

ACTIVITY	VENDOR	AMOUNT	NOTES
Promotional/ marketing fee	Trek Midwest Racing Mercy Cycling Team	\$1,000 \$1,000	Recognized as the top two midwest teams, Trek Midwest and the Mercy Cycling Teams' presence at the Tour of Lawrence will aid in drawing amateur riders from the region to register for the event and will increase spectator interest. Having these two teams committed to the event is an important marketing tool. With these teams also comes great publicity.
Race announcers	Dave Towle and John Lefler	\$2,500	Towle and Lefler are widely-recognized as the best race announcers in the country. They bring a level of excitement to the event for spectators that is critical to the success of the race and brings fans back to the same venues year after year.
Promotional products	various cycling product vendors	\$500	Riders choose races to compete in based partly on the available premiums and cash prizes available to riders. Because of the length of the Tour of Lawrence course, it is important to have a large number of giveaway items available to entice riders. The availability of these items will be a marketing tool in recruiting participants and makes the race more interesting for spectators as riders sprint for prizes at various stages in the race.
TOTAL		\$5,000	

In addition to those cash expenditures, the Tour of Lawrence will require some in-kind support through city services. I have worked with Jonathan Douglas on the logistics plan for the event and through our conversations have developed the following list of services that will be required for a successful event: