

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

<b>ACTIVITY</b>	<b>VENDOR</b>	<b>AMOUNT</b>	<b>NOTES</b>
Promotional/ marketing fee	Various elite teams	\$2,000	These funds would help secure commitments from various elite cycling teams by helping with their travel expenses.
Finish Line Services	One 2Go Event Services	\$5,000	Event Services would provide the finish line trailer , the finish line truss, PA System and Lynx finish line camera for all three race days.
Race announcer	John Lefler	\$1,000	John Lefler is widely-recognized as one of the best race announcers in the country. John will bring a level of excitement to the event for spectators that is critical to the success of the race and bring 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.  It is our desire to increase the direct mail efforts to licensed USAC riders throughout the Midwest by expanding into the Chicago land area and the Dallas/Austin markets.
Direct Mail	several entities	\$1,500	
	<b>TOTAL</b>	<b>\$10,000</b>	