U.S. Bicycling Hall of Fame—2008 Induction Ceremony

Sponsor Participation

The 2008 U.S. Bicycling Hall of Fame Induction Ceremony provides a strategic opportunity for corporate and institutional sponsors. This event is an exceptional opportunity for developing affiliations with the bicycle racing community, as well as an associated demographic known for economic and educational success, discretionary spending ability, and strong ties to healthy-living, community, social, and environmental issues.

The keynote speaker is Levi Leipheimer, the two-time winner of the Tour of California and third place finisher in the 2007 Tour de France. Mr. Leipheimer's status in the professional racing community ensures that the event will receive substantial interest from cycling media and general media outlets.

The November 2nd Induction Ceremony and associated events throughout the weekend will offer multiple client development and networking opportunities. The events will focus on the bicycle as a technology for success, and will profile highly successful athletes who have reached the pinnacle of achievement through hard work, sacrifice, and dedication. Details of the weekend events are provided below.

### 2008 Induction Ceremony:

- November 2, 2008, Freeborn Hall, UC Davis, 5:30 to 9 p.m.
- Sponsor and Inductee Reception, November 1, Bistro 33, downtown Davis.
- Black-tie optional, fully-catered bar and dinner service:
- Barbeque and Picnic, Sunday, November 2, Davis Bike Club sponsored, downtown Davis.
- Induction Presentations
- Sponsor Recognition
- Keynote Speaker

### Additional Weekend Events:

- California Bicycle Museum Exhibit and Promotion, November 1 and 2
- Additional weekend activities are under development and can be tailored to meet sponsor needs.

### A Partnership Event

The U.S. Bicycling Hall of Fame and the California Bicycle Museum have joined forces to produce the November 2nd Induction Ceremony in Davis, California. The Ceremony will take place on the campus of the University of California, Davis (UC Davis). In addition, the City of Davis and UC Davis are providing support for hosting and production needs of the event. The 2008 Induction Ceremony will be the first induction event held in the western United States.

The New Jersey-based U.S. Bicycling Hall of Fame is the officially recognized hall of fame for cycling in the United States.
The California Bicycle Museum is a non-profit organization formed to educate the public about the history of bicycles and the important role they play in society. The Museum will produce a temporary exhibit in downtown Davis during the fall of 2008, and is continuing to work toward a permanent home in Davis. The Museum's goal is to become the nation’s foremost bicycle museum and an internationally known visitor attraction.

**Attendance**
Planned attendance at the induction dinner is 400 people. Composition of the attendees will include the inductees, industry representatives, prior inductees into the U.S. Bicycling Hall of Fame, and others interested in the sport of cycling.

Additional materials are attached, including: sponsorship packages; a press release detailing the 2008 inductees; and a list of prior inductees.

**Contact information**
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Vice-President of the U.S. Bicycling Hall of Fame
2008 Induction Weekend Sponsorships

The 2008 U.S. Bicycling Hall of Fame Induction Weekend will include two ticketed events: The Hall of Fame Reunion Reception on the night of Saturday, November 1st and the 2008 Induction Dinner on the night of Sunday, November 2nd. Both events will be held in Davis, California.

Presenting Sponsor

The primary sponsorship entitles the sponsor to significant visibility on all advance promotional materials, throughout the Induction Weekend, and in the event program. This includes company banner at both events, personal introduction and welcome at the 2008 Induction Dinner along with recognition during the proceedings, and one (1) full-page advertisement prominently displayed in the event program. The Induction Dinner will include not only the Induction itself, but a Guest Speaker prominent in the sport of cycling. Sponsors and their guests will have a special opportunity at the event to meet and be photographed with the 2008 Inductees and our Guest Speaker.

Presenting Sponsor also receives four tickets to the Hall of Fame Reunion Reception and two (2) complimentary tables – eight (8) seats per table – at the 2008 Induction Dinner with special table identification. Also includes exclusive backstage photos with Inductees and Keynote Speaker.

Sponsorship fee: $10,000
One (1) package at this level

Hall of Famers Sponsor

This sponsor is special host to the Hall of Fame’s prior inductees; all living Hall of Famers are invited to attend this year’s Reunion Reception and Induction Dinner free of charge as guests of this sponsor. This package entitles the sponsor to visibility throughout the Induction Weekend, and in the event program. This includes company banner at both events, personal introduction and welcome at the 2008 Induction Dinner along with recognition during the proceedings, and one (1) full-page advertisement prominently displayed in the Induction event program. The Induction Dinner will include not only the Induction itself, but a Guest Speaker prominent in the sport of cycling. Sponsors and their guests will have a special opportunity at the event to meet and be photographed with the 2008 Inductees and our Guest Speaker.

Hall of Famers Sponsor also receives four tickets to the Hall of Fame Reunion Reception and one (1) complimentary table – eight (8) seats per table – at the 2008 Induction Dinner with special table identification.

Sponsorship fee: $7,500
One (1) package at this level
**Guest Speaker Sponsor**
This Sponsorship level includes Sponsor branding at the Reunion Reception and at the Induction Dinner. The Speaker Sponsor will be credited with a personal introduction in conjunction with the Guest Speaker's introduction, with prominent mention in advance promotional materials and one (1) full-page advertisement prominently displayed in the Induction event program. Sponsors and their guests will have a special opportunity at the event to meet and be photographed with the 2008 Inductees and our Guest Speaker.

Guest Speaker Sponsor also receives four tickets to the Hall of Fame Reunion Reception and one (1) complimentary table – eight (8) seats per table – at the 2008 Induction Dinner with special table identification.

*Sponsorship fee: $5,000
One (1) package at this level.*

**Hall of Fame Reunion Reception Sponsors**
This sponsorship level includes sponsor branding at the Reunion Reception and at the Induction Dinner. Reception sponsors will be credited with a personal introduction during the Reception, with prominent mention in advance promotional materials and one (1) full-page advertisement prominently displayed in the Induction event program. Sponsors and their guests will have a special opportunity at the event to meet and be photographed with the 2008 Inductees and our Guest Speaker.

Reception Sponsors also receive four tickets to the Hall of Fame Reunion Reception and one (1) complimentary table – eight (8) seats per table – at the 2008 Induction Dinner with special table identification.

*Sponsorship fee: $5,000
Three (3) packages at this level*

**Support Sponsors**
This sponsorship level includes sponsor credit on advance promotional materials and one half-page advertisement in the event program. Sponsors and their guests will have a special opportunity at the event to meet and be photographed with the 2008 Inductees and our Guest Speaker.

Supporting Sponsors also receive two tickets to the Hall of Fame Reunion Reception and four (4) seats at the 2008 Induction Dinner.

*Sponsorship fee: $2,500
Six (6) packages at this level*
U.S. BICYCLING HALL OF FAME ANNOUNCES INDUCTEES FOR CLASS OF 2008

SOMERVILLE, NJ – Four legendary cyclists will be inducted into the U.S. Bicycling Hall of Fame at a Davis, Calif., event that will be the organization's first induction ceremony in the western United States.

The four honorees represent a range of cycling pursuits from bicycle motocross (BMX) to 6-day track racing with careers spanning from the 1920’s and 30’s to the 1990’s. The inductees are Cheri Elliott (BMX racer) from El Dorado Hills, California; Mike Plant (cycling contributor) from Atlanta, Georgia; Jeanne Golay (road and track racer) from Glenwood Springs, Colorado; and Jimmy Walthour (deceased) a track racer as the four honorees for 2008.

“The U.S. Bicycling Hall of Fame is proud to honor these individuals,” said Hall of Fame President Rusty Schommer. He said these individuals were selected because of their accomplishments in the sport of cycling and that induction into the Hall of Fame will serve as a poignant reminder of their support, dedication, and sacrifice to the sport.

The Nov. 2 ceremony will be held in Davis, long recognized as the bicycle capital of the United States.

Cheri Elliott raced in BMX and mountain biking events in the 1980’s and 1990’s. She won four BMX world championships and won national BMX titles against male competitors. She is considered a legendary BMX pioneer among women BMX racers with superior bike handling and jumping skills.

Mike Plant contributed to the sport of cycling through his leadership as president of USA Cycling, the national governing body of cycling and as president and founder of Medalist Sports, a sports marketing company that produces national and international cycling competitions. He has served on the executive committee of the International Cycling Federation (UCI), the United States Olympic Committee board of directors, and has held numerous other leadership positions in support of cycling.

Jeanne Golay was a five-time world champion and nine-time national champion. She raced successfully as a road, time trial, and track competitor during the 1980’s and 1990’s. Golay is the last American woman to win three national championship titles, a feat she completed in 1992 in Altoona, PA when she won the road race, time trial, and team time trial events.

Jimmy Walthour, now deceased, was selected to the Hall of Fame in recognition of his amazing track racing career in the 1920’s and 1930’s. Mr. Walthour raced in the United States, Canada, and Europe. As a track racer, he competed in 89 six-day races earning 14 first-place and 15 second-place finishes. Near the start of his career as a 17-year old racer in 1927, Mr. Walthour won the amateur cycling championship in both the track and road categories.

The Hall of Fame selects inductees from former competitive cyclists in the following categories: veteran road and track racing: 1970 and before; modern road and track racing: 1971 through 2003; off-road (mountain, cyclocross, or BMX) racing, and contributors to the sport of bicycle racing.
The Hall of Fame elected to hold the event in California, in part, because so many prior Hall of Fame inductees reside in the western United States. Organizers are making special invitations to all prior Hall of Fame inductees and are expecting this ceremony to be the largest gathering of U.S. Bicycling Hall of Fame inductees.

The Hall of Fame chose Davis in recognition of the community's strong connections with bicycling. The city pioneered the creation of bicycle lanes in California more than 40 years ago, and the Davis Bike Club hosts premier cycling events including the annual Davis Double Century and the Fourth of July Criterium, one of the oldest races in the western United States.

“The announcement is terrific” said Bob Bowen, public relations manager for the city of Davis.

The hosts for the 2008 induction ceremony are the city of Davis; the University of California, Davis; and the California Bicycle Museum. The California Bicycle Museum is a nonprofit organization working to establish a bicycling history and education center in Davis.

Dan Kehew, president of the museum said the U.S. Bicycling Hall of Fame induction ceremony is a tremendous opportunity to recognize individuals who have given a substantial part of their lives to the sport of cycling. "We are honored to participate in this ceremony." Kehew said. “We look forward to helping the U.S. Bicycling Hall of Fame host this ceremony.”

The public is encouraged to attend the Nov 2 induction ceremony on the UC Davis campus. The ceremony will include a reception, dinner, a high-profile keynote speaker, and the opportunity to meet and greet all of the honorees. Sales of event sponsorship and table packages as well as individual seating will begin in mid-June.

For more information and updates on the 2008 Induction Dinner and Award Ceremony, go to www.usbhof.com or www.californiabicyclemuseum.org

The Hall of Fame -- part museum, membership organization and advocate for all aspects of cycling -- celebrates and preserves cycling’s history, promotes safety and fitness, and encourages participation in all cycling activities.
# U.S. Bicycling Hall of Fame Prior Inductees

## Veteran Pre-1945 Competitor
- William Spencer (2005)
- Reggie McNamara (2004)
- Joseph G. Kopsky (2001)
- Tillie Anderson (2000)
- Otto Wenz (1999)
- John "Jack" Weston Simes II (1999)
- Burton Cecil Downing (1998)
- Frank Connell (1997)
- John Sinibaldi (1997)
- John "Pop" Brennan (1996)
- Norman Hill (1996)
- Marcus Hurley (1996)
- Furman Kugler (1995)
- Willie Honeman (1994)
- Margaret Gast (1993)
- Louis Maltese (1992)
- Doris Kopsky Muller (1992)
- Emile Fraysee (1990)
- Freddie Spencer (1990)
- Bobby Walthour, Sr. (1989)
- Frank Kramer (1988)
- Cecil Yates (2007)

## Modern 1945-1975 Competitor
- Oliver "Butch" Martin (2005)
- Steve Woznick (2003)
- Victor Vincente of America (Michael Hiltner) (2001)
- Francois Mertens (2000)
- Mike Neel (2000)
- George Mount (1997)
- Arnie Uhrlass (1997)
- Allen Bell (1994)
- Mary Jane Reoch (1994)
- John Allis (1993)
- Frank Brilando (1993)
- Jim Rossi (1992)
- Ted Smith (1991)
- Jack Heid (1989)
- Audrey McElmury (1989)
- Art Longsjo (1988)
- Jack Disney (1988)
- Sheila Young-Ochowicz (1988)
- Nancy Burghart Haviland (2007)

## Mountain Biking
- Juliana Furtado (2005)
- Ned Overend (2001)
- Jacqueline Phelan (2000)
- Joe Murray (1999)

## BMX
- David Clinton (2006)
- Perry Kramer (2004)
- Toby Henderson (2000)
- Stu Thomsen (1998)
Modern Post-1975 Competitor
Jacques Boyer (1998)
Mark Gorski (1995)
Andy Hampsten (2001)
Steve Hegg (2006)
Eric Heiden (1999)
Ron Kiefel (2004)
Greg LeMond (1996)
Leonard Harvey Nitz (1996)
Sue Novara-Reber (1991)
Connie Paraskevin-Young (2003)
Connie Carpenter-Phinney (1990)
Davis Phinney (2001)
Ron Skarin (2005)
Dale Stetina (2007)
Wayne D. Stetina (1999)
Rebecca Twigg (2002)

Special Recognition
The Schwinn Family (1999)
Team 7-Eleven (1997)
Tour of Somerville (1993)

Contributor
Ted Ernst (2006)
Michael Aisner (2005)
Pierre Lallement (2005)
Bill Woodul (2004)
Chris Carmichael (2003)
Arthur Greenberg (2002)
Fred DeLong (2001)
Dr. Paul Dudley White (2000)
David Chauner (1998)
Mike Fraysse (1998)
Jim Ochowicz (1997)
Charles E. Pratt (1997)
Eddie Borysewicz (1996)
Frank Small (1995)
Keith Kingbay (1995)
Otto Eisele (1994)
Ernie Seubert (1994)
Fred Mengoni (1994)
Barbara George (1994)
Mary "Cappy" Capicchioni (1993)
Nancy Nelman (1992)
Al Toefield (1992)
Col. Albert Pope (1991)
Robert Rodale (1991)
Fred "Cappy" Capicchioni (1991)
Mike Walden (1990)
Fred "Pop" Kugler (1987)
Tom Schuler (2007)
Bernie Anderson (2007)
William Lambart (2007)