

**Dubuque RAGBRAI® July 31, 2010
Sponsorship Opportunities**

RAGBRAI® CHOOSES DUBUQUE

It has been 17 years since the riders of RAGBRAI® have dipped their tires in the Mississippi River at Dubuque. Now at a time when our community has truly reinvented itself, it is time to welcome back nearly 20,000 riders from all across the country and the world!

The Des Moines Register Annual Great Bike Ride Across Iowa® started when a few friends got together for a causal bike ride across Iowa in 1973. At that time they did not know that they were starting a tradition. Today this event is the longest, largest and oldest bicycle touring event in the world.

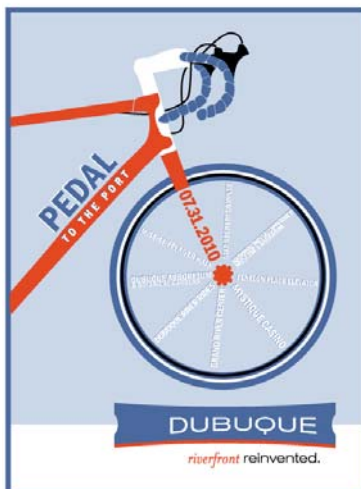
More than 200 other rides have been established throughout the years trying to copy what RAGBRAI® has started, none have been as successful as RAGBRAI®.

Major magazines such as TIME, Reader's Digest, Sports Illustrated, Ford Times, Smithsonian, Saturday Evening Post, National Geographic's Traveler, SHAPE, Bicycling and many others have offered coverage of RAGBRAI®. Even foreign magazines including VELO Tonic in France and Sportrad and National Geographic's Globo in Germany have written about their experiences on this event.

In 2005 Sports Illustrated Named RAGBRAI as one of the 25 Summer Essentials, things that absolutely must be done before Labor Day.

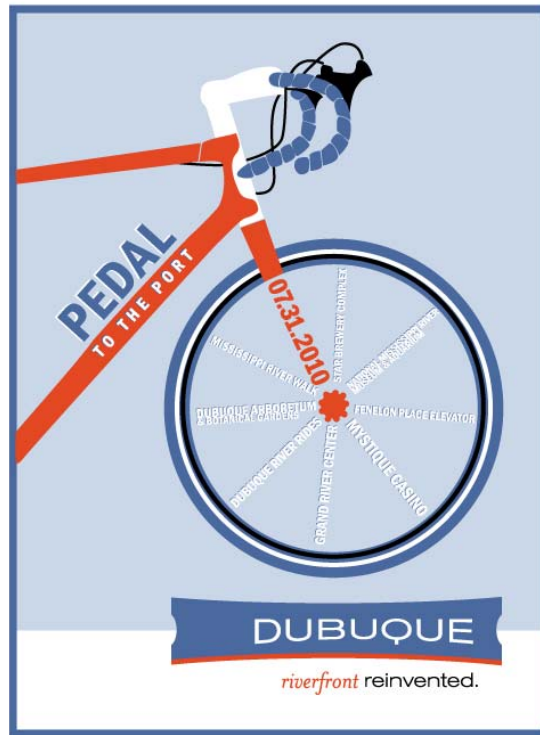
Newspaper coverage also has helped to draw riders from all over the country. Papers such as the New York Times, Wall Street Journal, Chicago Tribune, St. Paul Pioneer-Press, San Francisco Chronicle, Los Angeles Times, Washington Post, San Diego Union, Miami Herald, Kansas City Star, St. Petersburg Times and the Christian Science Monitor have all reported on this event.

Dubuque RAGBRAI® is a joint effort between the City of Dubuque and the Dubuque Convention & Visitors Bureau. This is a unique opportunity for our city to showcase our businesses, our attractions and our people. We look forward to giving guests of this event a top notch experience while here on July 31, 2010. Your support through sponsorship will help us to make lasting memories for our new friends this summer in Dubuque.



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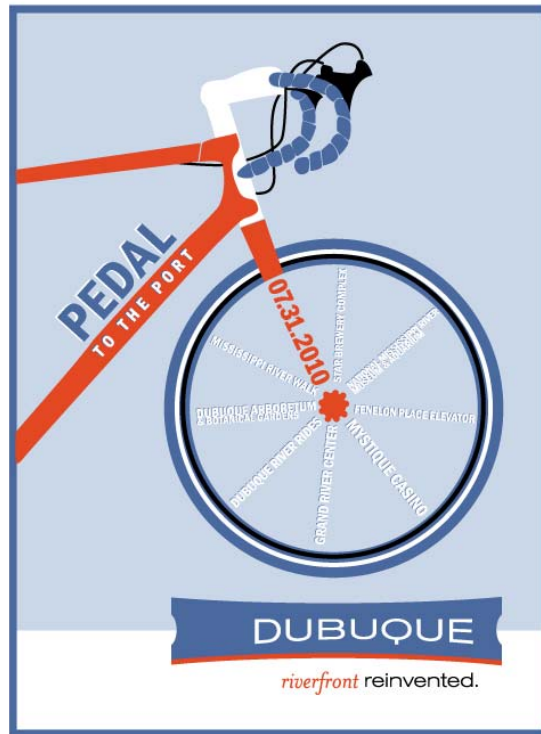
Dip Site Sponsorship | \$10,000



How would you like to meet and greet over 20,000 riders as they make their final dip in the Mississippi? This is a unique opportunity that will allow you to promote your organization. From building business for the day to making future relationships, this is an inexpensive opportunity that can create business for a lifetime! Sponsorship includes:

- * One person from your organization to serve at honorary co-chair of Dubuque RAGBRAI®
- * Set up at the Dip Site for the promotion of your organization | 7 a.m. to 6 p.m. | July 31
 - Banner noting your company as the official Dip Site Sponsor displayed for all to see
 - Two 8 foot tables available for you to give handouts (some restrictions apply)
 - Your booth will be located at the American Trust Plaza in the Port of Dubuque
- * 2 Bikes to Decorate and “Pedal it Forward” (SEE PAGE 9 for more information)
- * Logo printed on clear plastic bags to be given to riders by your organization to place their items in during the dip, you can also place your promotional item in this bag
- * Logo on www.dubuqueragbrai.com as the official Dip Site sponsor with link to your website
- * Logo on T-Shirts. Shirts will be sold to riders and given to local sponsors
- * 75 shirts given to your organization for distribution
- * Logo on the official Dubuque RAGBRAI® Map
- * Complimentary 1/2 page ad in the tabloid that will be printed and distributed to riders
- * Business Logo in the tabloid denoting sponsorship
- * Logo listing in the Dubuque Area Chamber of Commerce Newsletter denoting your sponsorship of this event

T-Shirt Sponsor | \$4,000



**Sponsor the shirts that will be sold to thousands of riders!
Shirts will also be given to local volunteers with your logo on it.
Sponsorship includes:**

- * Shirts will be available for volunteers, staff and for purchase by thousands of riders
- * One Bike to decorate and "Pedal it Forward" (SEE PAGE 9 for more information)
- * Business logo on all shirts
- * 50 shirts given to your business
- * Logo on www.dubuqueragbrai.com with link to your website noting you as a sponsor of this event
- * Logo on all displays where T-Shirts are sold
- * Logo on the official Dubuque RAGBRAI® Map
- * Logo in the Dubuque Tabloid that will be printed and distributed to riders
- * Logo listing in the Dubuque Area Chamber of Commerce Newsletter

Signage Sponsor | \$3,000

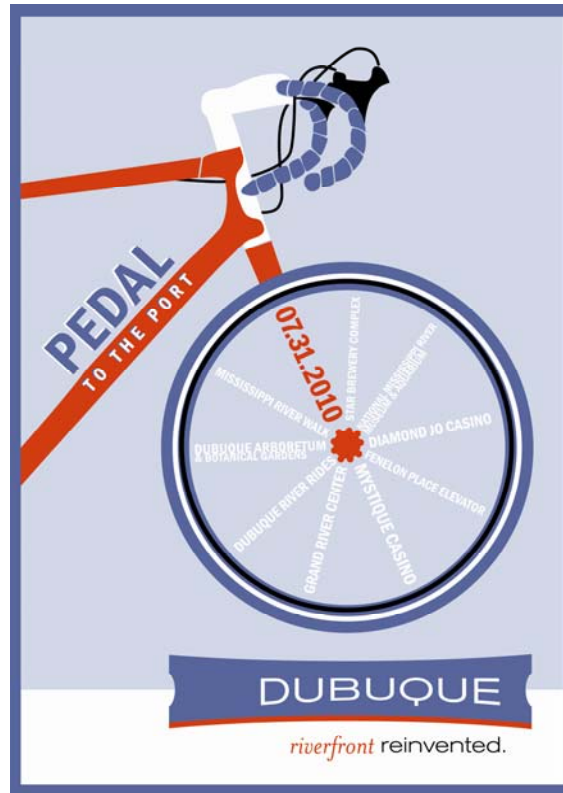


Hundreds of signs will need to be produced to help riders, spectators, media and volunteers find their way through Dubuque on July 31. Be the official sponsor of all directional signage getting into Dubuque and throughout the community.

Sponsorship includes:

- * Logo will be placed on all signage, approximately 200 signs
- * One Bike to decorate and “Pedal it Forward” (SEE PAGE 9 for more information)
- * 30 shirts given to your organization
- * Logo on www.dubuqueragbrai.com with link to your website noting you as a sponsor of this event
- * Logo on all displays where T-Shirts are sold
- * Logo on the official Dubuque RAGBRAI® Map
- * Logo in the Dubuque Tabloid that will be printed and distributed to riders
- * Logo listing in the Dubuque Area Chamber of Commerce Newsletter

Shuttle Sponsor | \$3,000



Shuttles will be available to riders, spectators and volunteers. They will take people to and from the dip site, to local entertainment venues, to their vehicles, the airport, etc.

Sponsorship includes:

- * Business Logo placed on the Shuttles
- * One Bike to decorate and “Pedal it Forward” (SEE PAGE 9 for more information)
- * Your organization can give special discounts/offers to riders on the shuttles
Organization to provide person to hand out discounts/offers on the bus
- * 30 shirts given to your organization
- * Logo on the official Dubuque RAGBRAI® map
- * Logo on www.dubuqueragbrai.com with link to your website noting you as a sponsor of this event
- * Logo on all displays where T-Shirts are sold
- * Logo in the Dubuque Tabloid that will be printed and distributed to riders
- * Logo listing in the Dubuque Area Chamber of Commerce Newsletter denoting your sponsorship of this event

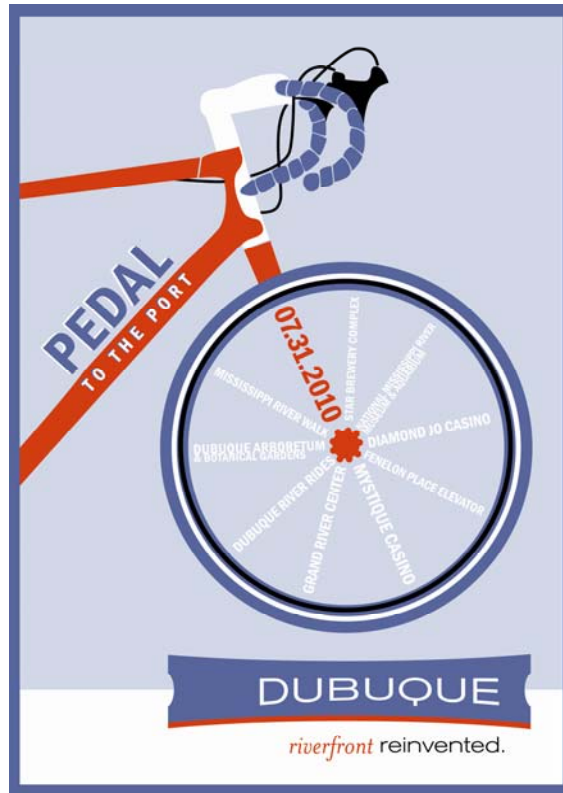
Information Center Sponsor | \$2,000



Thousands of people will flock to the information centers to learn about Dubuque. These centers will be at a variety of locations throughout the community. Here riders will learn how to get on the shuttles, where to find the showers, what attractions are close by, how to get to campgrounds and more. Sponsorship includes:

- * Logo placed at each Information Center on signage
- * One Bike to decorate and “Pedal it Forward” (SEE PAGE 9 for more information)
- * 20 Shirts given to your business
- * Logo on www.dubuqueragbrai.com with link to your website noting you as a sponsor of this event
- * Logo in the Dubuque Tabloid that will be printed and distributed to riders
- * Logo on the official Dubuque RAGBRAI® map
- * Logo listing in the Dubuque Area Chamber of Commerce Newsletter denoting your sponsorship of this event

Friend of Dubuque RAGBRAI | \$500



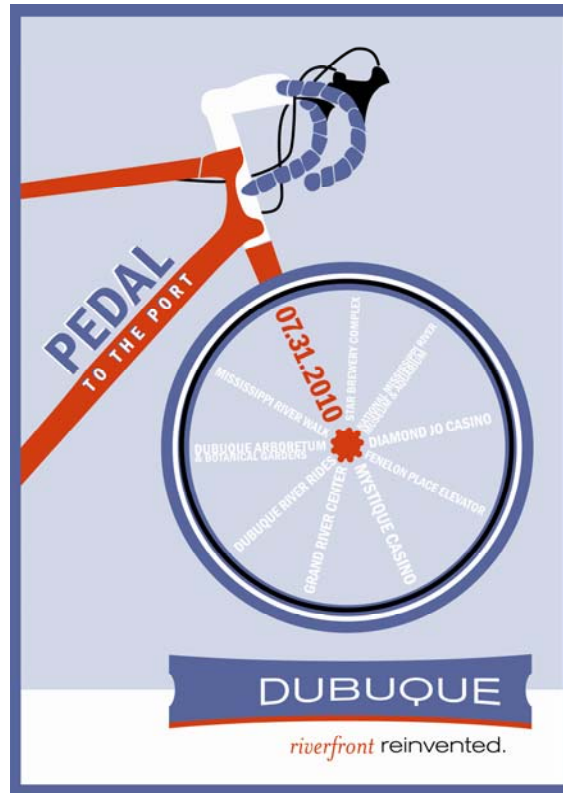
Friends of Dubuque RAGBRAI are businesses and individuals who would like to donate to the overall expense of the community event. The Sponsorship will help cover costs including law enforcement, two way radios, golf carts, and shuttles for riders around the community and community decorations. Sponsorship includes:

- * One Bike to decorate and “Pedal it Forward” (See Page 9 for more information)
- * Business Listing on www.dubuqueragbrai.com
- * Business listing in the Dubuque Tabloid
- * Business listing in the Dubuque Chamber Newsletter

Thank you to the following businesses for becoming a Friend of Dubuque RAGBRAI

Black Hills Energy
Dubuque Bank & Trust

Pedal it Forward

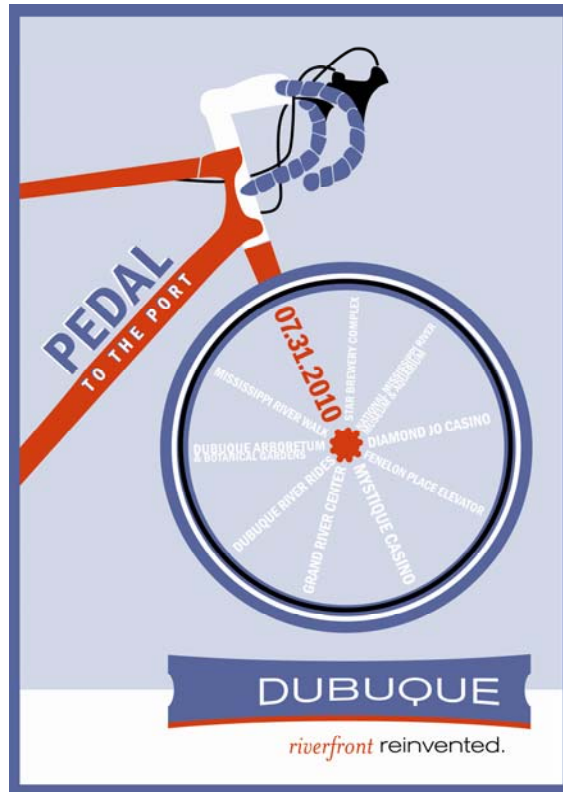


Give back to those less fortunate in our community by decorating a bike. This is a great program to generate excitement and enthusiasm for Dubuque RAGBRAI. After the event, each bike that has been put back together will be donated to those less fortunate in the community.

Here is how this program works:

- The Dubuque Convention & Visitors Bureau will have bikes available after April 1, 2010 at their offices located at 300 Main Street, Dubuque
- Pick your bike. You will be responsible for making sure the bike is back to a fully functional state (ie: chain in working order, handle bars fixed, etc)
- Decorate your bike. Make sure your bike has your business or organization name on it either on the bike or on a sign attached to the bike. Be as creative as you would like!
- Display your bike at your business once it is completed up until RAGBRAI® comes to town
 - On July 31 all bikes will be displayed on the River Walk for over 20,000 riders to see
 - After RAGBRAI, the bike you have created, will be donated to the less fortunate in our community

The Dubuque Convention & Visitors Bureau will be promoting this unique part of Dubuque RAGBRAI® up until RAGBRAI® comes to town. We also look for local, regional and national media to pick up on this program during their time covering RAGBRAI®.



To secure your sponsorship for this event that will bring over 20,000 people to Dubuque, please contact:

Dubuque Convention & Visitors Bureau
Keith Rahe or Julie Kronlage
300 Main Street, Suite 200
Dubuque, IA 52001
563-557-9200

krahe@dubuquechamber.com | jkronlage@dubuquechamber.com

We encourage you to visit our Dubuque RAGBRAI website
www.dubuqueragbrai.com