

**TWILIGHT
CRITERIUM**

BOISE TWILIGHT CRITERIUM

SPONSORSHIP OPPORTUNITIES



39 YEARS IN BOISE

Celebrating 39 years in 2026, the Twilight Criterium is one of the nation's premier bicycle races, attracting both national and international cyclists to the heart of Boise, Idaho, and is an event that has become a summer tradition for thousands!



Promoting healthy lifestyles

Partnering with the Twilight Criterium aligns sponsors with those who appreciate active, healthy lifestyles, a sense of community that comes with bringing Boise together, and the excitement of one of the largest FREE sporting events in the region.



Over 15,000 fans, families and racers

Partners will showcase their brand and support through the fan expo, course signage, live PAs, online promotion, and any live stream coverage during this full-day celebration of cycling—featuring events for all levels, ages, and abilities.



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PACKAGE OPTIONS



TITLE SPONSORSHIP- SOLD



PRESENTING LEVEL

\$20,000

Business category exclusivity
 Logo on Start/Finish line signage
 20 logo course fencing signs
 Logos on all advertising and website
 35 passes to VIP tent (includes 2 drinks per pass)
 EXPO Booth space- premier booth location
 Live PA and social media mentions



GOLD LEVEL

\$15,000

Logo on Start/Finish line signage
 15 logo course fencing signs
 Logos on all advertising and website
 25 passes to VIP tent (includes 2 drinks per pass)
 EXPO Booth space- premier booth location
 Live PA and social media mentions



SILVER LEVEL

\$10,000

10 logo course fencing signs
 Logos on all advertising and website
 20 passes to VIP tent (includes 2 drinks per pass)
 EXPO Booth space- premier booth location
 Live PA and social media mentions



BRONZE LEVEL

\$7,000

6 logo course fencing signs
 Logos on all advertising and website
 10 passes to VIP tent (includes 2 drinks per pass)
 EXPO Booth space
 Live PA and social media mentions

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ADD-ONS AND INDIVIDUAL OPTIONS

Have an idea? Bring it to us! We are open to working with you!



NAMING RIGHTS

VIP Tent , Exhibition Race, Announcer Booth

\$5,000



HOSPITALITY VIP CANOPY

Host your clients in a prime location in the Expo. Space is for a 10x20 canopy (canopy provided at an extra cost, or you may bring a branded canopy). Includes 20 credentialed guests, table for food/drink, private party signage and 2 drinks per guest. Catering and customized tents are available at additional cost. (no outside food or drink permitted)

\$2,500



EXPO BOOTH

10x10 space inside fan expo
expose your brand to thousands of race fans!
(canopy can be provided at additional cost)
event promotion
Swag/community engagement hand outs at own expense

\$500



FRIENDS OF THE CRITERIUM- tickets, tokens & signage packs **\$75-\$1,000**

Individual VIP tickets , drink tokens and course signage can be purchased- see Karlee for availability