

CITY COUNCIL

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Reso No. _____ File No. _____

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Agenda Item No.: 10

Date: August 8, 2012

TO: Honorable Mayor and Members of the City Council

FROM: Joyce Masterson, Assistant to the City Manager

SUBJECT: 2013 AMGEN Tour of California Proposal

RECOMMENDATION:

It is requested that Council provide direction to City Staff regarding the submission of a proposal for Escondido to serve as the overall start host city for the 2013 AMGEN Tour of California on May 12, 2013.

FISCAL ANALYSIS:

It is anticipated that approximately \$475,000 will need to be raised in committed sponsorships to cover the cost of the event obligations. The City of Escondido would be financially responsible for any shortfall between sponsorships and obligations. Funding is available in the General Fund Reserve Balance, which currently is \$20.5 million.

PREVIOUS ACTION:

None

BACKGROUND:

The AMGEN Tour of California is an international, world-class cycling road race that features the top elite professional teams and athletes from more than 24 countries. Over the past seven years it has become one of cycling's most important and prestigious annual stage races in the world.

The 2013 event will take place over an 8 day period from May 12 – 19, 2013. Traditionally, the race has begun in northern California and ended in southern California. This year the event organizers are contemplating reversing the start/finish locations and requested that Escondido submit a proposal to host the race start.

In February 2009 Escondido successfully hosted a stage event which was the final leg of the race. The cost to host the finish was approximately \$80,000 and was recouped through sponsorships. In considering hosting the official race start, it should be noted that a stage event lasts only a day and a half, while hosting the official start of the race is a far more involved and costly event since riders and tour organizers begin arriving eight days before the race.

Proposal for AMGEN Tour of California 2013

August 8, 2012

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Each host city is required to provide the Tour with certain expenses, city services and other obligations to ensure its success. As in 2009, the City would seek sponsors to cover the event costs, but ultimately would be financially responsible for any shortfall between sponsorships and obligations. A copy of the Request for Proposal for the Overall Start is included with this staff report and clearly details all of the responsibilities expected of a host city (Attachment 1). However, the most significant obligation is the number of three-star hotel rooms (approximately 1,780) required to be provided for the entire entourage which is estimated at approximately \$222,500. Unfortunately, since Escondido does not have any three-star hotels as required by the tour organizers, we likely would recommend those in San Marcos and Vista. This would be in keeping with the collaborative approach to regional economic development among the five North County cities. In addition to the hotels rooms, the City also would be responsible for providing a variety of meals at an estimated cost of \$75,000, a VIP Hospitality event estimated at \$25,000, as well as the City's own costs for Police, Fire and Public Works services and other related costs. The total cost of the event is estimated at approximately \$475,000. This is in line with the costs experienced by the City of Santa Rosa which hosted the race start in May 2012 at a cost of \$473,004 (Attachment 2).

Despite housing the entourage in hotels in neighboring communities, it is anticipated that the economic impacts of hosting the race start will be far greater than hosting a finish stage event due to the increased length of time that teams, event organizers, media and visitors will be spending in Escondido prior to the official start. According to Santa Rosa city officials, race visitors to their city spent an estimated \$6.8 million locally and their city and county received worldwide exposure through media coverage and telecasts viewed in 200 countries.

Respectfully submitted,

A handwritten signature in black ink, reading "Joyce Masterson". The signature is written in a cursive, flowing style.

Joyce Masterson
Assistant to the City Manager

AMERICA'S GREATEST RACE



AMGEN  **TOUR of
CALIFORNIA**

OVERALL START

2013 HOST CITY

REQUEST FOR PROPOSAL





“The 2012 Amgen Tour of California, the seventh presentation of America’s greatest cycling race, was certainly the most competitive and critically acclaimed race to date. California, once again, showed the incredibly scenic and captivating settings that the state has to offer. Through the support and commitment of the fans, cyclists, partners and, most importantly, the Host Cities, we took another step in 2012 toward our goal of becoming the most important cycling competition in the world.”

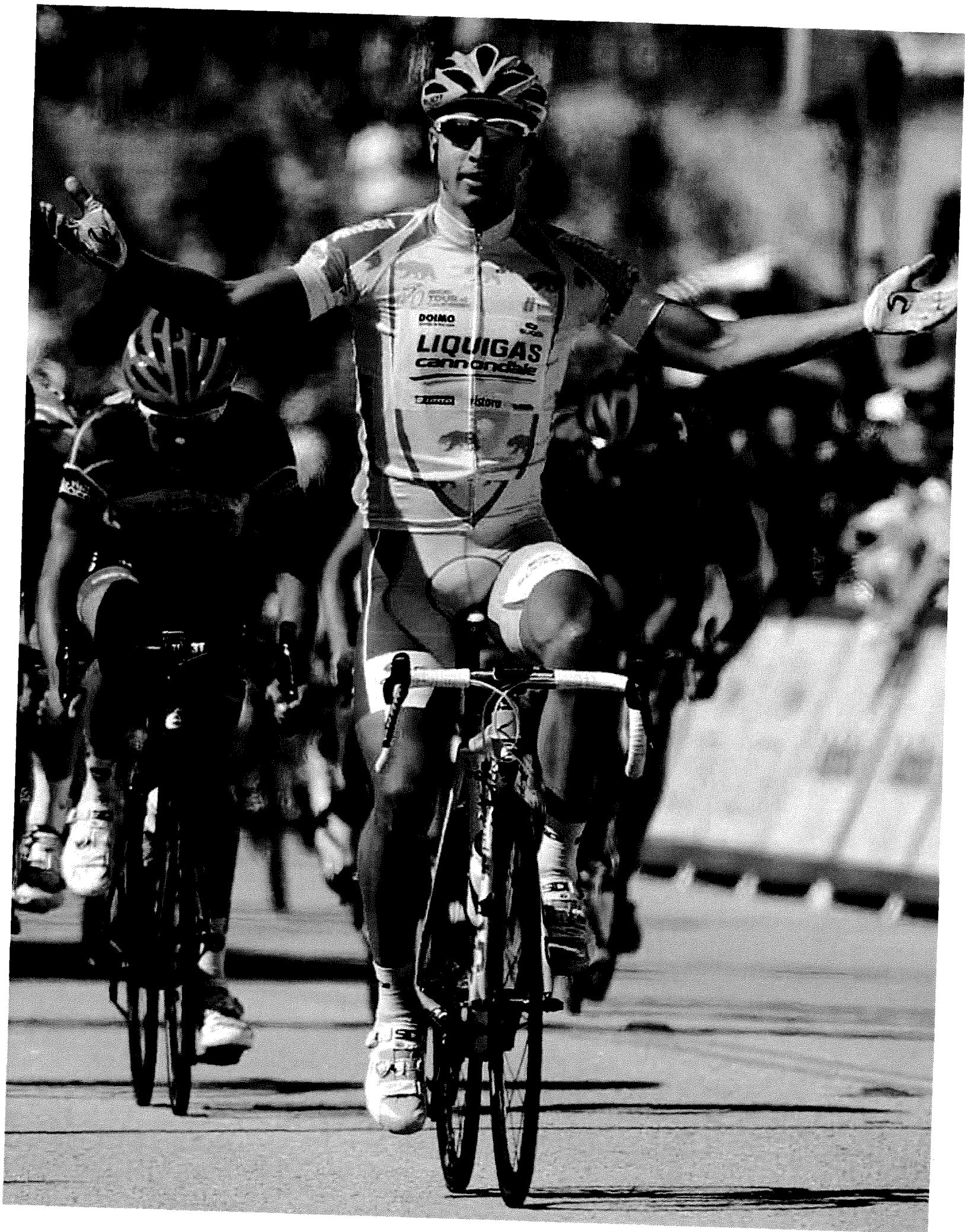
— Kristin Bachochin
Executive Director of the Amgen Tour of California
and Senior Vice President, AEG Sports





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HISTORY AND OVERVIEW

Over the past seven years, the Amgen Tour of California has become one of cycling's most important and prestigious annual stage races in the world. From attendance, sponsorship and internationally ranked competitors, along with economic impact to the state of California and specifically our Host Cities, we continue to see growth in every important, measureable category. In 2012, the Amgen Tour of California was seen in person by millions of fans along the course, while millions more around the world watched our race on television, via the internet and on handheld devices.

The 2012 Amgen Tour of California included one of the most challenging routes to date, featuring a climb up Mt. Diablo, a difficult time trial course in Bakersfield and a finish that included back-to-back mountain stages at Big Bear Lake and Mt. Baldy. The 2012 route also featured some of the most iconic California scenery, such as Sonoma County, the Golden Gate Bridge and the Pacific coastline providing a picturesque backdrop to Stages 1 and 2, the crowd-lined streets of Sonora (the Gateway to Yosemite) and Clovis during Stage 4, and a thrilling Stage 8 finale that took the cyclists from world-famous Rodeo Drive to the sports and entertainment center of the West Coast, L.A. LIVE in downtown Los Angeles.

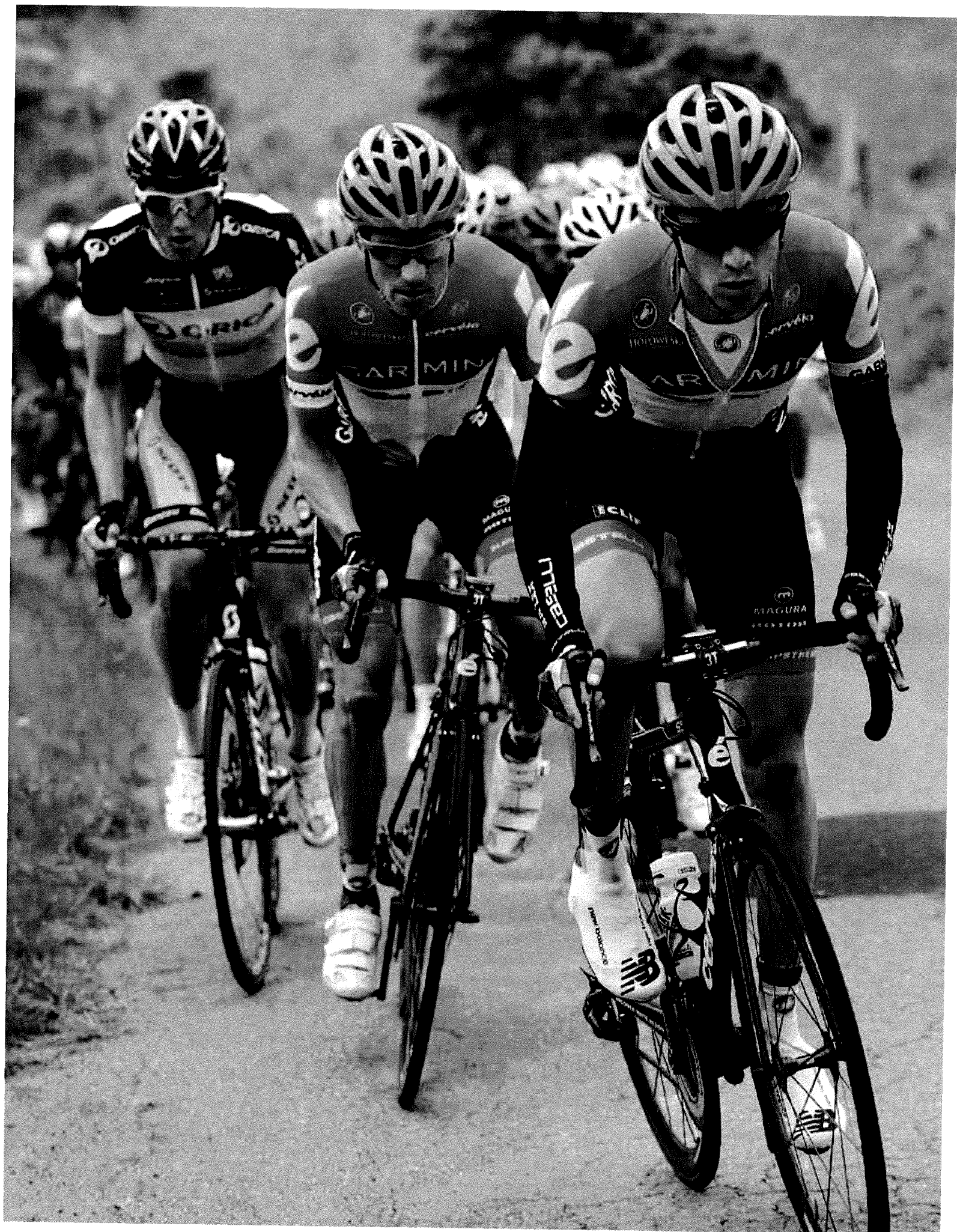
The race featured the world's top teams and cyclists, including three of the world's top-four cyclists and seven of the world's top-ten teams, adding to the race's international appeal. With our new partnership with NBC and the NBC Sports Network, the race was seen live in more than 216 countries and territories worldwide with an all-time high of 44 hours of coverage in the United States, including, a two-hour live broadcast of the exciting final stage on NBC.

The creator, owner and producer of the Amgen Tour of California is California-based sports and entertainment presenter AEG with cycling specialists Medalist Sports serving as the race's logistical arm. California-based Amgen has served as the event's title sponsor since its inception in 2006.

AEG remains committed to presenting the Amgen Tour of California as a free, world-class sporting event that is dedicated to promoting the great sport of road cycling, fitness and bicycle safety. AEG is also committed to producing a race that creates an international platform which additionally promotes the state of California, with an emphasis on the Host Cities, tourism and recreation while boosting economic development throughout the state as well as educating Californians and enthusiasts worldwide about maintaining a healthy lifestyle.

The Amgen Tour of California will continue to build on its success as it grows in the coming years, with the ultimate goal of reaching the international stature of the long-established Grand Tour events, such as the Tour de France and the Giro d'Italia. The continued focus of AEG is to increase the global media exposure and also expand upon the quality and number of cycling teams that compete in the race, while continuing to create a once-in-a-lifetime experience for all Host Cities and fans.





2012 AMGEN TOUR OF CALIFORNIA – KEY FACTS

- Largest annual spectator sporting event in California and largest cycling event in North America
- Event attracts more than 2 million spectators annually
- World-class field of riders representing 24 countries
- Three of the world's top four cyclists and six of the world's top ten teams participated in the 2012 Amgen Tour of California
- More than 3.5 billion online, print and television impressions worldwide
- More than 44 hours of race coverage on NBC and NBC Sports Network, including 14 hours live on NBC Sports Network
- 2 hours of live race coverage of the final stage on NBC
- The Amgen Tour of California was broadcast in 216 countries and territories worldwide, including 20 new territories added since 2011
- More than 1.3 million visitors to the official event website
- 19,000 Twitter followers and 72,000 Facebook fans
- More than 340,000 followed the race online via the RadioShack Tour Tracker
- 25 minutes average time spent watching the race on the RadioShack Tour Tracker
- More than 26,000 downloads of the official Tour app
- More than a 1,000-person entourage traveling with the event (including riders, event staff, officials and media)
- More than 5,000 volunteers
- The 2012 Amgen Tour of California featured an international women's time trial event, which featured a world-class field of 10 participants and was won by 2008 Olympic Gold Medalist Kristin Armstrong
- 2012 Amgen Tour of California Champion: Robert Gesink (NED), Rabobank Cycling Team (NED)
- 2012 Overall Team Winner: RadioShack-Nissan-Trek





2012 AMGEN TOUR OF CALIFORNIA – QUOTES AND OBSERVATIONS

"The Amgen Tour of California continues to grow in size, stature and international attention year after year, and that's something we are very proud of. From attendance, sponsorship and internationally ranked competitors, along with the continued economic impact on the state of California and specifically our Host Cities, we have again this year seen growth in every important, measureable category."

– Kristin Bachochin, executive director of the Amgen Tour of California and senior vice president of AEG Sports

"I guess it's pretty obvious why every European rider including me loves California. It's a beautiful place with cool cities and friendly people. The fans are crazy passionate for the race. And then you've got places like Big Bear for fishing, mountain biking, and hiking, beautiful vineyards in Napa Valley, and of course all those beaches for swimming and surfing, and even some snow-covered mountains. This California is the whole package. I love it!"

– Jens Voigt (GER), RadioShack-Nissan-Trek

"This is by far the most special win I've ever had. I think the [Amgen Tour of California] is a perfect race for preparation as much as anything. You have to do a good time trial; you have to do good overall and be good up hill. You want to win here, so it's a perfect race. The European riders love to come out here and see the fans who are much more enthusiastic, even more so than in Europe."

– Robert Gesink (NED), Rabobank Cycling Team, 2012 Amgen Tour of California Champion

"If you're an American and you don't win the Tour de France, you better win the Amgen Tour of California."

– Chris Horner (USA), Team RadioShack, 2011 Amgen Tour of California Champion

"It's special. I wasn't expecting it to be as overwhelming as this." **– Tom Boonen (BEL), Omega Pharma-QuickStep, No.-1 ranked rider in the world, when asked about the warm reception of the fans in California**

"The Amgen Tour of California always has been a big event for all of the teams I have been on; it's always a huge goal to compete in. I've seen the race develop over the years and it has been a turning point in my career; it has given me the opportunity to stand up with my idols and be on the podiums. I'm really thankful for this race."

– Tom Danielson (USA), Garmin-Barracuda, Third Place overall, 2012 Amgen Tour of California

"I remember the day we had the [first Amgen Tour of California] press conference in San Francisco. It was the fall of 2005 where we were announcing there would be a tour in California. I remember dreaming of that race that would one day assemble in Santa Rosa and now, seven years later, here we are. It has been phenomenal to watch the race develop and I am so proud to be a part of that in a lot of ways. Our community as a whole has made some stars and inspired the next generation of athletes and I am really proud of the race and our community who have worked really hard to make this possible."

– Levi Leipheimer (USA), Omega Pharma-Quick Step, three-time winner of the Amgen Tour of California

"This is the fifth win of my career – but the biggest win of my life."

– Sylvain Georges (FRA), AG2R La Mondiale, after winning Stage 6 of the 2012 Amgen Tour of California

"After a year off, I think the community was very motivated to bring the Amgen Tour of California back to the county. For me, it's spectacular. This is the biggest stage for American cycling. We're at the epicenter here today."

– Ben Jacques-Maynes (USA), Bissell Pro Cycling

"I was asked earlier where this race fits in the world calendar, well fit is the wrong word to use now. It [the Amgen Tour of California] is part of the world calendar; it doesn't fit at all, it is part of the world calendar of cycling. Just like we talk of Paris Roubaix, or the Tour of Flanders or the Tour of Romandie, you talk of the Amgen Tour of California. This race is very much a part of the world cycling scene and that is evidence by the quality of the riders who want to come here. They're not cajoled or persuaded to be sent here by the teams, they want to come and ride this race as they prepare for the Tour de France in July. To break in on the calendar and run right up against the Giro d'Italia is a really difficult thing to do. The Amgen [Tour of California] actually succeed the first year it did it, and it's never looked back since."

– Phil Liggett, NBC Sports Network cycling commentator

"The Amgen Tour of California is always a big goal for our team. It is one of the premier races in the U.S. and one we take a lot of pride in. Every year, the competition is intense, the crowds get even bigger, and this year will be no exception. We're very excited to get back to California and we hope to give fans plenty of reasons to cheer."

– Jonathan Vaughters, CEO, Slipstream Sports and Director Sportif, Team Garmin-Barracuda

"We are thrilled to ride the Amgen Tour of California in our debut season. It's a great race and a fantastic event. It's real priority for us to bring a strong team to California and the riders really want to go there and make their mark for GreenEDGE. There are a lot of races that stand out on the calendar and the Amgen Tour of California is one of those we don't want to miss."

– Shayne Bannan, General Manager, Orica - GreenEDGE





CYCLING IN AMERICA

- Cycling is America's second most popular outdoor activity behind running with 2.44 billion outings by people age 6 and older (2011)¹
- Active commuting is positively associated with fitness and inversely associated with BMI, obesity, triglyceride levels, blood pressure, and insulin levels². Cycling should be a viable solution to maintaining or improving physical health
- 39.3 million Americans age seven and older were estimated to have ridden a bicycle six times or more in 2010³
- The number of Americans who ride bicycles is greater than all those who ski, golf, and play tennis combined⁴
- The median household income for cyclists is \$60,000, about 20 percent higher than the U.S. average⁴
- Bicyclists in the United States save \$4.6 billion each year by bicycling instead of driving⁵
- Since 2005, the 38 Bicycle Friendly Communities among the 70 largest cities saw a 95 percent average increase in bicycle commuting. In contrast, the 32 non-Bicycle Friendly Communities (among the largest 70) grew 46 percent⁵
- Between 2008 and 2010, participation in road, mountain, and BMX bicycling grew from 41.5 to 42.3 million Americans¹
- In Los Angeles, bicycling increased 32% between 2009 and 2011⁶
- There were 19.9 million bicycles sold in America during 2010³
- The U.S. bicycle industry had \$6 billion in direct retail sales in 2010³
- AEG built and operates America's largest indoor velodrome located at The Home Depot Center in Carson, CA, and has hosted prestigious events such as the UCI Track Cycling World Cup Classics, USA Elite National Championships and UCI Track Cycling World Championships
- Many of the world's most promising young riders are from the United States:
 - Taylor Phinney - 2012 Giro d'Italia Opening Time Trial winner, led general classification for 3 days (one of only 3 Americans to lead the race)
 - Andrew Talansky – 2nd overall and Best Young Rider, Tour of Romandie
 - Tejay Van Garderen – Best Young Rider, Paris-Nice
- Ryder Hesjedal, the winner of the 2012 Giro d'Italia rides for the American Garmin-Barracuda team
- Evelyn Stevens became the first American woman to win the Tour of Flanders, one of the most prestigious one-day races in the world (2012)
- Omega Pharma-Quick Step, the team with the most victories in 2012, rides bicycles designed and manufactured by American company (June 2012)
- Seven (7) of the eighteen (18) teams recognized as UCI WorldTour teams, the highest classification for professional cycling, ride bicycles made by American companies⁷

Resources

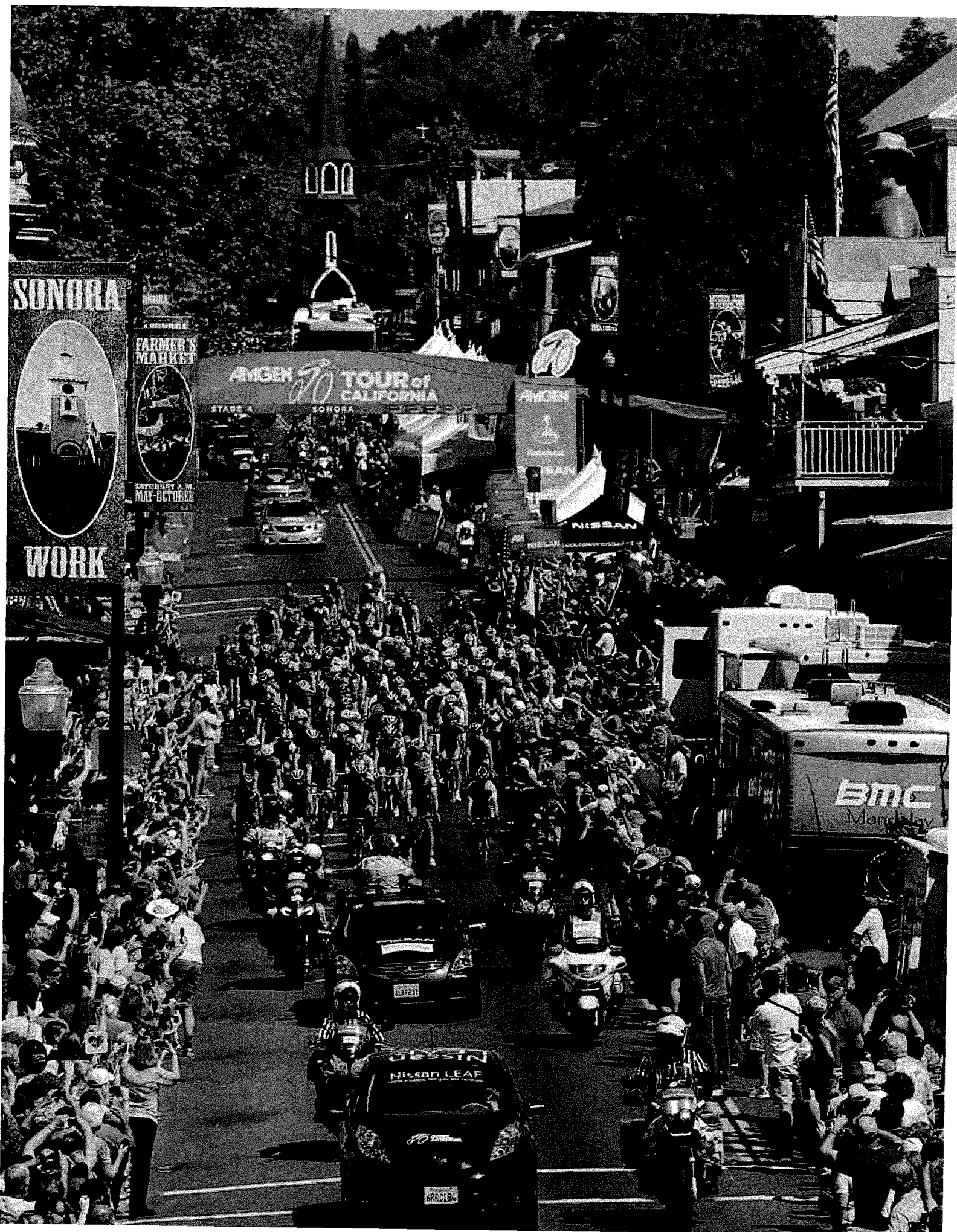
¹Outdoor Industry Association Report 2011 ²Gordon-Larsen, P., et al., 2009 ³National Bicycle Dealers Association, "US Bicycle Market 2010"

⁴National Sporting Goods Association ⁵League of American Bicyclists ⁶Los Angeles County Bike Coalition ⁷International Cycling Union (UCI)

Bikes Belong – <http://www.bikesbelong.org/resources/stats-and-research/>

League of American Bicyclists - <http://blog.bikeleague.org/blog/2011/09/2010-bike-commuting-data-released/>







OPPORTUNITY TO HOST THE AMGEN TOUR OF CALIFORNIA

AEG is seeking proposals from qualified Host Cities for the 2013 Amgen Tour of California. The event will take place throughout the state of California over an 8-day period from May 12-19, 2013.

RESPONSIBILITIES FOR A HOST CITY

A. LOCAL ORGANIZING COMMITTEE (LOC) – A LOC must be formed. The purpose of the LOC is to plan and execute local Tour initiatives and logistics on behalf of the Host City.

B. HOST CITY BENEFITS – Each Host City is required to help and provide a set of benefits designed to help the LOC raise money, promote and market the city, and promote tourism.

C. HOST CITY OBLIGATIONS – Each Host City is required to help and provide the Tour with certain expenses, city services and other obligations to ensure the successful organization of the Tour.





LOCAL ORGANIZING COMMITTEE (LOC)

The Host City is required to form a Local Organizing Committee that best represents the interests of the Host City and the Tour and acts as the day-to-day liaison with the representatives of the Tour. The LOC plays the most prominent role in terms of support, planning and execution in the community, and as a liaison with AEG and Medalists Sports.

STRUCTURE

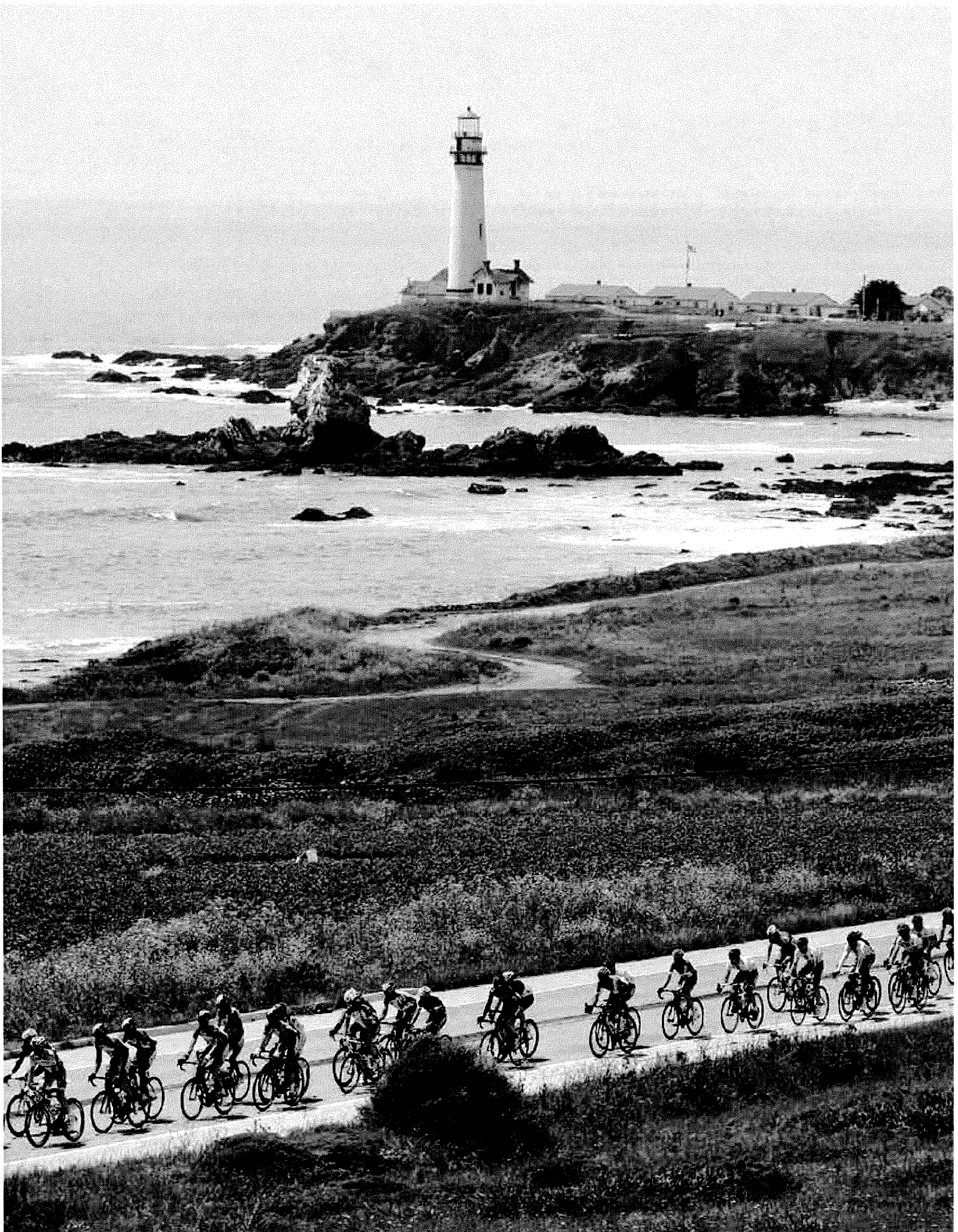
The size of the LOC will vary within each city, but usually ranges from 10-20 individuals. The LOC Chair will be the main point of contact for the LOC as well as for the Tour. It will be their responsibility to ensure all viable information is disseminated to the other members on the LOC. Ongoing dialogue between the Tour and the LOC is necessary and invaluable. The LOC Chair is also responsible for overseeing the activities of each of the subcommittees and chairmen operating as part of their organization.

KEY POSITIONS WITHIN THE LOC INCLUDE:

CHAIRPERSON

Tour Director's point-of-contact:

- Respected community leader required to oversee project support, community awareness and fundraising efforts
- Direct point of contact for Tour Venue Director and staff – liaison between ATOC staff and LOC members
- Responsible for communicating Tour plans and directives to all LOC staff members in addition to local elected and civic officials
- Responsible for coordinating and conducting regular LOC meetings and maintaining all LOC functions based upon ATOC-driven time line



TECHNICAL DIRECTOR

In cooperation with the Tour Technical and Production Director:

- Assist with all race operations, including, but not limited to, course markings, road closures, course maps, routing, volunteer and marshal placement, communications, venue design and construction, schedule of events, etc.
- Assist with design of finish line layout and adjacent areas
- Assist with local police and DOT support
- Coordinate outdoor auxiliary space
- Residential notifications
- Manage local permit process
- Assist Tour officials with securing local vendors (i.e. port-o-lets)
- Assist with identifying a safe overnight location for vehicles and equipment
- Assist Tour officials with course entry into and departure from city limits
- Assist with identifying required parking spaces for vehicles
- Assist with procurement of local EMS/EMT services
- Secure parking locations for Tour staff, teams, VIPs, media, etc.

OPERATIONS DIRECTOR

In cooperation with the Tour Operations Director:

- Coordinate with contracted hotels for all requirements (rooms, meals, auxiliary space)
- Secure housing/rates for additional (paid) housing groups (media, tourists)
- Assist with housing assignments, check-in/out dates for Tour entourage
- Serve as a liaison with the Tour's official race hotel
- Assist with transportation needs of local LOC members, volunteers, etc.





MEDIA/PUBLIC RELATIONS DIRECTOR

In cooperation with the Tour Media/Public Relations Director:

- Assist with all local media inquiries before, during and after the race
- Assist with gathering media credential applications from local media
- Assist with scheduling of local press conferences, interviews, appearances, etc.
- Assist Tour with developing local media partners (print, radio, television)
- Assist with maximizing media attendance and coverage through local press releases, telephone calls and personal contacts
- Provide weekly updates on public relations activities to the LOC Coordinator and ATOC
- Secure hard copies of major media placements and provide to Tour media/public relations director
- Provide LOC and venue-specific information for inclusion in Tour's collateral materials
- Provide staff on race day to assist in press room and other press areas

MARKETING DIRECTOR

In cooperation with the Tour Marketing Director:

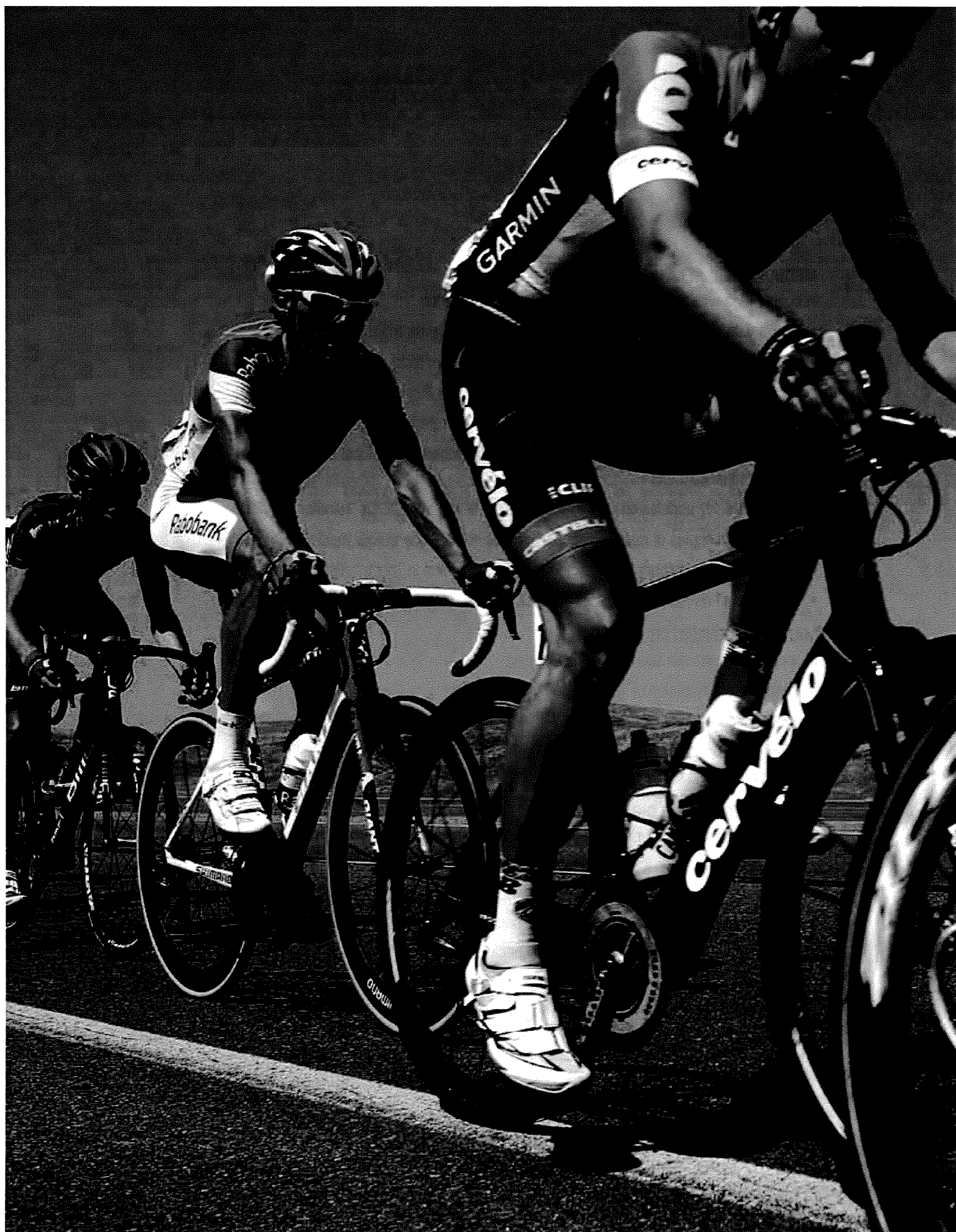
- Coordinate distribution of Tour promotional materials (i.e. poster, flyers)
- Assist Tour and LOC Media Director with developing local media partners (print, radio, television)
- Assist Tour with developing relationships with local retailers and cycling clubs
- Provide LOC and venue-specific information for inclusion in Tour's collateral materials

SALES/PARTNERSHIP DIRECTOR

In cooperation with the Tour's Sales/Partnership Director:

- Determine local sales (cash/VIK) goals
- Coordinate sales approach with Tour's Sales/Partnership Director
- Develop proper levels of local partnership packages
- Coordinate fulfillment of local partnership packages with Tour's





VOLUNTEER DIRECTOR

In cooperation with the Tour Volunteer Director:

- Recruit and schedule local volunteer requirements
- Develop job descriptions for local volunteer positions
- Develop volunteer recognition or incentive programs
- Work with local police and Tour staff to identify volunteer locations
- Coordinate volunteer needs and placement with Tour's Technical Director and LOC's
- Determine uniform requirements for local volunteer corps (numbers/sizes)
- Communicate work schedule to volunteer corps
- Direct daily volunteer check-in, uniform distribution and transportation to assignments
- Secure refreshments for volunteers

VIP/HOSPITALITY DIRECTOR

In cooperation with the Tour's VIP/Hospitality Director:

- Assist with Tour's hospitality area – set-up, operations, etc.
- See to all local partnership/partner needs
- Coordinate awards presenters, athlete escorts, local awards, flowers, etc. with Tour's awards

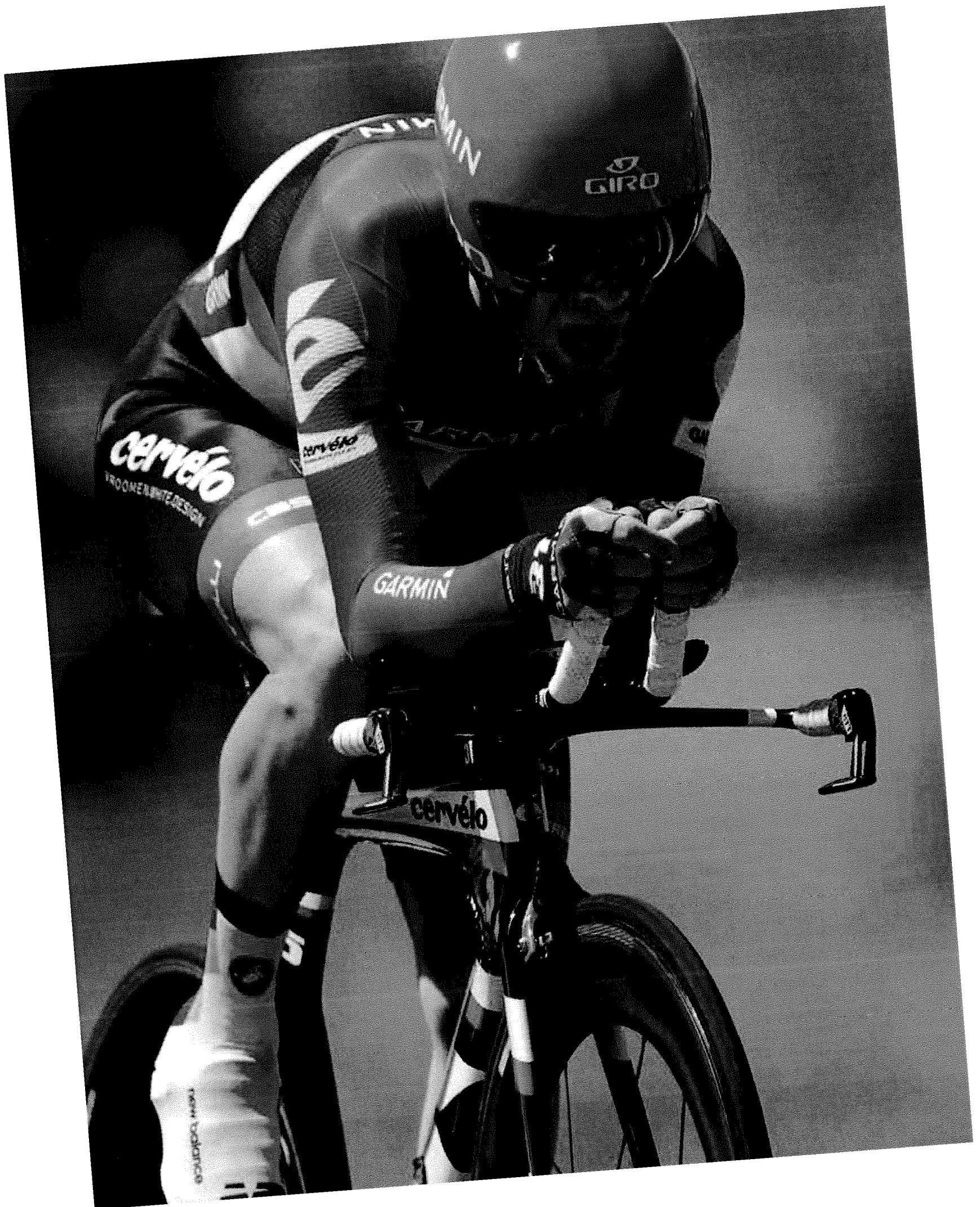
CEREMONY COORDINATOR

- Assist with accreditation system (wristbands), including enforcement
- Distribute hospitality invitations to respective LOC guests
- See to all local partnership/partner needs
- Assist with coordinating with local start/award ceremony participant/presenter on race day

LIFESTYLE FESTIVAL LIAISON

In cooperation with the Tour Festival Director:

- Develop and coordinate "festival-like" atmosphere before, during and after the race
- Assist with logistical and communication details regarding the coordination of local activities and Tour activities
- Assist with all aspects of Tour's Festival





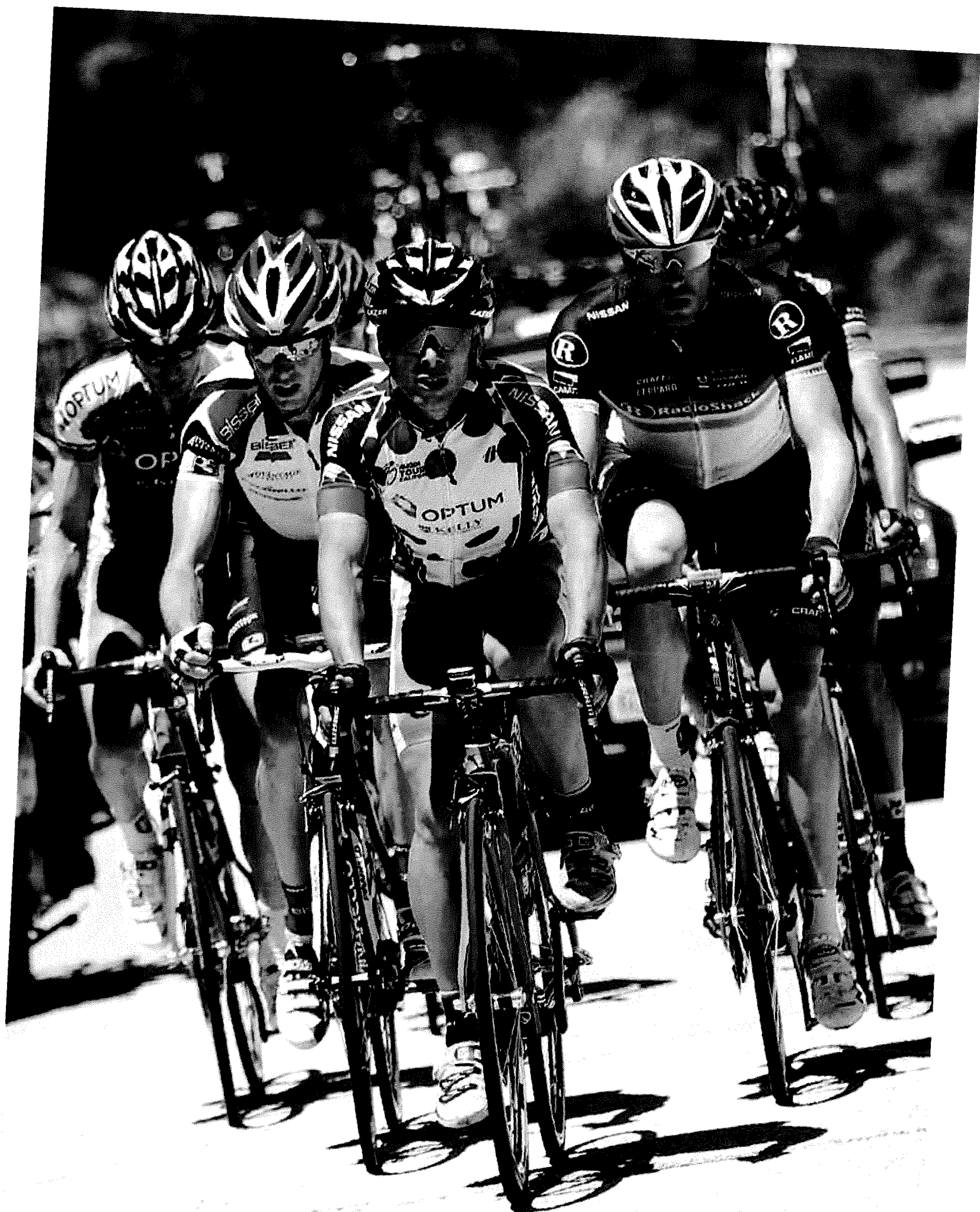
SCHOOL/COMMUNITY INVOLVEMENT/ANCILLARY EVENTS DIRECTOR

- Assist Tour with promoting and supporting the Amgen Tour of California message and objectives
- Coordinate with local bike shops and clubs to promote the message of bike safety, helmets, etc.
- Assist Tour officials with scheduling appearances, photo ops, etc.
- Develop and implement local educational campaign regarding Tour aspects, teams/athletes, etc.
- Create and coordinate Tour-related topics into school curriculum (i.e. international aspects of event)
- Coordinate participation and attendance of local school system during event
- Organize pre-event and race week ancillary events to build excitement

BREAKAWAY FROM CANCER DIRECTOR

- Assist Tour with promoting *Breakaway from Cancer*® -- a partnership between Amgen and four nonprofit organizations dedicated to empowering patients with education, resources and hope
- Coordinate Breakaway Mile deliverables with the Tour, if respective Host City is awarded with this event
- Collaborate with the Tour regarding activation of *Breakaway from Cancer* in your community





HOST CITY BENEFITS AND OPPORTUNITIES

Bring the world to your city as a host for the Amgen Tour of California. The Tour provides a powerful platform to gain worldwide exposure, create economic impact and provide priceless experiences for local residents, supporters and dignitaries.

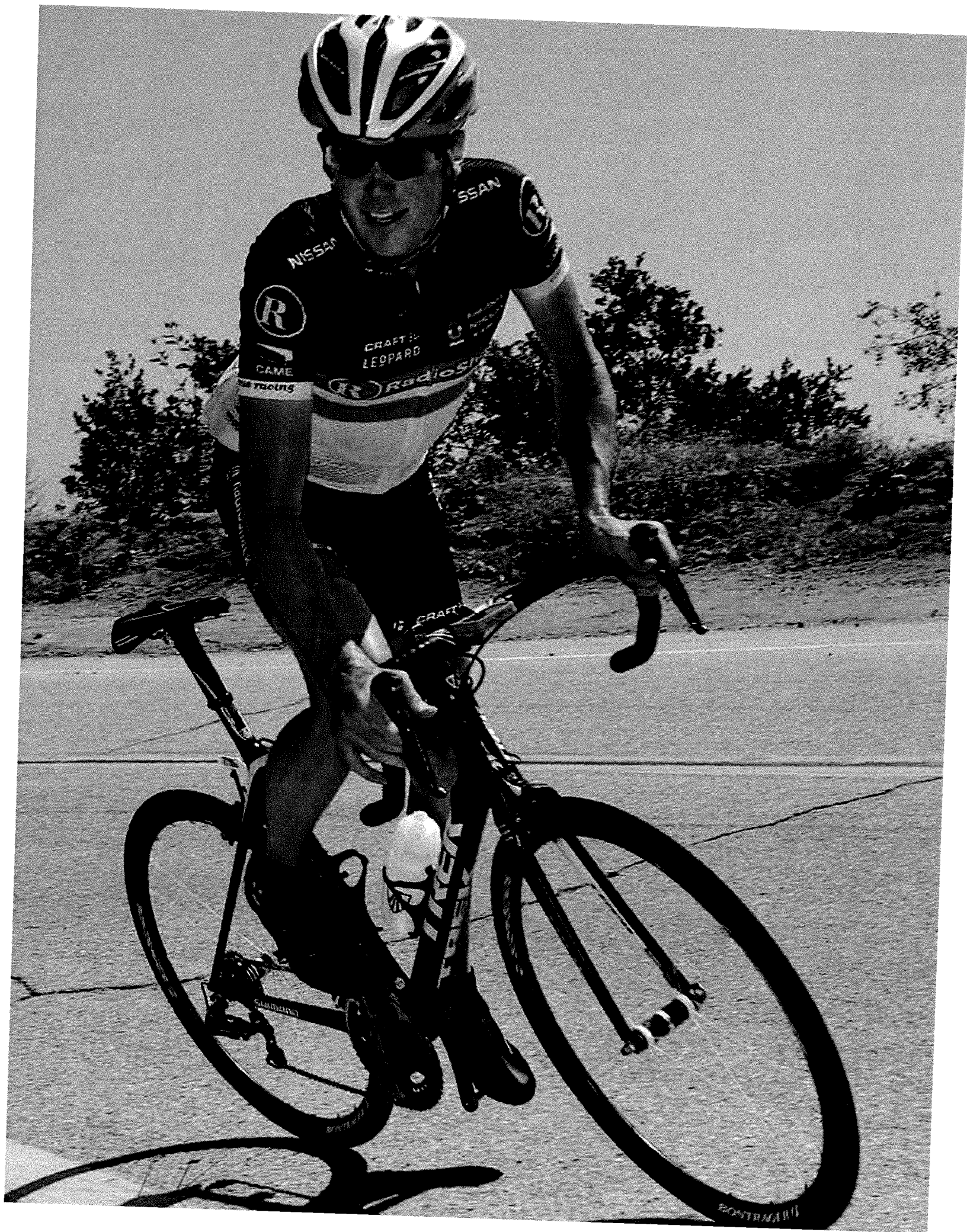
Each official Amgen Tour of California Host City will receive an attractive package of benefits to assist with local fundraising efforts, to provide hospitality for key guests, and to promote and market the Host City while driving in-bound tourism. Below is a list of the benefits the Amgen Tour of California will be providing:

A. LOC REVENUE GENERATION

- Local partnership packages
- Booths in Lifestyle Festival
(Five (5) Festival booths – 10' x 10' located at respective start/finish line area)
- LOC VIP area located at respective start/finish line
- ATOC to provide promotional and charitable auction items; One (1) Robert Gesink Autographed 2012 ATOC Leaders Jersey; One (1) Autographed 2012 ATOC Poster; Two (2) 2012 Team Signed Jerseys (*contingent upon team jersey availability)
- VIP Experiences
 - Two (2) seats in VIP car for respective stage, Two (2) VIP finish line experiences for respective stage (which include VIP hospitality pass, green room area access and press conference access)

B. RACE HOSPITALITY

- Start/finish line VIP Area for the LOC which can be used for hospitality or revenue generation (ATOC to provide space, tent, tables and chairs; equivalent to a 30x30 tent, based on footprint); LOC responsible for catering, décor, linens, staffing, etc.
- Twenty (20) VIP Hospitality passes for the Official ATOC hospitality tent located at respective start/finish line
 - Opportunity to purchase additional passes at a preferred price
- Opportunity to showcase a local flavor in the Official ATOC hospitality tent (10' x 10' space)
- Opportunity to have local dignitaries and local partners on stage to participate in a portion of the awards ceremonies



C. HOST CITY PUBLICITY AND MARKETING

A) TELEVISION:

Television rights and production are owned and controlled by ATOC. Each Host City will be provided the opportunity to submit video of City landmarks to be featured in the race broadcast.

In 2012, NBC and NBC Sports Network, official broadcasters of the ATOC, aired more than 44 hours of race coverage. Overall, the race was broadcast to 216 countries and territories worldwide. In 2013, we expect to deliver the following to each Host City:

- One (1) 30-second commercial unit on broadcast
- One (1) 30-second feature (city highlight or iconic image) to be used for city promotion embedded within the international and domestic broadcast

* No pass through Rights to local partners

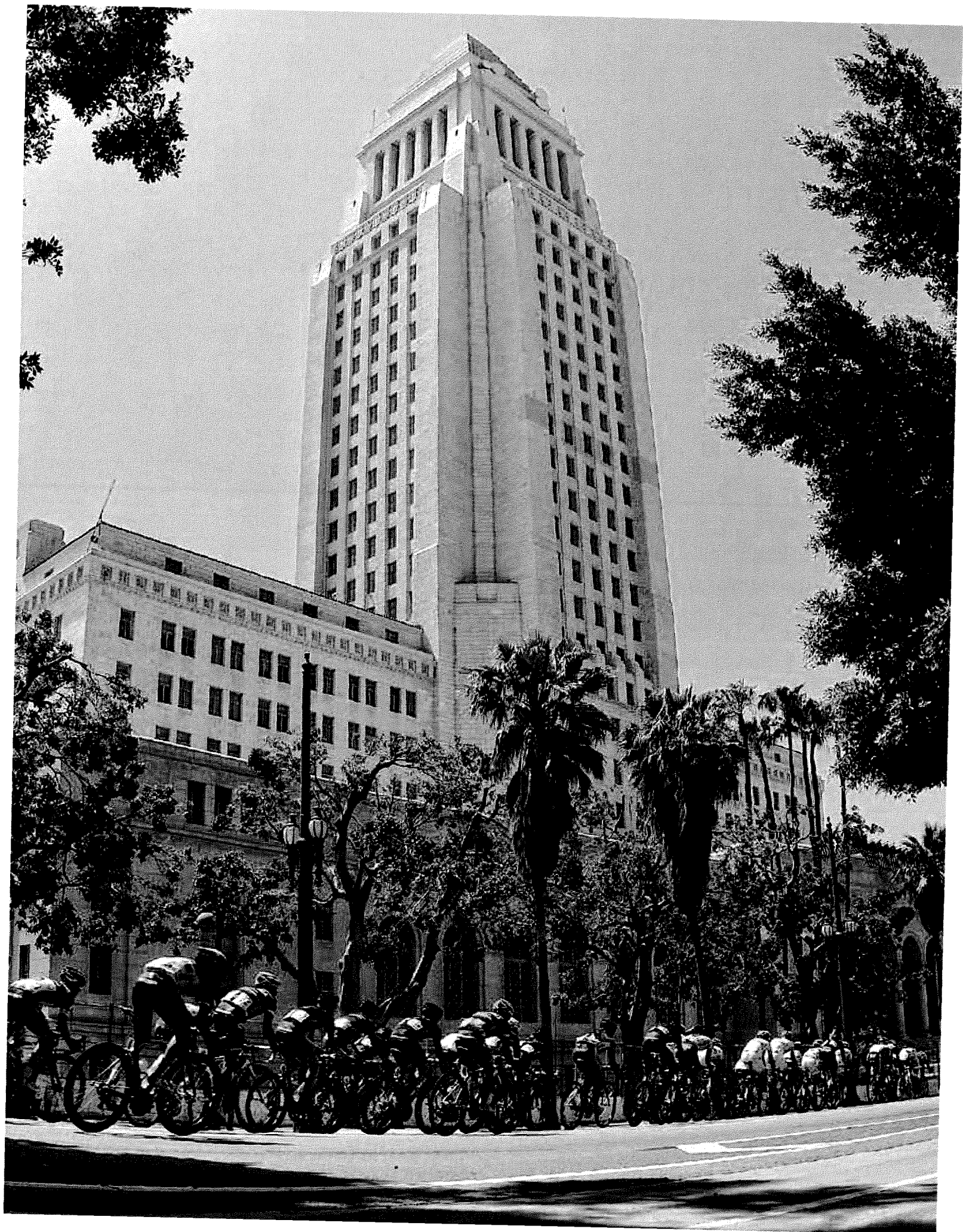
B) WEBSITE/ONLINE

- Dedicated city page on Official ATOC website with the opportunity to incorporate local partner logos, tourism information, ancillary events, etc.
- Hotlink from Official ATOC website to individual LOC sites for local partner acknowledgement
- Dedicated email sent out to ATOC database for each stage, promoting each Host City, activities and events
- Iconic city image to be placed on ATOC homepage for a one-week period
- Inclusion in Local Events Schedule

C) MARKETING/ADVERTISING BENEFITS

- Official "Host City" ATOC Flyers (Quantity: 2,500)
- Official "Host City" ATOC Posters (Quantity: 200)
- An electronic vector file that can be customized with local Information and local partners
- Royalty-free license to use ATOC race footage to promote Host City, subject to footage and usage approval
- Official ATOC City "Thank you to Local Partners Banner" to be placed on race day
- One (1) half-page program ad in Official ATOC Guide
- Local partner 'Thank Yous' listed in the Official ATOC Guide
- TV & Radio Spots provided- untagged to incorporate local partners
- Eight (8) Unique Public Address Announcements made by on-site hosts from the Announcer Stage







- ATOC Gallery - Host Cities will be provided access to the LOC Gallery which contains marketing resources & templates such as: layered keyart, race images, ATOC letterhead, web banners, ad mattes, radio/TV spots, posters & flyer templates, signage templates, etc.

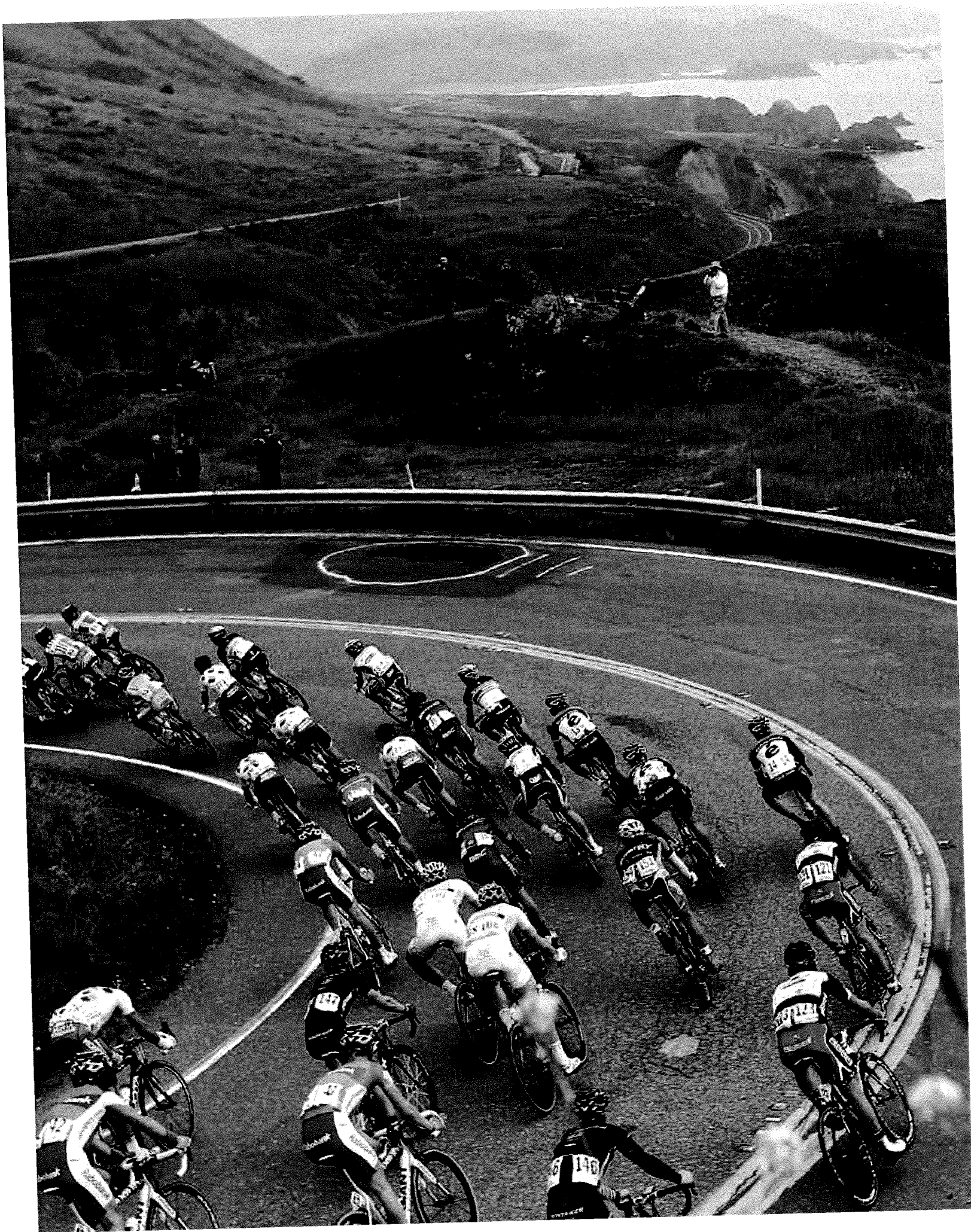
D) BIG SCREENS ON SITE

- Six (6) Unique Big Screen commercial units to be shown on large-screen television at finish line which can be used for approved LOC partners
- AEG to create loop with the local partners for each respective city/stage

* Benefits and opportunities subject to change

** Please note that there are partnership categories that are off limits to Host Cities due to event exclusivity. The Tour will provide a list of closed categories as well as a list of categories and companies that are open to solicit on a local level





HOST CITY REQUIREMENTS – OVERALL START

As a partner of the Amgen Tour of California, an Overall Start Host City is required to provide the following support and assume all related costs as part of their bid submission.

RACE OPERATIONS

POLICE SERVICES - Local (city and/or county and unincorporated areas if applicable) police services and related costs are the responsibility of the Host City. In coordination with California Highway Patrol (CHP), CalTrans, as well as the Tour's motor and road marshals and in conjunction with the LOC volunteer program, local police provide safe road closures, which may include fixed-post positions, traffic control, crowd control, enforcing no-parking zones and maintaining general public safety.

PUBLIC WORKS AND ROAD SERVICES - Local public works and road services are the responsibility of the Host City. The Host City will absorb the cost for all services within the city/county (and unincorporated areas if applicable) limits. These services are necessary to support police efforts to ensure road closures and the safety of the course. These services include:

- Detours and detour equipment (ATOC will provide 6,000 feet of start/finish fencing*)
- Barricades
- Cones
- (2) Scissor lifts/Fork Lifts (1 additional Fork Lift available for Vehicle Load Lot)**
- Printing/posting of 'No Parking' signs
- Removal/restoration and street repair
- Distribution of notices to residents advising of road closures and providing a "hotline" available to residents and businesses to handle issues related to closures

* Exact amount of fencing varies depending on the venue

** Scissor Lift and Fork Lift specs can be provided upon request. Fork Lift must be 5,000 lb warehouse lifts

START/FINISH CIRCUITS –The decision to incorporate either Start or Finish circuits into a Tour stage must be mutually agreed upon by the Tour and Host City. The Host City will absorb the cost for all services and infrastructure necessary to conduct circuits, even if the circuits extend outside of the city limits, including traffic control, permits, and requirements for all roadways not under city jurisdictions.

If there are road knobs, curbs, speed-bumps, etc., which impact the course and the riders safety, the Host City is financially responsible to have these elements temporarily removed and replaced.





PERMIT SERVICES - All fees associated with city/county/state (and unincorporated areas if applicable) permits and permit requirements for the operation of the event are to be procured by the Host City on behalf of the Tour. They include, but are not limited to:

- City, county and state permits for stages, tents, electrical, health, alcohol, sound, and any road permit that may be required for any portion of the route that is within the city limits of the LOC
- Parking - both on and off the street
- Alcoholic beverages - consumption in public, if served at a start, from cups, bottles and cans, in a private VIP area
- Road closures and use - closure and use of roads for setup and racing (includes permits for construction of staging, tents, wiring and electrical, portable generators, power equipment and a fork lift)
- Special and ancillary events - pre-event and race day
- Banners and signs - hanging and display of pre-event, race day advertising and partner banners
- Concession sales - on-site merchandise and concession stands as requested by race organizers

The LOC is responsible to provide all necessary health department contact information that pertains to the Host City 90 days prior to the event. The LOC is to make best efforts to invite health department permitting person to one of the pre-tour site visits designated by the Tour.

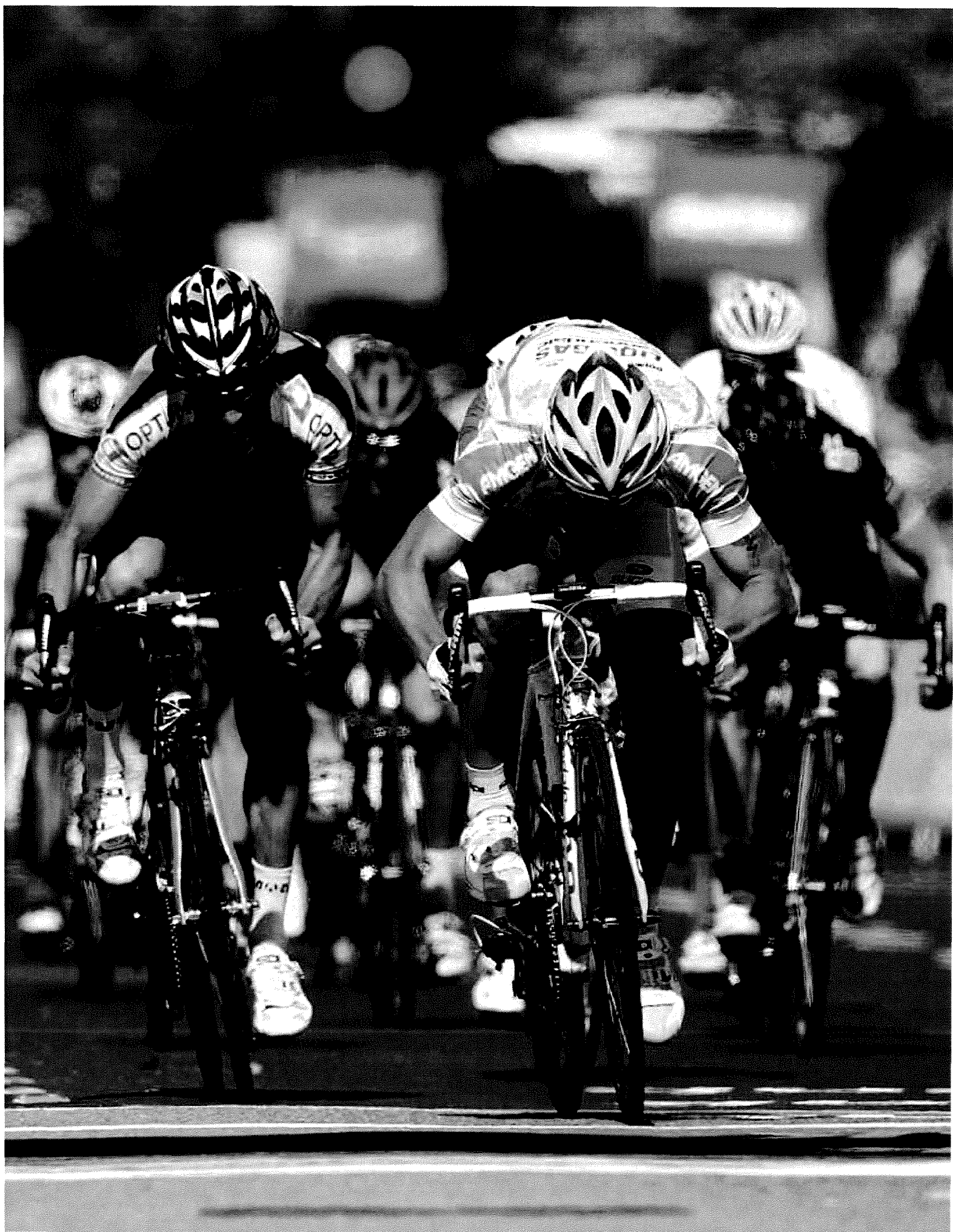
* Please list any special permitting/restrictions that the Tour should be aware of, including Alcohol, Signage and Sound Amplification. This may affect the options for START/FINISH LINE placement

EMT/EMS SERVICES – Host City is financially responsible for providing EMT/EMS services for the general public on the day of the Overall Start. Medical plan must be submitted to the Tour Technical Director. Please note that the Tour provides medical services for the athletes, team support and staff personnel, however the LOC must cover ambulance costs if the Tour contract ambulance provider is not licensed for the location.

RESIDENT/BUSINESS NOTIFICATIONS – Host City is responsible for notifying local residents and businesses within the city limits that impact the Tour; including road closures, traffic advisories, etc. In the case of a circuit or agreed upon route outside the city, notification must be made in these locations as well. Notifications should be bilingual, including an English and Spanish version.

PORT-O-LETS – Host City is financially responsible for securing port-o-let services or public restrooms during the day of the Overall Start. The number of units and placement of the units will be mutually agreed upon by the Host City and the Tour's Production Director. Portable toilets to be guaranteed to arrive the night prior to the start or finish event for the overnight crews.





WASTE MANAGEMENT – Host City is financially responsible for providing waste management/trash removal services during and at the conclusion of the event. Necessary supplies and services include: trash containers, roll off containers, dumpsters, recycling containers and the crews to remove full containers of liners, and replace them with fresh liners. Also needed are crews to restore the venue to its original beauty, meaning removal of trash from streets, parking lots, parking garages, curbs, city property, county property and federal property. Street sweeping is recommended the day before the event and the evening after tear down.

BREAKAWAY MILE

Background: Four cities will be chosen to host Breakaway Mile events, which include a pre-event reception and an approximately one mile walk along the race course that crosses the finish line (prior to the pros) to honor the millions of cancer survivors worldwide as part of the *Breakaway from Cancer*® initiative. Approximately 150 community members -- cancer survivors, patients, caregivers and advocates -- will be included in this activity.

Host City is financially responsible for the following:

- Indoor meeting space for a pre-event accommodating 150 guests in a location near the race course (ideally approximately 0.75 – 1 mile from the finish line). The meeting space must include seating; a podium and sound system with microphone; and three (3) skirted tables for check-in. Light refreshments may also be requested including beverages and finger sandwiches, fruit, cookies, etc.
- Marching band or other ancillary participation creating a highly visual and compelling element included in the Breakaway Mile walk along the race course
- Partner with the *Breakaway from Cancer* team to conduct community outreach to secure Breakaway Mile participants. This could include local community outreach to organizations involved in the cancer community

AWARDS CEREMONY

- LOC will provide ten (10) floral bouquets to be used in the awards ceremony
- Floral bouquets should arrive on-site approximately three hours before the race Finish

* Additional details regarding the Awards Ceremony and LOC Opportunities will be provided during the planning process





HOTEL ACCOMMODATIONS - ROOM BLOCKS (OVERALL START)

The Host City is FINANCIALLY RESPONSIBLE for all costs associated with the following room allocations:

TWO PEAK NIGHTS FOR ENTIRE ENTOURAGE:

- 1500 rooms (60/40 ratio of doubles/single rooms)
 - ° Hotel-related parking expenses
 - * note rooms can be spread across multiple nights

NIGHT BEFORE THE OVERALL START FOR ADVANCE CREW AND STAFF:

- 280 rooms (60/40 ratio for doubles/single rooms)
 - ° Hotel-related parking expenses

THE TOTAL NUMBER OF ROOMS THAT ARE NEEDED 8 DAYS BEFORE THE OVERALL START:

The Host City must secure the remaining rooms at \$90, all-inclusive room rate (including local and state taxes and fees):
Please note that the room block captures staggered arrival beginning 8 days out. Below are the estimated rooms that will be used in total:

Date	# of Hotel Rooms
Sunday	20 rooms (60/40 ratio of doubles/single rooms)
Monday	20 rooms (60/40 ratio of doubles/single rooms)
Tuesday	20 rooms (60/40 ratio of doubles/single rooms)
Wednesday	230 rooms (60/40 ratio of doubles/single rooms)
Thursday	230 rooms (60/40 ratio of doubles/single rooms)
Friday	720 rooms (60/40 ratio of doubles/single rooms)
Saturday	720 rooms (60/40 ratio of doubles/single rooms)
Sunday	550 rooms (60/40 ratio of doubles/single rooms)

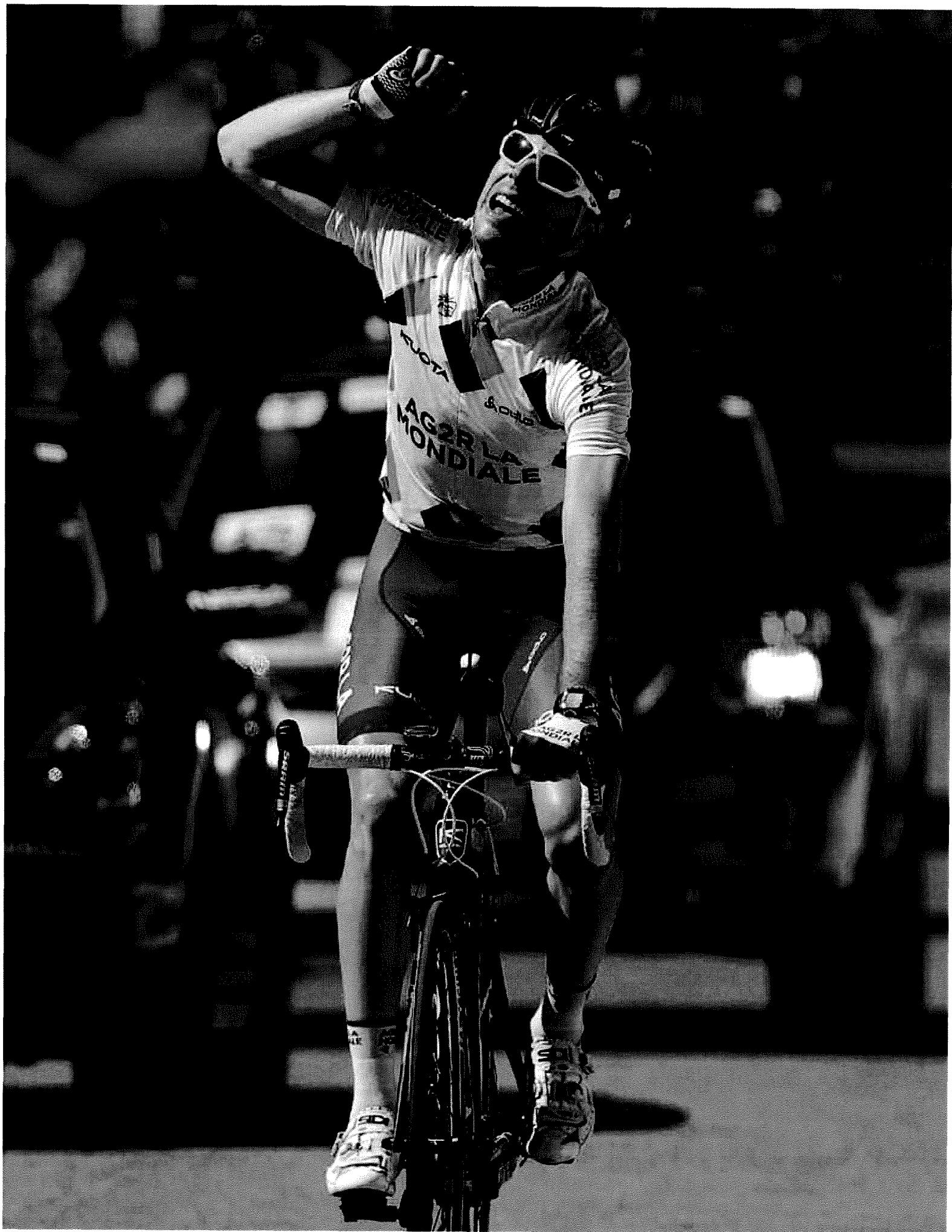
HOTEL REQUIREMENTS:

- No more than three hotel properties
 - ° Tour will work with LOC approve and assign properties for each functional area
- Hotels must be a minimum of a 3-star hotel property and provide television viewing of the Tour's broadcast partner's network
- Hotels must be within close proximity to the start line
- Hotels must be located in close proximity to each other
- Hotels must be full-service properties with banquet facilities, and carry the Tour's broadcast partner network
- Hotel properties must be pre-approved by AEG

SITE VISIT/LOC ROOMS:

The Host City is financially responsible for providing the Tour with 60 hotel room nights to be used anytime from September 1, 2012 – July 1, 2013.





MEALS

TEAM DINNER – The Host City is financially responsible to provide three (3) dinners for athletes and team support personnel only (approximately 350 people) for three consecutive nights: Friday night, the night before the Overall Start (Saturday) and the night of the Overall Start (Sunday), based upon menu specifications provided by the Tour's Operations Director. The dinner should be served at the Team Hotel.

STAFF PER DIEM – A dinner per diem of \$15 (per person) should be provided for staff of 410 people. (if coupons are used, they must be valid at Tour entourage hotel properties)

TEAM BREAKFAST – The Host City is financially responsible to provide three (3) breakfasts for athletes and team support personnel only (approximately 350 people) for three consecutive mornings: Friday morning, the morning before the Overall Start (Saturday) and the morning of the Overall Start (Sunday). The Tour's operations director will provide a specific menu for the team breakfast. The breakfast will be served at the Team Hotel.

MEDIA LUNCH – The Host City is financially responsible to provide a lunch the day of the Overall Start, for approximately 175 working media. The lunch should be served adjacent to the designated media workroom.

TEAM/STAFF BOXED LUNCHES – The Host City is financially responsible for providing (600) boxed lunches for two (2) days for the teams and staff, to include (but not limited to): sandwich, fruit, chips, cookies. Sandwich choices to include three varieties plus a vegetarian (small percentage vegetarian). The Tour will provide a box lunch RFP to assist with soliciting local caterers/restaurants.

TOUR HOSPITALITY PROGRAM

The Host City is financially responsible for procuring local catering services, to cover the following areas, as it pertains to the official Tour VIP Hospitality tent, an all-inclusive tent with services for approximately 1000 people (final guest count to be confirmed by ATOC the Friday before the Tour starts).

- VIP Hospitality is to include high-end faire for guests including ATOC official partners, VIPs and local VIPs/dignitaries and must include up 7 items, 3 of which are to be hot items. Final menu subject to ATOC/AEG approval
- Overall Start City caterer is to be contracted 90 days prior to the race and caterer to begin coordination and preparation with ATOC team within 60 days of the event
- Caterer to provide all necessary serviceware, utensils, serving plates, cups, etc. for all food and beverage preparation, service and guest usage
- Caterer to provide professional contracted Wait/Service Staff to serve the breakfast (not volunteers)
- Floral arrangements for tables (subject to ATOC/AEG approval)
- Caterer to provide all ice as well as ice bins for cold beverage storage





- The Tour will provide the tenting, décor, tables and chairs, including set-up and tear-down
- Once the hospitality tent closes the Overall Start Host City will be responsible for the clean up and removal of all trash, recyclables and left-over food & beverage within the hospitality tent through a contracted trash removal service

*The Tour will provide a catering "Request for Proposal" Document, Outlining Specifics

AUXILIARY SPACES

The Host Cities are responsible for providing the following auxiliary spaces:

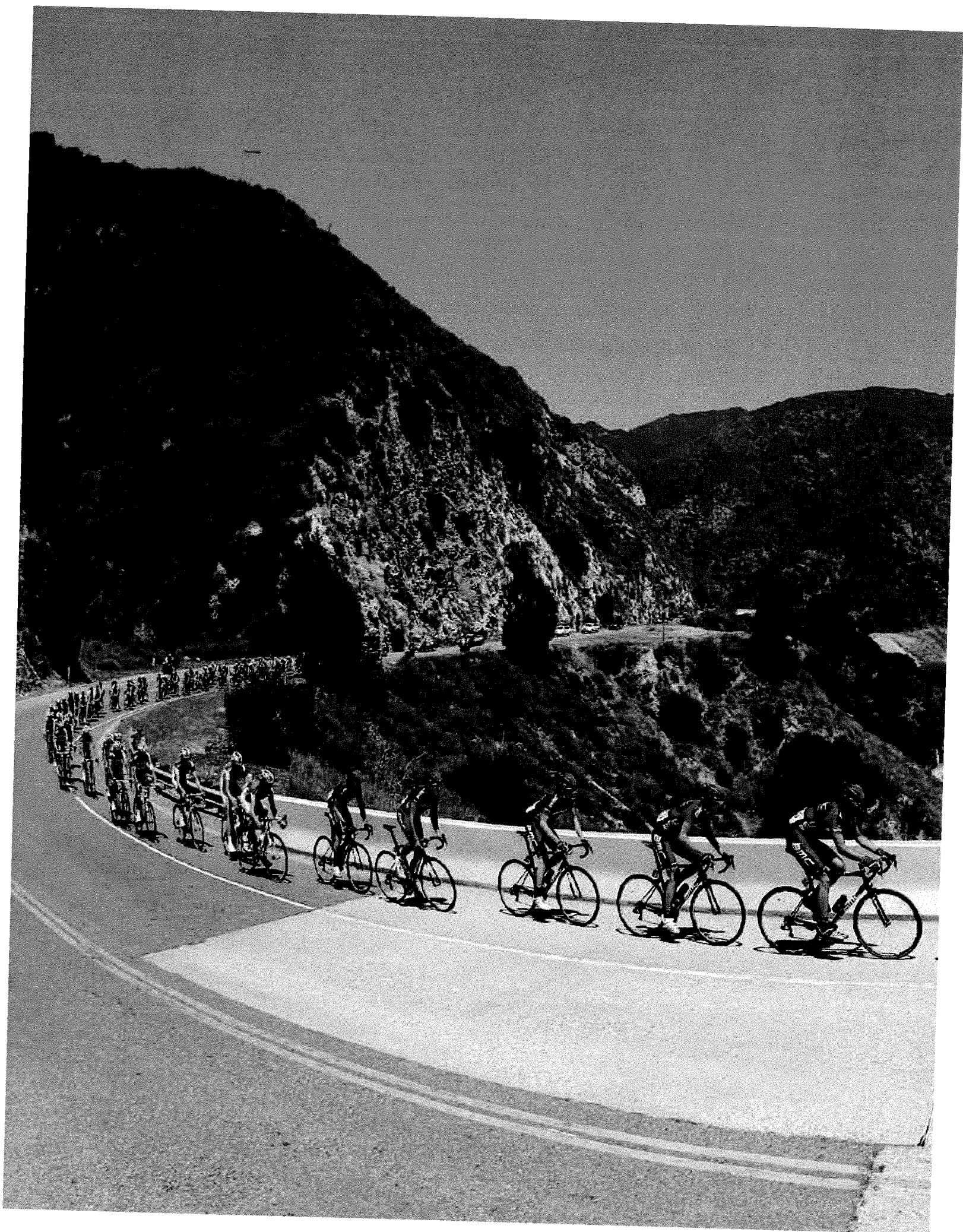
RACE OFFICE (4 days in advance of race through race day) – Requires approximately 500 to 1,000 square feet and should be located at the Headquarter Hotel. Must have power and wireless internet access.

MEDIA OFFICE – (3 days in advance of race – could be same specs as the race-day media workroom if this space logistically works out) – Requires a minimum of 1,000 square feet of space and must be inside the headquarters hotel - Note, this space will need to be expanded to 2,000 square feet on race day if it is to be the same location.

- 100 chairs
- Twenty-five (25) 6' skirted tables
- Twelve (12) 110V outlets and power strips for 8' tables
- Two (2) high speed color copiers which collate and staple, and 3,000 sheets of paper for printing needs. Copiers will be delivered and installed in the media office and should print a minimum of 30-50 pages per minute. Copiers should come with a service agreement that includes on-site maintenance, if necessary (Note, these can be moved to press day office)
- One (1) dedicated phone line
- Two (2) T1 lines or capacity to accommodate 175 users, whichever is greater
- A minimum of four (4) 32-port, wireless routers and a booster available as much as 24 hours in advance
- Cable or satellite service that provides the NBC Sports Network as part of the package hooked up to each television in the media center
- One (1) screen and projector to be hooked up to a laptop computer to project computer images
- Two (2) HD televisions (each a minimum of 46 inches in size each) to project live race coverage
- Trash and recycling receptacles
- Four (4) volunteers to assist press room operations staff

STAFF PROCESSING SPACE – (4 days in advance of race through race day) Requires approximately 2,000 square feet, located in or near the Headquarter Hotel and must be secure space.





MEDIA WORK ROOM (Race Day) – Must be in close proximity to the finish line area (no more than 100 meters from finish line). Requires approximately 2000 square feet. Workrooms will need to remain operational until at least six (6) hours after the end of the race.

The Media Work Room must have the following:

- 150 chairs
- Fifty (50) 6' skirted tables
- Fifteen (15) 110V outlets and power strips for each table (50)
- Two (2) high speed color copiers which collate and staple, and 3,000 sheets of paper for printing needs. Copiers will be delivered and installed in the media office and should print a minimum of 30-50 pages per minute. Copiers should come with a service agreement that includes on-site maintenance from 9 AM – 9 PM on day of event
- Two (2) dedicated phone lines
- Two (2) T1 lines or capacity to accommodate 150 users, whichever is greater
- A minimum of four (4) 32-port, wireless routers and a booster available as much as 24 hours in advance
- Cable or satellite service that provides the NBC Sports Network as part of the package hooked up to each television in the media center
- One (1) screen and projector to be hooked up to a laptop computer to project computer images
- Four (4) televisions (each a minimum of 46 inches in size each) to project live race coverage
- Sufficient trash and recyclable cans
- Four (4) volunteers to assist press room operations staff

PRESS CONFERENCE AREA

- Requires approximately 2,000 square feet; minimum
- 100 chairs arranged theatre style
- Three (3) 8-foot skirted tables for dais
- 18-foot risers with platform for dais
- Four (4) 110V outlets with power strips
- One (1) working phone/phone line (for teleconference capabilities, if needed)
- Security to monitor/check credentials

* The Tour will provide a mult-box, microphones and a sound system

** The Tour's media operations team will provide a schematic with details regarding the press conference and media work room





KICK-OFF PRESS CONFERENCE MEDIA LUNCHEON (prior to press conference) – The Host City is financially responsible for providing a buffet-style lunch for approximately 175 media, prior to the kick-off press conference. Luncheon should be in room adjacent to press conference area. Menu must be submitted to race organizers for approval two weeks prior to event.

GREEN ROOM – A separate green room for Press Conference participants with catering for 25.

MEDICAL OFFICE – (1 day in advance of race through race day) – Suite at the headquarter hotel or meeting room at the team hotel with a nearby bathroom.

BUILD CREW SIGNAGE ROOM (5 days in advance through race day) – An indoor location, approximately 800 square feet, on the GROUND FLOOR, with easy access from the street to unload, inventory and sort a ton of signage. Preferably at the hotel for the start/finish crew.

ALL-STAFF MEETING SPACE (1 day in advance of race through race day) – Requires approximately 1,500 square feet (can be the same room as the kick-off press conference) with theater-style seating for 600 people.

AD-HOC MEETING SPACE (4 days in advance of race through race day) – Requires approximately 1,000 square feet at the Headquarter Hotel with classroom seating for 70 people and a podium. This room is used for event managers meetings.

ADDITIONAL MEETING SPACE - THREE ROOMS (1 day in advance of race) – Three meeting rooms requiring approximately 1000 square feet, each allowing for classroom seating for 70 people in each. These rooms are used for the multiple functional group and race officials meetings.

STORAGE SPACE FOR DELIVERIES (6 days in advance of race through race day) – Requires approximately 1,500 square feet near or at the Headquarter Hotel with staffing to accept and distribute deliveries.

BICYCLE STORAGE (3 days in advance of race through race day) – Requires approximately 1,500 square feet that can accommodate all team bicycles and can be locked and secured.

T1 LINES – The Host City is financially responsible for delivering an open internet connection to the TV compound with minimum upload speeds of 3.0 Mbps, and 2 telephone lines. (this is in addition to the press room needs).

GALA/OFFICIAL TEAM PRESENTATION – The Overall Start City is financially responsible for organizing and executing the official Team Presentation Gala. This includes securing the venue, dinner, entertainment, all rentals, etc. In addition, a portion of the proceeds need to benefit *Breakaway from Cancer*®.

* the Tour will provide a document outlining the specific requirements and deliverables





PARKING REQUIREMENTS

The Overall Start Host City is obligated to provide suggested directions to each parking area and assist with the following parking:

VEHICLE PROCESSING LOT – (7 days in advance of race through race day) – Must have capacity for 145 vehicles and 25 trucks with 24-hour access. Must be within walking distance of the Headquarter Hotel. The LOC is responsible for providing hired Security for this lot, from 7 pm – 7 am, starting 7 days out from the Overall Start through race day

* A 500 lb warehouse forklift must be available with the Vehicle Processing Lot

TEAM PARKING AND MECHANICS WORK AREA – (5 days in advance of race through race day) – Requires a sizable portion of the Headquarter Hotel parking lot with HIRED overnight security. Security hours of operation are 7 pm – 7 am 3 days in advance of the Overall Start through race day. Each team travels with a motor coach, trailer and support vehicle, and additional space is needed for mechanics to work on bikes. Must have access to water and power

TEAM PARKING (FINISH LINE) – Requires a sizable lot (approximately 160 parking spaces) in close proximity to the Finish Line, to accommodate team vehicles. Each team travels with a motor coach, trailer and support vehicles

VIP PARKING – Requires parking for approximately 250 vehicles adjacent to the finish line location

FESTIVAL EVENT PARKING – Requires parking within close proximity of the start/finish area for approximately 150 vehicles for event and festival vendors

MEDIA PARKING – Parking for 175 vehicles within close proximity of the press workroom/press conference

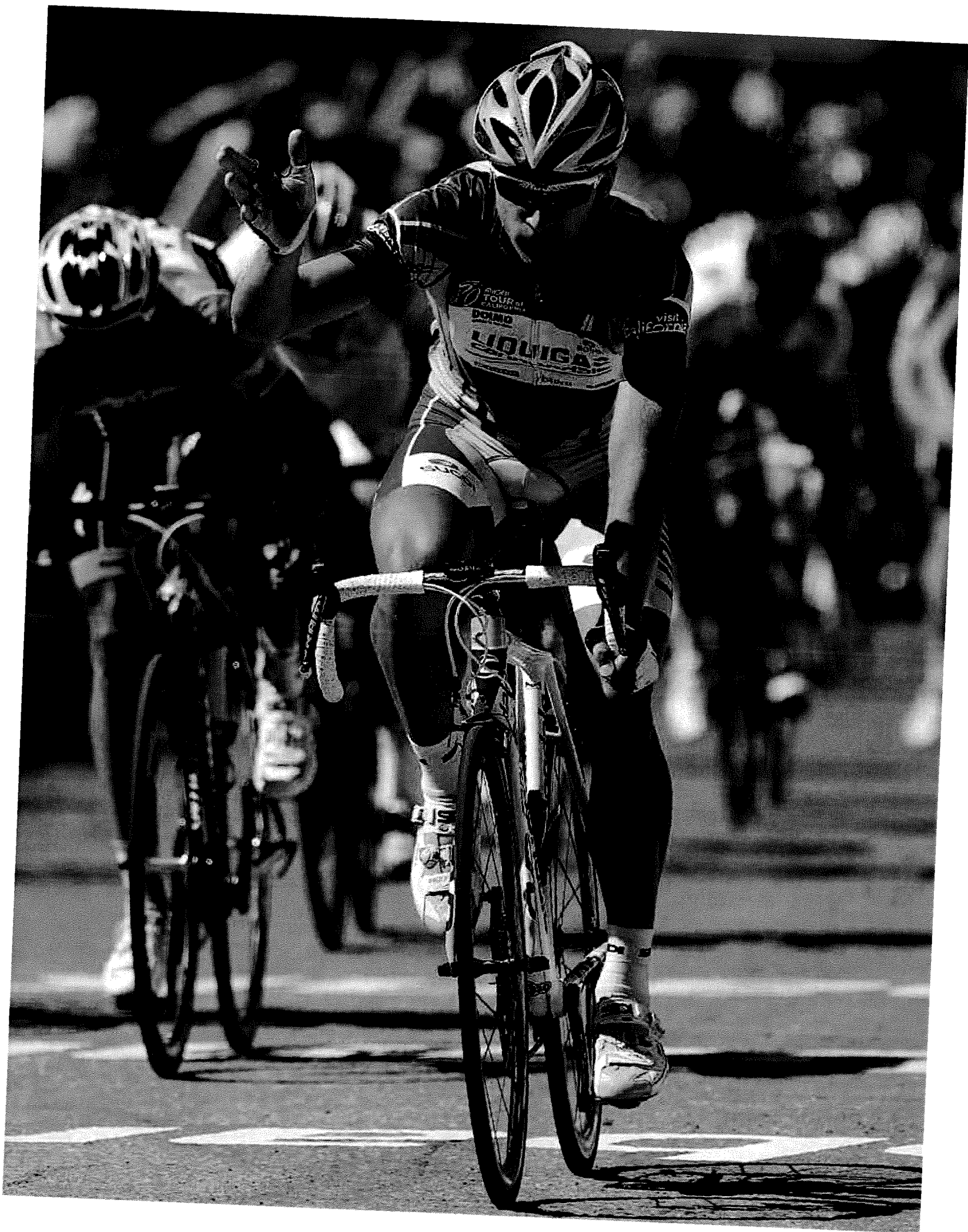
BREAKAWAY MILE PARKING – Requires parking for approximated 100 vehicles adjacent to the finish line location

STAFF EVENT PARKING – Requires parking for approximately 75 vehicles adjacent to the finish line location

CREW PARKING – Parking must be secured for the construction crew vehicles at the Overall Start location with HIRED security

CREW SECURITY – Security must be provided for the build crew graveyard shift and should begin the evening prior to the event to watch over equipment and crews. Hours of Security Operation are 7 pm – 7 am and include the TV Compound and Overall Start footprint





OTHER

The Host City is responsible for securing the following:

- **MEDIA WORKSPACE** – A room to accommodate media check-in and working space for up to 50 journalists shall be provided adjacent to the start line
- **T1 LINES** – A minimum of a two (2) additional T1 Lines established at the start line (to be mutually determined). A T1 line can handle a high speed Internet connection speed of 1.544 Mbps (total of 3 Mbps download speed)
- **COFFEE** – coffee for up to 30 people should be provided at the Media Check-In tent 1 hour prior to the Start of the Race

RECYCLE PROGRAM

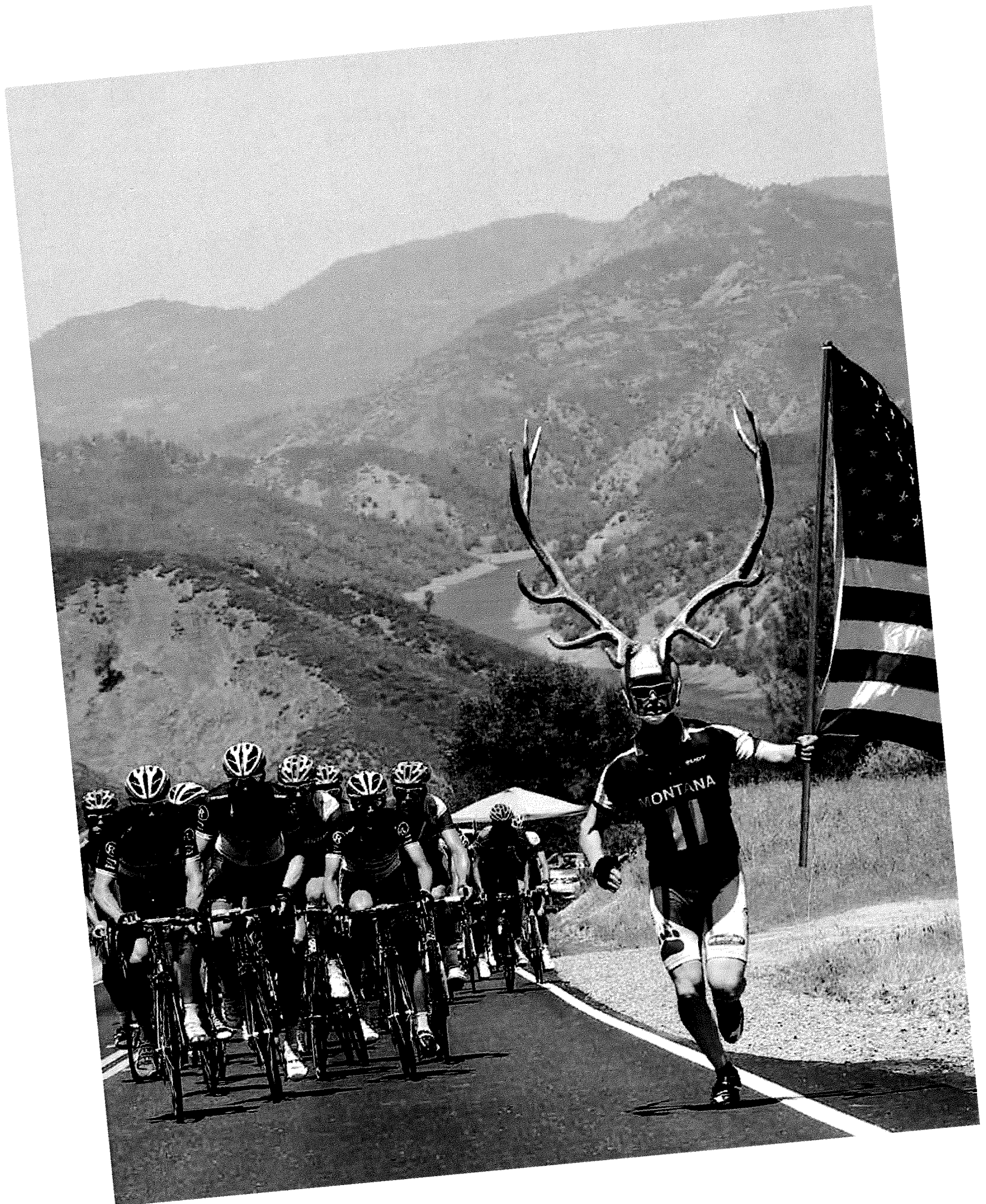
The Amgen Tour of California is committed to being a responsible and green event. As such, Host Cities should provide sufficient means of recycling for all areas of the event. Clearly marked recycling bins should be placed at every trash can to encourage participants to recycle. Host Cities should provide dumpsters for recyclables only and make all ATOC staff aware of the location of these dumpsters to ensure proper disposal of recyclables. These must be provided within the entire footprint. (ex: hospitality, start/finish festival, etc.)

VOLUNTEER PROGRAM

The Host City will be responsible for securing and organizing local volunteers for the Tour. Volunteers will assist the Tour and the LOC with coordinating activities on the day of the event. Each Host City will have different volunteer requirements, but the total number of volunteers is typically 400 to 500 per Host City.

If LOC decides that volunteer check-in, for start or finish, is at a location other than the start or finish line location, then LOC is responsible for its own infrastructure (tents, tables, chairs, generators). The Tour will not provide these items to satellite locations.

* Please note you may be asked to extend the volunteers a short distance beyond the city limits



HOST CITY SUBMISSION REQUIREMENTS

Host City proposals submitted in response to this RFP should include the following information:

STATEMENT OF INTEREST

This statement should provide AEG with a brief understanding of your city's interest and investment in being a Host City for the Tour. Include statements addressing the following:

- Why should the Tour select your city?
- What makes your city a good host venue?
- Letters of support from city officials

RACE OPERATION COMMITMENT

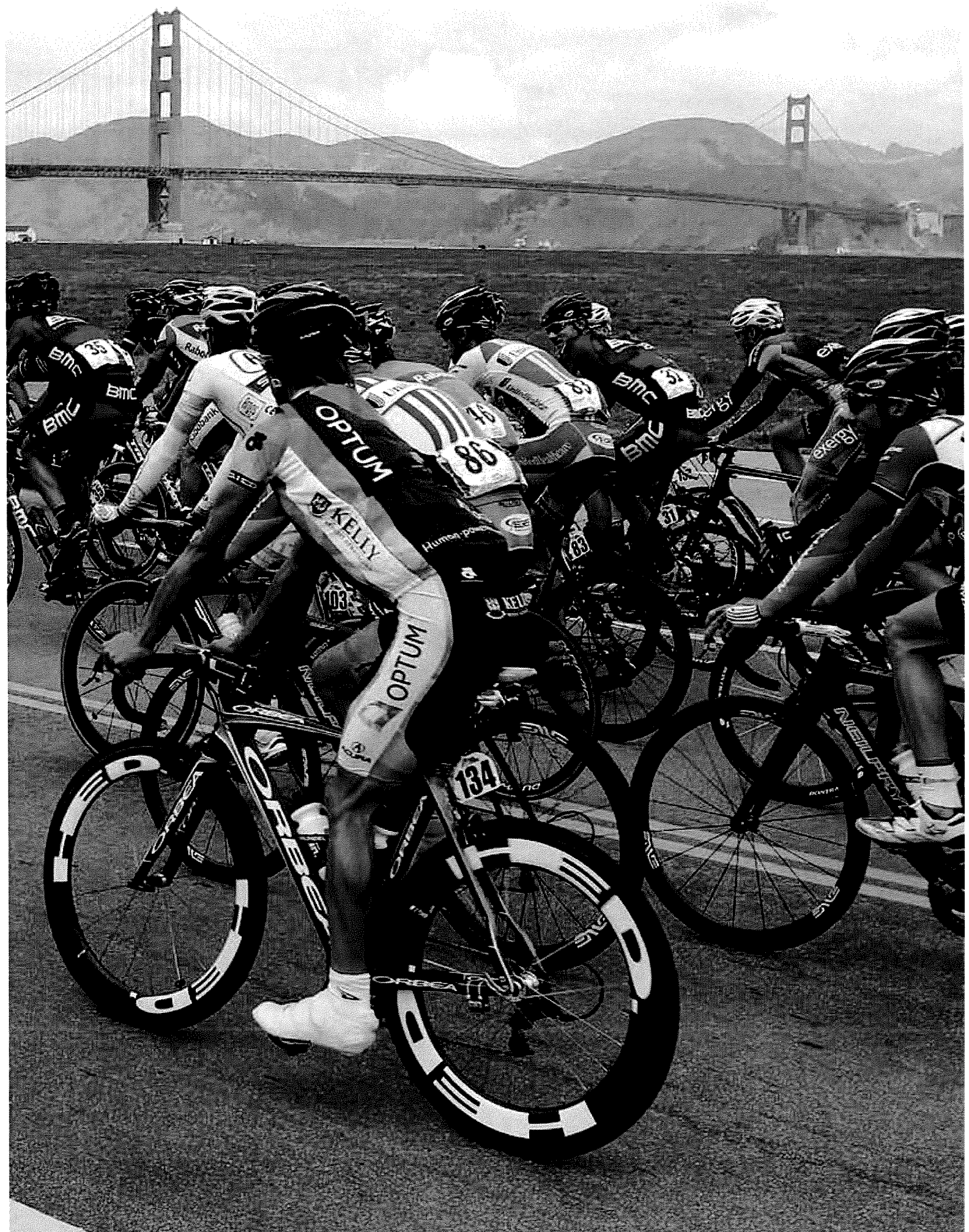
State your Host City's commitment to providing the required race operation support, including police services, public works, hotels, road services, permit services, EMT/EMS services, resident notifications, copiers, port-o-lets and waste management.

HOTEL, PARKING AND MEAL OPTIONS

Summarize your options to support the Tour's needs for hotel accommodations, parking and meals. Please list at least five (5) prospective hotel properties; minimum 3-star property.

ROUTE AND FESTIVAL OPTIONS

List three route options that the Host City would like to showcase for start/finish locations and the festival areas.



HOST CITY SUBMISSION REQUIREMENTS (CONT.)

MARKETING/PUBLIC RELATIONS PLAN

Create a detailed marketing plan that includes a rough time line, designated media partners, ancillary events and the overall financial model to ensure that there are levels of commitment for a successful campaign.

Below are key areas of focus:

LOCAL OUTDOOR EXPOSURE – The Amgen Tour of California should be a visible presence in the Host City in the months leading up to the event. Host Cities should evaluate all opportunities for city decorations, pole banners, posters/displays in retail establishments, welcome banners and other signage.

ADVERTISING – Host Cities are responsible for developing and implementing local advertising campaigns. The Host City should secure advertising and promotions with newspapers (ads and special sections), television stations, radio stations, billboard companies and websites. Please list the primary media outlets in your area.

PUBLIC RELATIONS – Host Cities should develop and implement a local public relations plan for newspaper, television, radio and online exposure. It is strongly encouraged to conduct local press conferences and public relations promotions, as well as develop local story angles.

- Please note that each Host City will be financially responsible for creating a 30 second Host City introduction video in conjunction with the official Host City announcement
- Please note that each Host City will be financially responsible for creating a 2 minute stage route video in conjunction with the official route announcement

LOCAL ORGANIZING COMMITTEE PLAN

Provide your vision for the structure and operation of the LOC. Include a description of the key individuals that you foresee as part of the LOC

FINANCIAL COMMITMENT

Provide estimated cash contribution which will be utilized for marketing, promotion and operating expenses for the Amgen Tour of California.



HOST CITY EVALUATIONS

Responses to Host City RFP's will be evaluated based upon the following criteria:
(Listed in no particular order)

ROUTE

How does the Host City location fit within the overall route plan?

EXPOSURE

Does the Host City provide good exposure locally for the Tour?

GROWTH OPPORTUNITIES

What are the future opportunities for the Tour in the Host City?

CITY COMMITMENTS

What are the Host City's commitments towards police services, public works, road services, permit services, etc.?

FINANCIAL OPPORTUNITIES

What are the Host City's financial commitments to the Tour?

COMMITMENT OF SUPPORT

What is the Host City's support with hotels, parking, meals, marketing, public relations and ancillary events?

STRENGTH OF COMMUNITY

How strong is the support from city officials and the Local Organizing Committee?





TIMING

PROPOSAL DELIVERY INSTRUCTIONS

Host City proposals should be submitted no later than August 17th. Please send two copies or send electronically to the addresses below:

Kellen Vigil

AEG Sports
865 South Figueroa Street (Suite 800)
Los Angeles, CA 90017
213.337.4815
kvigil@aegworldwide.com

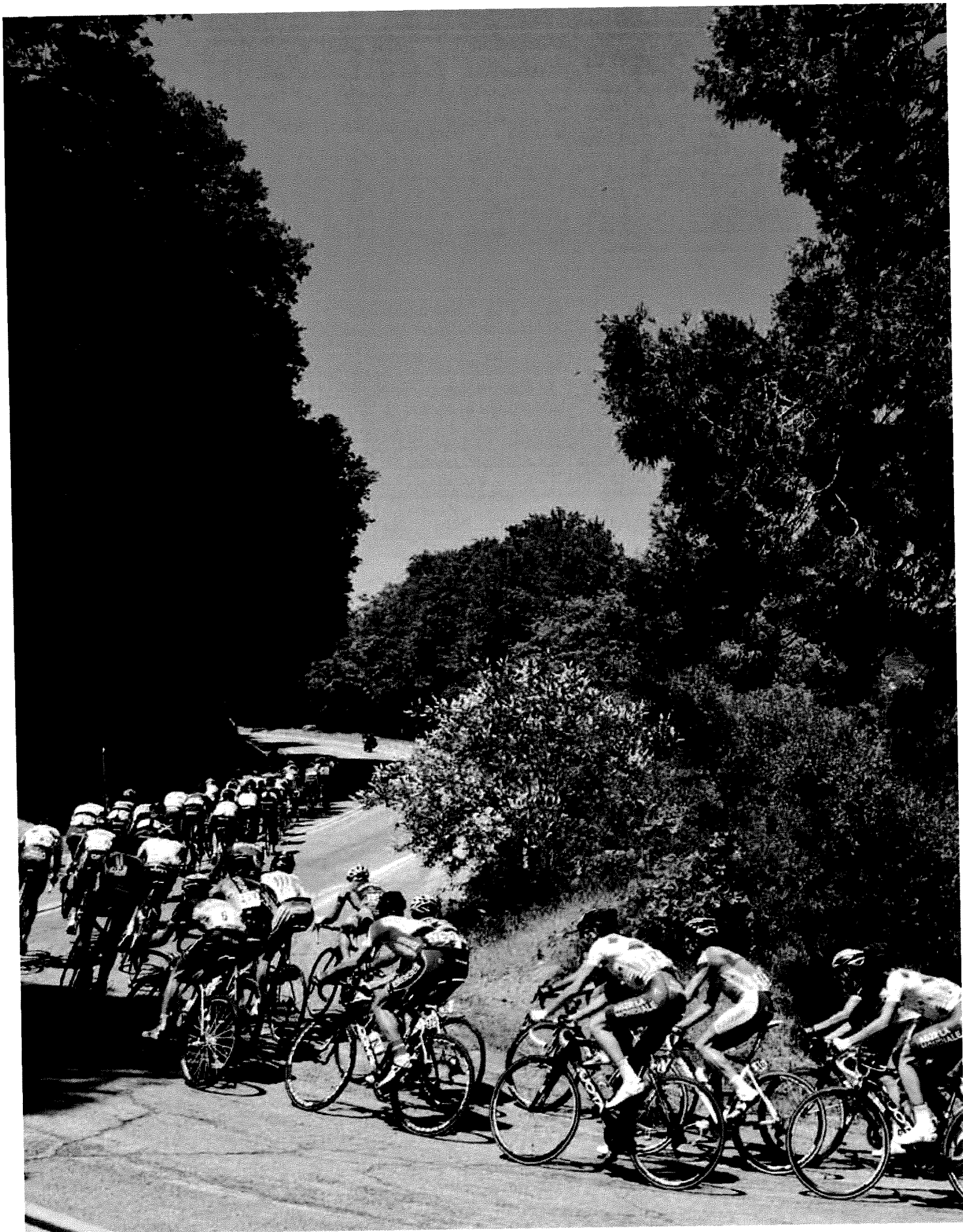
Kelly Greene

Medalist Sports
401 Westpark Court, Suite 210
Peachtree City, GA 30269
770.631.1239
kelly.greene@medalistsports.com

HOST CITY SELECTION TIMELINE

- Request for Proposal Deadline – August 17th, 2012
- July/August – Candidate Host Cities contacted for meetings and site visits as needed
- September – Award Letters sent out and Host City Participation Agreements
- October – Host City Announcement
- November – Host City Planning Symposium (likely to take place in Los Angeles with mandatory participation)





ABOUT AEG

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of the Anschutz Company, owns, controls or is affiliated with a collection of companies including over 100 of the world's preeminent facilities such as STAPLES Center (Los Angeles, CA), Sprint Center (Kansas City, MO), Citizen's Business Bank Arena (Ontario, CA), The Rose Garden (Portland, OR), WaMu Theatre (Seattle, WA), American Airlines Arena (Miami), Best Buy Theater (Times Square, NY), Verizon Theatre (Grand Prairie, TX), Colosseum at Caesars Palace (Las Vegas, NV), Target Center (Minneapolis, MN), BBVA Compass Stadium (Houston, TX), Allphones Arena (Sydney, AU), MasterCard Center (Beijing, China), Ahoy Arena (Rotterdam), Ericsson Globe Arenas (Stockholm), Qatar National Convention Centre (Doha), O2 World Hamburg (Hamburg), O2 World (Berlin) and The O2, a 28-acre development located in the eastern part of London along the Thames River which includes a 20,000-seat arena and over 650,000 sf of leisure and entertainment use which are all part of the portfolio of AEG Facilities; AEG Merchandising, a multi-faceted merchandising company; and AEG Global Partnerships, responsible for worldwide sales and servicing of sponsorships naming rights and other strategic partnerships.

In addition, AEG developed and operates The Home Depot Center, a \$150 million national training center located on the campus of California State University, Dominguez Hills in Carson, CA which is an Official U.S. Olympic Training Site and features elite facilities for soccer, tennis, track & field, track cycling, boxing, lacrosse, rugby, football and other sports, as well as concerts and family shows, and is home to MLS Champion Los Angeles Galaxy and Chivas USA MLS franchises. The company is also spearheading the development of Farmers Field, a 72,000-seat stadium and Event Center in downtown Los Angeles designed to host an NFL franchise, conventions and special events.

Franchises including the Stanley Cup Champion Los Angeles Kings (NHL), Manchester Monarchs (AHL), Ontario Reign (ECHL), Houston Dynamo & Los Angeles Galaxy (MLS), three hockey franchises in Europe as well as the Hammarby (Sweden) Futbol Club, management of privately held shares of the Los Angeles Lakers, events such as the Amgen Tour of California cycling road race, the Zazzle Bay to Breakers foot race and an ongoing schedule of soccer exhibitions in the United States featuring the most popular international teams are part of the portfolio of AEG Sports.



ABOUT AEG (CONTD.)

AEG Live, the live-entertainment division of Los Angeles-based AEG, is dedicated to all aspects of live contemporary music performance. AEG Live is comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions, fifteen regional offices and owns, operates or exclusively books thirty five state-of-the-art venues. The current and recent concert tour roster includes artists such as Taylor Swift, The Black Eyed Peas, Bon Jovi, Usher, Carrie Underwood, Daughtry, Justin Bieber, Leonard Cohen, Wisin & Yandel, Kenny Chesney, P!nk and Paul McCartney. The company is also currently producing productions including Cher at The Colosseum at Caesars Palace, Supernatural Santana: A Trip Through the Hits at The Joint at Hard Rock Hotel & Casino in Las Vegas. The division's exhibition portfolio boasts the most successful exhibition of all time, Tutankhamun and the Golden Age of the Pharaohs, which has attracted more than seven million visitors since 2005. AEG Live is also the largest producer of music festivals in North America from the critically acclaimed Coachella Music & Arts Festival to Stagecoach and New Orleans Jazz & Heritage Festival.

AEG directed the overall creation and development of L.A. LIVE, the 4 million square foot / \$2.5 billion downtown Los Angeles sports, residential & entertainment district featuring venues such as Nokia Theatre L.A. LIVE, Club Nokia and The Conga Room; the GRAMMY Museum, saluting the history of music and the genre's best know awards show; a 54-story, 1001-room convention "headquarters" destination (featuring The Ritz-Carlton and JW Marriott hotels and 224 luxury condominiums – The Residences at The Ritz-Carlton – all in a single tower), Regal Cinemas L.A. LIVE Stadium 14 movie theatre, "broadcast" facilities for ESPN, along with entertainment, restaurant and office space making it the region's most active 'live content and event campus.'

In 2010, AEG launched its AEG 1EARTH environmental program with the announcement of 2020 environmental goals and the release of the industry's first sustainability report while in 2011, AEG introduced axs Ticketing, the first phase of its new entertainment platform serving as the company's primary consumer brand which will also feature a mobile service as well as a video content service now in development. This summer, in partnership with HDNet, Ryan Seacrest Productions and Creative Artists Agency, AEG will launch axs TV, a new linear cable channel focusing on live entertainment and lifestyle programming.





ABOUT MEDALIST SPORTS

Medalist Sports, Inc. located just south of metro Atlanta, is a full-service sports management company with over 40 years collective experience in the planning, promotion and marketing of sporting and cause-related events. Medalist is the premiere company managing multi-day, multi-jurisdiction professional cycling events in North America.

Besides returning as the event management group for the eighth edition of the Amgen Tour of California, Medalist Sports is also currently the event management group for the USA Pro Cycling Challenge, the Tour of Utah, the USA Cycling Professional Championships, the Tour of Alberta, Richmond UCI Road World Championships (2015), Para-Cycling UCI Road World Championships (2014), LIVESTRONG Challenge Series for the Lance Armstrong Foundation, The Dempsey Challenge presented by AMGEN, Susan G. Komen for the Cure Massachusetts, Young Survival Coalition Tour de Pink and Be The Match Foundation, Be The One Run.

For the 2012 Amgen Tour of California, Medalist will once again run point on the operations, logistics, host city management, competition and overall production of the Tour, while supporting the marketing, public relations and sponsorship functions.

Medalist Sports has organized numerous top international sporting events, including elite cycling events the Tour de Trump (1989-90), Tour DuPont (1991-96), Tour of Missouri (07-09), Tour de Georgia (03-08), Amgen Tour of California (06-present), as well as five Olympics Games, multiple Olympic Trials and three Goodwill Games.







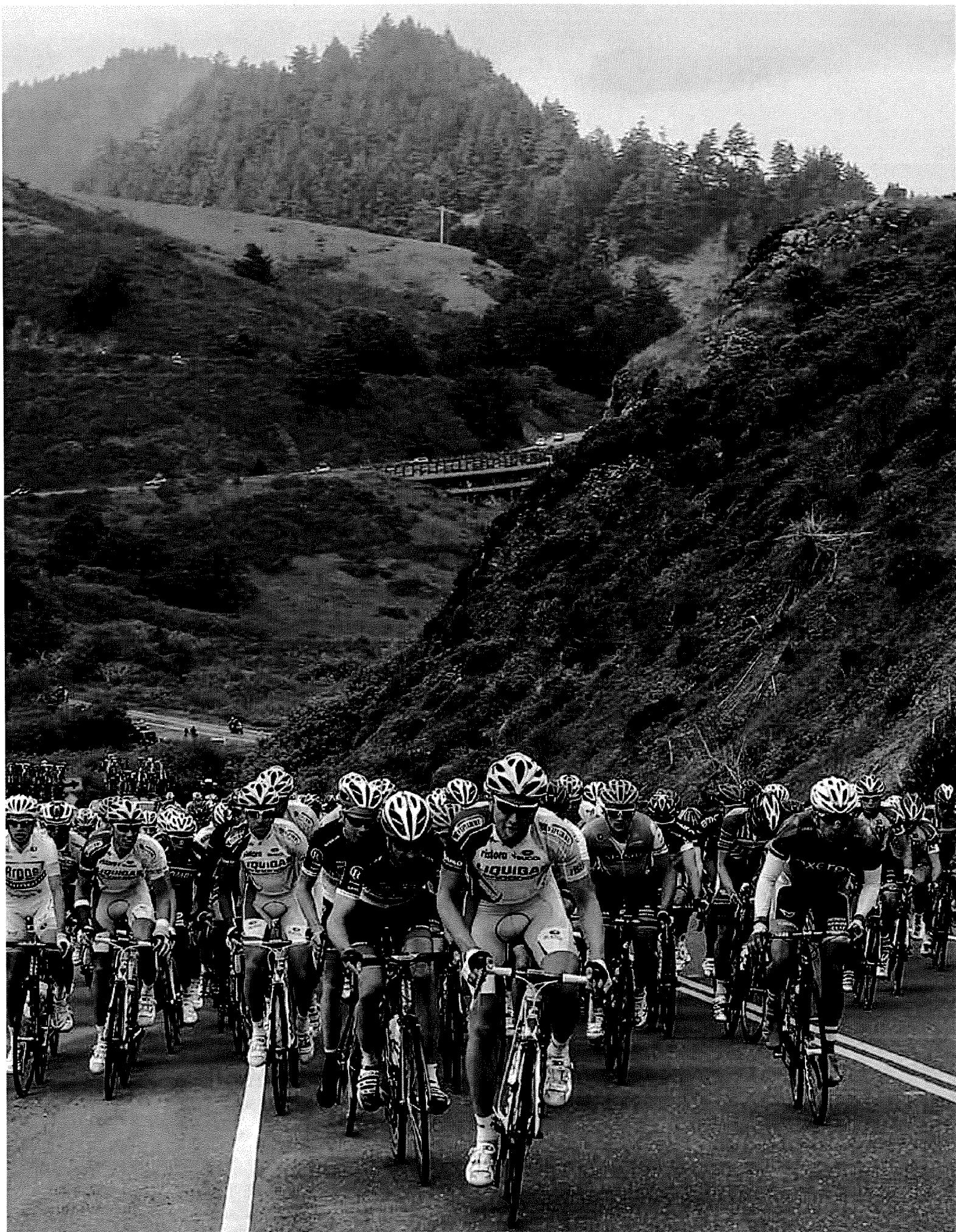
ABOUT AMGEN – TITLE PARTNER OF THE TOUR

Amgen discovers, develops, manufactures and delivers innovative human therapeutics. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe and effective medicines from lab, to manufacturing plant, to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis, and other serious illnesses. With a deep and broad pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. To learn more about our pioneering science and our vital medicines, visit www.amgen.com.

ABOUT *BREAKAWAY FROM CANCER*®:

Founded in 2005 by Amgen, *Breakaway from Cancer* is a national initiative to increase awareness of important resources available to people affected by cancer – from prevention through survivorship. *Breakaway from Cancer* is a collaboration between Amgen and four nonprofit partner organizations: Prevent Cancer Foundation, Cancer Support Community, Patient Advocate Foundation, and National Coalition for Cancer Survivorship. These organizations offer a broad range of support services complementing those provided by a patient's team of healthcare professionals. For more information, please visit www.breakawayfromcancer.com or follow us on www.twitter.com/breakawaycancer









865 South Figueroa Street, Suite 800 | Los Angeles, CA 90017

**Amgen Tour of California
City of Santa Rosa**

2012 - FINAL BUDGET

Expenses	Final Budget	Notes
Labor + Equipment + Services	\$ 73,946.96	
Equipment	\$ 1,029.31	
PAYROLL - CITY	\$ 60,818.52	
Public Works		
Police Department		
Fire Department		
Admin		
Parking	\$ -	
American Medical Response	\$ 7,315.00	
Security - Securitas	\$ 3,667.67	<i>In-Kind except \$467.67 due for overages</i>
Bike Valet	\$ 600.00	
Radios - BearCom	\$ 516.46	
HOTELS	\$ 153,181.97	
Lodging		
Hilton - Rooms	\$ 89,804.99	was \$90,052.04
Flamingo - Rooms	\$ 39,108.84	was \$47,518.62
Fountaingrove Inn	\$ 2,918.40	was \$6,737.40
Hyatt - Rooms	\$ 6,221.00	was \$6,221.00
Best Western	\$ 4,408.50	estimate - not billed as of 7/24/12
Marriott	\$ 3,057.15	was \$4,068.30
AV/Media Needs - Hyatt	\$ 7,663.09	stage/AV rentals + copier, etc.
Ancillary Rooms	\$ -	no charge for meeting / dining rooms
FOOD & BEVERAGE	\$ 96,288.14	
Team Food & Beverage		
Hilton Food/Beverage	\$ 26,098.41	
Fountaingrove Food/Beverage	\$ 23,911.23	
Media Food & Beverage		
Media Work Room Lunch	\$ 3,286.25	
Kick off Media Lunch	\$ 4,999.68	
Team Box Lunch	\$ 4,974.62	
Start Crew Breakfast	\$ 202.95	
Command Center Food - SRPD	\$ 145.00	
Staff Per Diems		<i>paid out \$10 for each \$15 voucher</i>
The Brasserie	\$ 170.00	
Café Portofino	\$ -	

Expenses	Final Budget	Notes
Checkers Bistro	\$ -	
Flipside Bar & Burger	\$ 310.00	
Fresh Choice	\$ -	
La Rosa Tequileria & Grille	\$ 700.00	
La Vera Pizza	\$ -	
Mary's Pizza Shack	\$ 500.00	
Nonni's Ristorante	\$ 190.00	
Rendez Vous Bistro	\$ -	See Flipside - submitted together
Sizzling Tandoor	\$ 50.00	
VIP Tent Catering - Whole Foods	\$ 28,750.00	donated - accounted for in revenue
VIP Tent Bartenders	\$ 2,000.00	
MARKETING & COMMUNICATIONS	\$ 39,000.00	
Bike Monkey Contract	\$ 35,000.00	
Bike Monkey Special Edition		
Public Relations - Chris Coursey	\$ 4,000.00	
OUTREACH, MISC.	\$ 6,709.23	
Utility Bill Insert - Printing	\$ 3,385.33	
Infosend - Insert Fee	\$ 400.34	
Design Needs	\$ -	GHD pick up
Advertising - Press Democrat	\$ 2,923.56	
Advertising - Radio	\$ -	No cost
SPONSOR EXPENSES/MERCHANDISE	\$ 1,861.21	
Thank You Cards (Clone)	\$ 220.26	
ATOC Merch	\$ 1,273.30	
VIP Tent Expenses	\$ 67.65	
Equipment Rental - 2 TVs	\$ 300.00	Medalist Sports Invoice
AWARDS & FLOWERS	\$ 293.81	
15 Bouquets - Whole Foods	\$ 293.81	
Unique Gifts/Trophies		
EVENTS	\$ 99,740.00	
Ancillary Events	\$ -	
Festival Events	\$ -	
Team Gala		
Clementine Contract	\$ 99,500.00	
American Red Cross	\$ 240.00	first aid for gala
ADMIN / MEETINGS / TRAVEL	\$ 1,982.72	
Kick Off Meeting - LA		
Airfare	\$ 440.80	
Food/Lodging		
Misc.		

Expenses	Final Budget	Notes
Tahoe - Recon		
Airfare	\$ -	
Food/Lodging		
LA - Finish City Recon		
Airfare	\$ 431.20	
Food/Lodging		
Misc.	\$ 95.97	
	\$ 282.00	
	\$ 300.00	
Misc. Admin	\$ 104.11	
	\$ 54.79	
	\$ 11.18	
	\$ 173.26	
	\$ 49.41	
	\$ 40.00	
EXPENSE TOTAL	\$ 473,004.04	