



**TD Bank US Procycling Championship  
Saturday, June 6 and Sunday, June 7, 2009  
Ben Franklin Parkway & Manayunk, Philadelphia**

The Triple Crown of Cycling is a week long sporting and community festival, which culminates in Philadelphia, with the biggest 1 day cycling race in the USA. Over 400 athletes compete from 23 different countries with more than 350,000 spectators in attendance. The US Procycling Championship race features 6-hours, 156 miles, and 10+ laps of championship racing on a 14 mile circuit linking the Benjamin Franklin Parkway with the famous Manayunk Wall.

**Pricing:** Ranges from \$2,500 for 10' x 10' booth space and up depending on sponsorship benefits and setup logistics. Setup locations include the prime spectator areas - the Ben Franklin Parkway, Manayunk and Lemon Hill in Fairmount Park.

**Attendance:** 350,000

**Time:** Saturday activities 9am-2pm and Sunday Race is 9am-3:30pm

**Demographics:** The Ben Franklin Parkway features a more-family audience, Manayunk features 20's – 30's, and Lemon Hill draws hordes of cycling enthusiasts. Overall demographics - 53% male, 47% female, 57% ages 25 – 49, 67% college graduate or higher, 49% professionals, 21% students, 46% \$75,000 income, 30% \$100,000+ income.



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