



UNITED STATES
POSTAL SERVICE.
Pro Cycling Team

Sponsorship Evaluation Outline 2001 USPS Pro Cycling Team

A. TANGIBLE ASSETS

I. Race Programming:



a. Outdoor Life	\$ 2,584,200
b. CBS	1,707,492
c. Fox Sports Net	432,234



a. ESPN SportsCenter	\$ 346,250
b. FSN National Sports Report	85,500
c. CNN/SI Sports Tonight	2,850
d. Overall Win / Local News Media	10,999,758
e. 4 Stage Wins / Local News	14,666,344



a. OLN	\$ 510,048
b. CBS	840,000



a. Sea Otter Classic	\$ 45,000
b. Clarendon Cup	3,000
c. First Union Nationals	12,000
d. Paris Roubaix	13,399
e. Tour of Flanders	3,000
f. Liege Bastogne Liege	3,000
g. Amstel Gold Cup	3,000
h. Classique des Alpes	6,000

i. Tour de Suisse	12,000
j. Vuelta de Espana	562,400

II. Editorial/PR Coverage:



a. USA Today cover	\$ 30,000
b. Local/Misc papers	1,079,229



a. Sports Illustrated cover	\$ 257,900
b. TV Guide	51,340
c. Time Magazine	25,000
d. Misc.	490,649

¹ FCB Sports with the help of Tailwind and USPS will re-evaluate numbers make sure to include cycling and postal trade magazines



- a. ussprocyling.com.
- b. OLNTV.com webcasts
- c. circleofhope.com
- d. lancearmstrong.com
- e. georgehincapie.com
- f. tylerhamilton.com
- g. letour.fr/2001/us—the official website of the Tour de France
- h. velonews.com—the Journal of Competitive Cycling
- i. cyclingnews.com—Cycling racing results and news analysis

² All these websites did not show up on Media Metrix/Neilsen runs because traffic was too low



a. Charlie Rose	\$ 80,000
b. David Letterman	285,000
c. Today Show	180,000
d. Live with Regis	183,500
e. CBS This Morning	63,000



- a. USPS vehicles
- b. Chicago Nike Town bus ads
- c. Time Square/SF billboards



- a. Various Lance books
- b. AP Awards exposure

III. Contractual Assets:



- a. Lance Armstrong \$ 900,000
- b. Other USPS Team Riders 190,000
- c. USPS Team Executives 85,000



- a. Tour de France hospitality \$ 25,000
- b. US-based races hospitality 27,125



- a. Uniform/Likeness for Tradeshow \$ 25,000
- b. Videos on Exhibit Theaters 50,000
- c. Premium giveaways 10,000

IV. In-Direct Advertising & Promotions:

- | | |
|-----------------------------|---------------------------|
| 1. USPS | Tamara Michael/John Ward |
| 2. Nike | Dan Osipow/Bill Stapleton |
| 3. Yahoo | \$ 356,400 |
| 4. Trek | Dan Osipow/Cindy Sisson |
| 5. Bristol Meyer Squibb | Dan Osipow/Bill Stapleton |
| 6. PowerAde | Dan Osipow/Cindy Sisson |
| 7. Giro | Dan Osipow/Cindy Sisson |
| 8. Clif Bar | Dan Osipow/Cindy Sisson |
| 9. Thomas Weitzel Financial | Dan Osipow/Cindy Sisson |

² Subjective analysis based on our extensive experience and working knowledge of the sports sponsorship industry

B. INTANGIBLE ASSETS ²

I. Prestige of Property	\$ 250,000
II. Brand Equity Transfer	500,000
III. Recognition of Event	50,000
IV. Category Exclusivity	25,000
V. Audience Loyalty/Interest	10,000
VI. Ability to "Activate"	25,000
VII. Lack of Sponsor Clutter	10,000
VIII. Non-Ambushability of Property	5,000
IV. Sales Development/Networking	50,000
V. Overall PR coverage	<u>50,000</u>
	\$ 975,000

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