

City of Pittsburgh

Responses

Request for Qualifications Received 21 June 2011

1. Event:

A. Dates:

Cycling's governing body, the Union Cycliste Internationale (“UCI”) sets its calendar for the coming year in October of each year based on a detailed application for a position on the calendar submitted before September 1. It is most unlikely that an application can be submitted in time for the 2012 UCI America Tour Calendar.

In order to assure the most comprehensive media coverage, Shadetree Sports will look for dates that do not conflict with other events that take place in the City and take advantage of other premier cycling events scheduled to take place in the United States. Currently there are two events that present opportunities, the Amgen Tour of California (“ATOC”) and the USA Pro Cycling Challenge (Colorado) (“UPCC”). In 2013, we expect the ATOC will take place the second week in May (12-19 May) and the UPCC will likely take place the third week in August (18-25 August.)

In order to attract the world's best cyclists, we would try to schedule the Pittsburgh Pro Classic for the weekend before or after one of these event to make participation most attractive to these European-based teams and to help manage the cost of transporting them to Pittsburgh.

May does not seem to work as potential dates would conflict with the Pittsburgh Marathon on the weekends before ATOC and the weekends after are already scheduled for the US Pro Championships (Memorial Day Weekend) and the Philadelphia Invitational Championship.

The weeks before that UPCC are when the Tour of Utah is scheduled. While this is an important US race it does not attract the caliber of racers we envision. It does, however, eliminate the time before the UPCC from consideration.

This leaves Labor Day Weekend as the most desirable date for a significant international race in Pittsburgh.

We recognize that this may not be an attractive date for the City and would look forward to meeting with the appropriate staff members to develop an alternative, if necessary.

B. Sanctioning Entities:

The Pittsburgh Pro Classic would be sanctioned by the Union Cycliste Internationale and USA Cycling.

C. Sponsorship:

Shadetree Sports has met with a number of potential sponsors, including UPMC, American Eagle, First Niagara Bank and PNC Bank. Decisions to proceed with a number of them is dependent on the City's approval of our concept, and now, Shadetree Sports selection pursuant to this RFQ.

D. Experience:

The Pittsburgh Pro Classic will be completely produced and managed by Shadetree Sports.

Our intent for the Pittsburgh Pro Classic is to produce a world-class sporting event that will promote the Sponsors and showcase the City.

Shadetree Sports

Darach McQuaid and David Kalman founded Shadetree Sports. With offices in Richmond, VA and Dublin, Ireland, our mission was then, and still is today, to offer cycling sponsorships to marketers and communities who want, or need, something more than traditional marketing and who want to reach an affluent, active, growing audience.

The principals of Shadetree Sports have successfully completed major projects for clients such as the Government of Ireland, the Tour de France, Atlanta Summer Olympics, Lillehammer and Albertville Winter Olympics, FIFA World Cup USA, the Lance Armstrong Foundation, Grundig, Nike, Eurosport and Versus.

The marketing of high-level international cycling events is a cornerstone of Shadetree Sports' business. Developing sponsorships and managing the sponsor/event relationship continues as one of our key strengths.

E. Key Personnel:

Managing Partner and Marketing Director – David Kalman

As a professional tennis player in the days before computer rankings, David quickly learned that his real calling was in marketing. His promotional and public relations skills were much more responsible for getting him into tennis tournaments than were his athletic abilities on the court.

David has an undergraduate degree in sociology and graduate degrees in marketing and communications design, all from large state universities and all financed one way or another by tennis.

Following graduate school, David worked as an independent marketing consultant for mid—sized companies and advertising agencies, before establishing several marketing firms and Shadetree Sports.

Over the past 20 years, David has provided services for world—class events:

Albertville and Lillehammer Winter Olympics, America's Cup 1995, Atlanta Committee for the Olympic Games, Barcelona and Atlanta SummerOlympics, Tour de Trump and Tour DuPont Professional Cycling Races, World Cup USA 1994

World-class clients have included:

Adidas, Andretti Enterprises, Bellcore, Blue Cross Blue Shield, Comsat, DuPont, E-peopleserve, Intelsat, Lee Jeans, Nike, Pennzoil, SkyTel, The Trump Organization, Viatel, Wrangler and others.

Sports organization clients have included:

Atlanta Committee For The Olympic Games, United States Biathlon Association, United States Bobsled and Skeleton Association, USA Hockey, United States Luge Association, United States International Speedskating Association

Managing Partner and Media Director – Darach McQuaid

Prior to joining Shadetree sports, this former member of the Irish Olympic Cycling Team spent 15 years as an independent sports marketing consultant. During that time Darach created and implemented marketing and media initiatives and managed a variety of client-led campaigns and events in Europe, the United States, and Asia.

Clients and projects have included:

Published the first-ever official guide for the Tour de France, with French-, German- and English-language editions sold worldwide.

Official publisher and sponsor of Mountain Bike World Cup and World Championships.

Published official guides for Tour DuPont professional cycling races.

Strategic marketing and advertising services to OLN, now VERSUS, for their Tour de France broadcasts.

Initiated and produced the first-ever Professional Windsurfers Association World Tour event in Ireland in 2001.

Consulted with the Irish Tourist Board and sponsors for the 2006 Ryder Cup in Ireland.

Project Manager - Tom Balaban joined Shadetree Sports after 28 years as an investment banker and twelve years, as EVP/COO of an Internet Content Provider and Software Developer. He has a BA in Economics from Xavier University.

As an investment banker, Tom showed his ability to organize complex projects while developing the invaluable skill for 'herding cats'; getting a disparate set of resources to move in the same direction for the good of the project. He has deployed those skills, together with those developed while guiding his last company to profitability, to bicycle racing where he has organized several highly regarded stage races and frequently works major international bicycle races as a motor official.

Tom organized the Millionaires' Row Stage Race in North Central Pennsylvania which ran in 2002-2003. As an official with USA Cycling, he is a National Commissaire (Road) and a Cat A Motor Official. He has been a motor official for the Tour of Pennsylvania, the Tour of the Battenkill, the US Pro Championships and the Tour of Ireland where he was the first American to serve as a Moto Commissaire at a European

professional bicycle race. He has also been the Chief Referee for the Tour of the Shenandoah (VA), the Harlem Skyscraper Classic (NYC) and the Clarendon Cup (VA) and the Chief Judge for the Tour of Virginia.

Technical Director – Kirk V. Leidy is one of the founders of the Tour de'Toona Stage Race and was its Race Director for over the twenty years. He was also the Technical Director of the Cycling Road Races in the Centennial Olympics in Atlanta 1996 and the technical consultant and race director for the 2007 Tour of Utah. He has served in similar capacities for other major US Races including the Nature Valley Grand Prix and the Tour of the Shenandoah.

Kirk is a Past President, and Board Member of USA Cycling and a UCI National Commissaire.

He attended Pittsburgh Art Institute and has a degree in Management Marketing from Penn State University.

In recent years, Kirk's has been inducted into the Blair County Business Hall of Fame for Community Service and has been named one of Central Pennsylvania's leading Businesses Leader by Pennsylvania Business Central Magazine.

Kirk is Past President of the Board of the Railroader's Memorial Museum Inc. a member of the Greater Altoona Technical School Business Board, a Founding Board Member of the Blair County Rails to Trials Inc., and Past National Officer of U.S. Skills of America Inc.

2. Publicity:

A. Promotion Plans

A public relations and promotional plan will be coordinated with the Sponsors and the City. This plan will promote the Sponsors and showcase the City.

The public relations program will include:

- A national launch / announcement

- Series of pre-race visits by international and national journalists

- News/video releases

- Official announcement/launch during the UCI Road World Cycling Championships in Copenhagen in September 2011

- Race Guide for spectators with race route, viewing locations and times

- A public fun ride involving all levels of participants coming together to raise money for a charity

- Teams presentation the evening before the race

School competitions and cycling clinics in association with USA Cycling encouraging kids to “get active, get healthy”

Pittsburgh Pro Classic Youth Activity Book

A Gala Dinner as a fundraising event for a charity

Best-dressed location on race route competition

“Live Healthy” Expo at Finish venue or the Race Fan Zone

Assist communities in showcasing healthy lifestyle and sport as having a positive effect on youth

B. Media Coverage Plans (TV, Web, Radio)

Television coverage will be produced by the race organizers and provided to broadcasters worldwide. Television production will involve helicopters and motorbikes with mounted cameras and stationary cameras at strategic locations.

A dynamic race show will be presented along with a “magazine” style program highlighting interesting facets of the sport, as well as promoting the Sponsors and the City.

Key networks to be targeted for broadcasting the Pittsburgh Pro Classic will be:

Versus (US broadcaster of the NHL, Tour de France, Tour of Ireland and other international races)

Eurosport (Europe’s leading sports network – 54 countries, 20 languages)

Europe via VIASAT

ITV (Major network in the UK)

M-Net (South African network)

SBS (Australian network)

J-Sport (Japanese network)

ESPN Star (Pan-Asian)

Gillette World of Sport (Worldwide broadcaster)

Other Media

Live coverage of the race

On-site television

Big screen televisions at Start/Finish venue and other key locations

Large flat screen televisions in hospitality venues

Big screen televisions in the Pittsburgh Pro Classic Fan Zone (see next page)

On-site announcers with live race commentary,
interviews/commercials for the Sponsors

Race web site

Race tracking technology with live race updates and streaming
video

Rider interviews / Race information / Schedules / Race results /
Photos

Sponsors' branding / Links to the Sponsors' web sites

For sale Pittsburgh Pro Classic merchandise

Fans' blogs and photo/video galleries

Social media

Facebook, Twitter, Flickr, YouTube and others to establish
personal relationships worldwide

Pittsburgh Pro Classic Fan Zone

A unique location that would be advantageous to the Sponsors and
the City could be "Race Central."

A festival environment would be created for a number of activities:

A Teams Presentation the evening before the race starts

A fundraising Gala Dinner for a charity

The start and finish for a public fun ride for a charity

Big screen televisions to view the racing, with live
commentary

"Live Healthy" Expo location

Day long kid's activities

Pittsburgh Pro Classic merchandise sales

3. Opportunities:

A. Ancillary Events

See items above under "Pittsburgh Pro Classic Fan Zone"

B. Additional Benefits to the City

Based on the impact of other professional races it would not be unrealistic
to expect:

50,000 on site spectators

A minimum of two hours of television coverage in the United
States and abroad to millions of viewers

Out of city and out of state cycling fans in the thousands - cycling
fans travel for great races

Thousands of cyclists riding the race route the morning of the race
Internet hits/views by thousands of fans
Many citizens “rediscovering” downtown Pittsburgh

C. Anticipated Economic Impact

A \$7.5 million economic impact to the city including hotel and restaurant revenue (a 5 to 1 ratio / return to investment)

4. Traffic Impact:

A. Course

A map of our preliminary course is attached as Exhibit __. A Turn-By-Turn version is attached as Exhibit __.

B. Length of Closure

We expect to close the course to traffic at 6:00 AM and reopen it at 4:00 PM.

C. Length of Road Closure

Our preliminary course is 8.75 miles.

D. Impact on Public Transportation

There will be interruptions in bus service along Carson Street. Other parts of the course will impact public transportation but it will be limited to time the main race caravan is crossing bus routes, approximately 8 minutes every 20 minutes.

E. Impact on Businesses

The Pittsburgh Pro Classic's impact on business will be highly dependent on the date selected. If we can run the race on Labor Day, most non-retail businesses will be closed. We expect those that would be open will welcome the additional business that race fans will bring to the South Side.

5. Resource Needs:

A. Department of Public Works

Planning route and scheduling road closure

Barricades and their set up for road closure

Potential road surface repairs to eliminate major hazards

Pre-race street cleaning

B. Police

Planning route and scheduling road closure

Lead and follow vehicles

Police motors to lead caravan

Traffic control at major intersections

C. Emergency Medical Services

Supplemental to services provided by UPMC Sports Medicine Staff:

Ambulance following the race caravan

Ambulances placed at potentially high-risk locations

EMTs located at agreed upon positions on the race route