

MONTICELLO



2006

Monticello Cycling Club
Vacaville, CA
www.monticellocycling.org

Sponsorship Proposal
Contact Justin English

INTRODUCTION

This proposal will provide information on the benefits that cycling sponsorship can provide as well as a background on the team (Results, Schedules, etc.)

- Bicycle racing draws thousands of spectators, participants, and commands multimedia attention.
- Cycling is known for its colorful image and high excitement levels.
- Throughout the years major corporations have succeeded in developing company product exposure, brand awareness, and positive company image through cycling.

PROPOSAL OPTIONS

MAKE CHECKS PAYABLE TO:

Monticello Cycling Club

- **Gold:** \$2500.00
(Highest level of sponsorship—prime location of logo on uniform and shorts)
- **Silver:** \$1500.00
(Multiple location exposure, very large logo)
- **Bronze:** \$500.00
(Single location, larger logo)

Monticello Cycling Club

www.monticellocycling.org

About Us

Monticello Cycling club is the local bicycling club for Solano, Napa, and Yolo counties. Our goal is to promote bicycling for those counties. Whether a race or a riding event, Monticello is dedicated to focusing it's recourses on enhancing the local cycling community. MCC is the main organization group putting on the Vacaville Downtown Crit (See Bicycle racing explained below for Criterium explanation.)

Events Schedule

In addition to the normal Tuesday, Wednesday, Thursday, and Saturday Rides, Monticello will be attending the following events. Sponsors will get lots of exposure at these events.

April 15 th	Season Opening Party – Lagoon Valley
April 30 th	Chico Wildflower
May 6 th	Napa Wine country Century
May 13 th	Tour of the Unknown Coast Century
May 14 th	Berkley Hill Road Race
May 28 th	Mt Hamilton Road Race – San Jose
June 4 th	Tahoe Century – Around Lake Tahoe
July 2 nd	Vacaville Grand Prix
August 19 th	Winters Road Race
August 20 th	Tour of Napa Century

Please visit our website for the full calendar
www.monticellocycling.org

SPONSORSHIP OPPORTUNITIES

There are 3 levels of sponsorship

Gold Sponsor

Silver Sponsor

Bronze Sponsor

The following pages explain the benefits and requirements for
each level of sponsorship

GOLD SPONSORSHIP

- ❑ The name of the gold sponsor will be proudly displayed on the front and rear of the Jersey (rear pocket and front chest) and will also appear on the highly visible Jersey collar or side panels. (Jersey advertisement space can be negotiated)

See Appendix A for jersey advertising options

- ❑ The name of the Gold sponsor will appear on all race flyers or events sponsored by the club. (These may include lectures, fundraising events, races, training camps, etc...)
- ❑ The Gold sponsor will receive MAXIMUM exposure through the cycling team's World Wide Web page. www.monticellocycling.org
- ❑ Gold sponsor's promotional items identifying the sponsor can be displayed at team events.
- ❑ Club executives will work with Gold sponsors to discuss advertising and media exposure options.
- ❑ Signed and framed Club photograph will be provided to the Gold sponsor.

Gold Sponsor Cost: \$2500.00

SILVER SPONSORSHIP

- The name of the Silver sponsor will appear on the Jersey front and rear breast pocket and jersey collar (if available).
(Jersey advertisement space can be negotiated)
See Appendix A for jersey advertising options
- The name of the Silver sponsor will appear on all race flyers or events sponsored by the club. (These may include lectures, fundraising events, races, training camps, etc...)
- The Silver sponsor will receive exposure through the cycling team's World Wide Web page. www.monticellocycling.org
- Silver sponsor's promotional items identifying the sponsor can be given out at races and other events--providing all solicitation regulations and guidelines are followed.
- Signed and framed Club photograph will be provided to the Silver sponsor.

Silver Sponsor Cost: \$1500.00

BRONZE SPONSORSHIP

- The name of the Bronze sponsor will appear on the Jersey front or rear breast pocket or jersey collar (if available).
(Jersey advertisement space can be negotiated)
See Appendix A for jersey advertising options
- The name of the sponsor will appear on the top of all team stationary, team race rosters, and press releases.
- The bronze and prime sponsors will be recognized e through the cycling team's World Wide Web page.
www.monticellocycling.org
- Sponsor's promotional items identifying the sponsor can be given out at races and other events--providing all solicitation regulations and guidelines are followed.
- Team photo will be provided to Bronze members

Bronze Sponsor Cost: \$500.00

ADVERTISING ADVANTAGES

- The Northwest region is the premier area for competitive racing, and recreational riding in the United States.
- More than 75% of the top races are held in Northern California and the nearby surrounding region.
- The Club is comprised of local Business professionals seeking a competitive advantage through fitness. Your sponsorship of our club enables the members to achieve those goals and help the community promote cycling events.
- 50 Club members training and riding a total of 250 hours weekly means that your logo will be visible on riders in the surrounding community for nearly 1000 hours per month!

BENEFITS OF SPONSORSHIP

INCREASED VISIBILITY

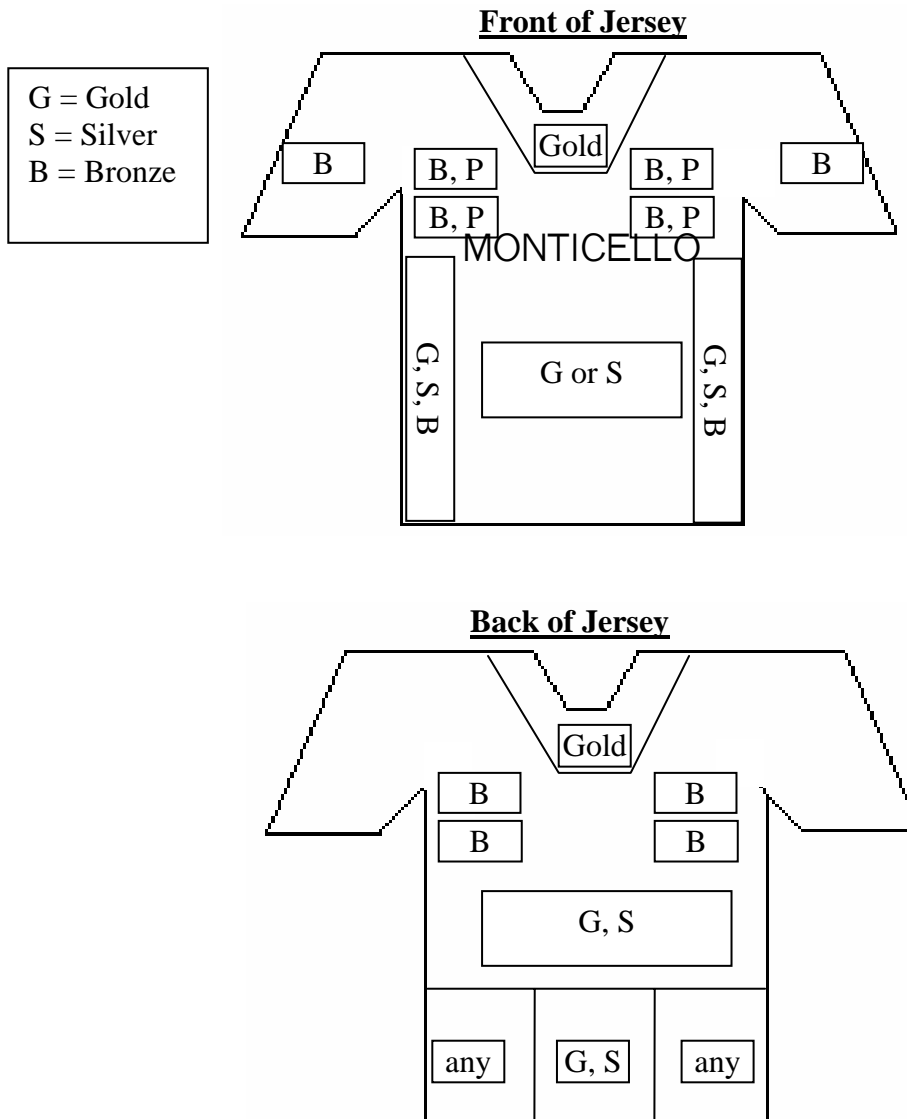
- Sponsor's logo on the cycling uniform
- Exposure at races, events, and training rides
- Multi-media exposure through WWW, press releases, and newspapers
- Exposure through Newsletter "Off the Front"

RECOGNITION

- Cycling teams are identified by their sponsors
- All of our sponsor will be recognized by name as team members place high in the standings and attend various rides throughout the year.
- All members of this club are required to uphold the highest standards of integrity—rest assured we will be honorable stewards for your companies advertising dollars.

APPENDIX 1

SPONSOR LOGO LOCATIONS ON CLOTHING



APPENDIX 2

BICYCLE RACING EXPLAINED

Basic Formats to Bicycle Racing

Road Racing: A one day race on the road from point A to point B. Road racing combines skills of power and endurance with team tactics and fun to provide a spectator delight!

Criterion: A fast-paced exciting race, usually on a downtown city course no longer than a mile per lap. These races usually average 20-30 miles per hour and can be as long as 50 miles. Thousands of spectators line the streets for the nation's largest criterium's.

Time Trials: This race is known as the "Race of Truth" because there are no competitors to draft behind. It is a race where the individual cyclists race against the clock for the fastest time.

CycloCross: This type of racing combines cycling and running to form a high paced spectator treat as cyclists hop obstacles and occasionally dismount and remount their bikes—all with the common goal of being the first to cross the finish line.

Mountain Bike Racing: Mountain bike racing combines the finesse and power of the time trial with the grit, mud, and rock found deep in the forest. Mountain bike races take on the format of the road race but are held on courses deep in the woods—far from pavement.

Centuries: Not a race but an organized ride where cyclists from all over the country come to do 20, 50, or 100 miles