

APPALACHIAN STATE **CYCLING TEAM**



Sponsorship Proposal



Appalachian
STATE UNIVERSITY

APPALACHIAN STATE CYCLING



APPALACHIAN STATE **CYCLING TEAM**



To our prospective partner,

We would first like to thank you for taking time out of your schedule to review this proposal. The Appalachian State University Cycling Team is dedicated to building relationships that will support our events, team, and athletes and most importantly support and endorse our sponsor's product. In order to accomplish our goals your help is needed in the 2011-2012 cycling seasons. Our team is looking toward the future with high goals and the determination for continued success. Over the past 10 years the cycling team has represented Appalachian State University in races throughout the east coast and across the nation.

The Appalachian State University Cycling Team is a publicly funded club sport from Appalachian State University in Boone, North Carolina. The team is composed of over 50 elite cyclists who are all full-time ASU students. The team races year-round in four cycling disciplines; Track, Mountain, Cyclocross, and Road. In addition to the collegiate races, team members race in numerous public races throughout the year. In total, members participate in approximately 100 cycling races each year.

*Appalachian State
Cycling Team 2010-2011*



APPALACHIAN STATE **CYCLING TEAM**

Our Mission:

The Appalachian State University Cycling Team is dedicated to providing a positive and safe environment for aspiring cyclists to develop. We believe promoting cycling advocacy yields benefits in health and outlook for a lifetime.

2011 - 2012 Season Goals

Our expectations for the upcoming season are to the success that has been associated with ASU Cycling for the past 10 years. This includes, but is not limited to; team national championships, individual national titles, team and individual podium placing, top five placing in national team omnium and dominance of the ACC in mountain, cyclocross and road.



Appalachian State Cycling's accomplishments:

- 2008 Appalachian claimed its first-ever National Championship by taking home the title for Mountain Bike.
- ASU claims two individual National Champions.
- Back (2008) to Back (2009) Collegiate National Cyclocross Championships
- These 3 National Championships are the only national championship titles claimed for Appalachian in any sport outside of football
- Numerous ACCC Conference Championships in Division 2 for Mountainbike, Cyclocross and Road
- 2010-2011 ASU moves to USA Collegiate Cycling Division 1.
- ASU claims two podiums at the Collegiate National Mountain Bike Championships in Reno, NV.
- ASU claims the D1 Women's Individual Collegiate Cyclocross National Title and places 4th as a team in Bend, OR.
- ASU claims 2nd in the Men's Team Time Trial, Men's Criterium and 3rd in the Women's Road Race at the Collegiate Road Nationals in Madison, WI.
- ASU captures ACCC Conference Championships in Cyclocross and Road beating out NC State, Virginia, Virginia Tech, UNC just to name a few in its Division 1 debut.



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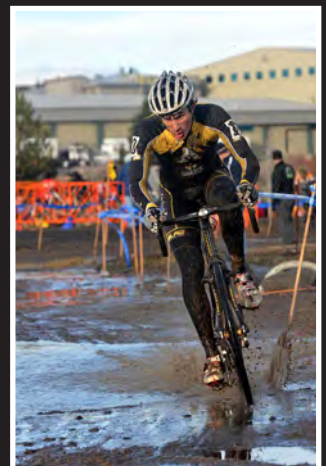
Sponsorship Benefits:

Cycling sponsorship provides access to very attractive consumer demographic. An estimated 86 million Americans are active in some form of cycling, including 20 million cycling enthusiasts. There are more bicyclists in the U.S. than skiers, tennis players and golfers combined! As an added bonus, they are also a desirable market with a large discretionary income. The largest demographic in the elite cycling fan base is affluent, upscale, and well educated with an average income of over \$80,000, an average age of 38 and a college graduate profile of over 90%. These individuals spend more than \$5.5 billion annually to participate in the fastest growing amateur and spectator friendly sport in the United States.

Competitive cycling has everything your company needs for mass media attention: speed, danger, drama and inspiring feats of athleticism, therefore it has the ability to reach a desirable audience. The result of this is a sport that promotes a lifelong activity that appeals to people of all ages making it possible to reach a broad audience that goes beyond the demography of other sports. Additionally, the sport of cycling offers those who are interested a healthy, environment-friendly, and technologically innovative sport.

Promoting Your Brand:

The Appalachian State Cycling Team is the region's most prominent collegiate cycling program. The team has over 50 riders who train approximately 15 hours per week and race throughout the region every weekend. By sponsoring the team your company will gain exposure with over 1,000 advertising hours each week, year-round, in locations across the southeast and across the nation. The ASU Cycling Team is literally a rolling billboard for your company. Through this opportunity your company will also gain exposure through links on the ASU Cycling Team website, the ASU Cycling Team blog, the ASU alumni newsletter, and many other promotional outlets provided by Appalachian State University. Each ASU cyclist understands the importance of racing as a representative for ASU and as a representative for your company. Representing and promoting our sponsors at all times when we travel and train is a core value of ASU Cycling.





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How you can sponsor the Appalachian State Cycling Team:

We want your company to be a part of the ASU cycling community. We cannot do this alone and your support will help the team grow and succeed for years to come. As a club sport at Appalachian we receive very little funding from the University. Our budget relies on the generosity of our sponsors. The cost of participating in cycling – which includes licenses, race fees, travel, equipment and uniforms quickly absorbs any available team funds provided by the university. Your support ensures that every team member will have an opportunity to compete. As previously mentioned, our goal is to make a positive impact on the local cycling community as well as promote our university and your contribution brings us that much closer to making our goals achievable. Our contributing partners are crucial to the continuing success of our team. Please join us, the Appalachian State University Cycling Team, so we may all reach our goals together.

2010 Race Team Budget

(This includes all three disciplines Mountain Bike, Cyclocross and Road)

Description	Price	Quantity	Total
Vest	\$65	50	\$3250
Jersey	\$50	50	\$2500
Downhill Jersey	\$30	10	\$300
Shorts	\$55	50	\$2750
Gloves	\$19	50	\$450
Socks	\$4.50	100	\$900
USA Cycling Team Dues	\$150	1	\$150
Race Entry Fees	\$25	500	\$12,500
Travel (Hotel, Gas, Food)	\$1000 per trip (ACCC races only)	15	\$15,000
Nationals (Travel, Hotel, Entry Fees, Food)	Price: \$4000 (Based on location of event)	4	\$16,000
			Total \$53,800



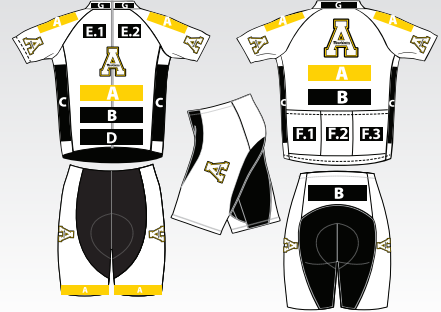
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Sponsorship Levels

Package A - Presented by Sponsor

- Business logo will be visible on the torso of the jersey (front & back), top shoulders of the jersey and front of bibs/shorts
- Business will be advertised on the Appalachian State Cycling Team website, including a link to business website, on the team trailer and included with any media releases associated with the team
- 8"x10" photo taken at business

Package Price - \$7500



Package B

- Business logo will be visible on the torso of the jersey (front and back) and sacrum area of the bibs/shorts
- Business will be advertised on the Appalachian State Cycling Team website, including a link to business website and on team trailer
- 8"x10" photo taken at business

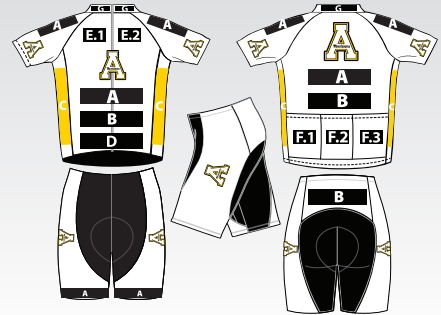
Package Price - \$4000



Package C

- Business logo will be visible on side panels of the jersey
- Business will be advertised on the Appalachian State Cycling Team website, including a link to business website and on team trailer
- 8"x10" photo taken at business

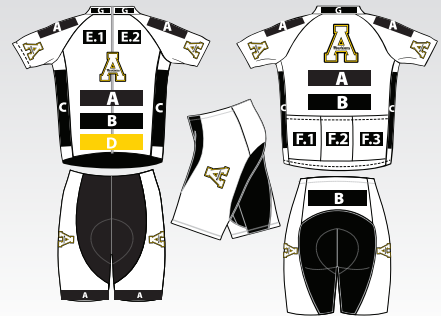
Package Price - \$3000



Package D

- Business logo will be visible on torso of the jersey (front only)
- Business will be advertised on the Appalachian State Cycling Team website, including a link to business website and on team trailer
- 8"x10" photo taken at business

Package Price - \$2000



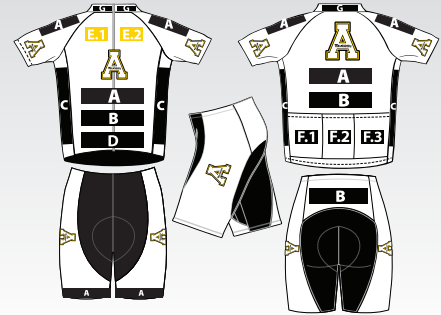


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Package E (Two positions available)

- Business logo will be visible on the front upper chest of the jersey
- Business will be advertised on the Appalachian State Cycling Team website, including a link to business website
- 8"x10" photo taken at business

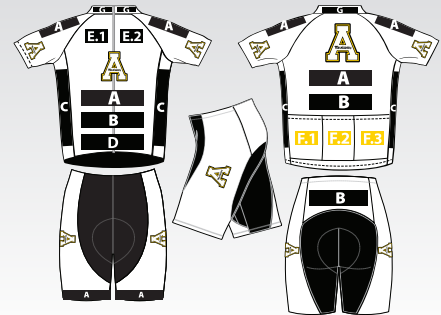
Package Price - \$1000



Package F (Three positions available)

- Business logo will be visible on the rear pocket of the jersey
- Business will be advertised on the Appalachian State Cycling Team website, including a link to business website
- 8"x10" photo taken at business

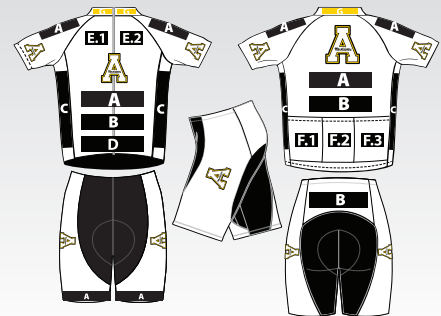
Package Price - \$750



Package G

- Business logo will be visible on the collar of the jersey
- Business will be advertised on the Appalachian State Cycling Team website, including a link to business website
- 8"x10" photo taken at business

Package Price - \$500



In addition to jersey sponsors, the Appalachian State Cycling Team will consider any sponsorship to accommodate any level of support and marketing budget time frame.

If you are interested in becoming a partner with the ASU Cycling Team please contact the 2011-2012 President, Zeb King at AppStateCycling@gmail.com or Advisor/Coach Sean Weddell at weddellps@appstate.edu to discuss the details of sponsorship. **Please note that any contribution to the team is tax deductible; the ASU Tax ID is 56-1022587.**



APPALACHIAN STATE **CYCLING TEAM**

Appalachian State University Cycling Team
2 Year Sponsorship Agreement Form
Company Information

Company Name _____

Company Representative (Contact) _____

Title _____

Company Address _____

Business Phone Number _____

Alternate Phone Number _____

E-mail Address _____

We would like to sponsor the Appalachian State Cycling Team at the following level (please check the appropriate box):

- ☐ Package A : Presented by Sponsor \$7500
- ☐ Package B: \$4000
- ☐ Package C: \$3000
- ☐ Package D: \$2000
- ☐ Package E: \$1000 (Two available)
- ☐ Package F: \$750 (Three available)
- ☐ Package G: \$500

Other provisions: _____

Sponsorship is for the 2011-2013 cycling race seasons. This usually runs from August through August.
However, we will be wearing our team apparel on training rides as soon as we receive them from the manufacturer.

Accepted by:

Sponsor _____ Date _____

Print Name

Sign Name

Team Representative _____ Date _____

Print Name

Sign Name