Full Cycle Cross Ambassador & Club Team
2020 Sponsorship Proposal

THE FCX CYCLOCROSS TEAM IS BACK FOR 2020!

Following the huge successes of FCX's first two seasons, Full Cycle is looking for businesses to partner with us to support Full Cycle Cross (FCX) in 2020.

FCX is growing our squad and we hope to continue shining as a top-level club. We have two ambassador racers who are prominent coaches and athletes in the local community, Kristin Weber (2x National Champion) and Matt Davies.

Our club team in 2018 and 2019 included many retired pro riders, Cat 3, 4, and 5 hustlers, and masters 40+, 50+, and 60+ competitors that joined the club to improve their own racing abilities. Club members will have access to discounted bikes through Giant, discounted clothing, parts, and accessories at Full Cycle, as well as race support at most cyclocross races on the Front Range. As we grow to a 60+ person team, our racers will compete in at least 10 events, and will race and train wearing FCX kits.

2019 REVIEW

FCX club members won races in Junior, Masters and Pro fields, on State, Regional, National and International Stages. Highlights included: team trophies for MM 40+ (1st), SW Open (2nd) and a host of individual victories and podiums in highly competitive Colorado races. 2019 also yielded Colorado State Championship silver medals for both Matt and Kristin, a Colorado Cross Cup series win for Matt in the MM40+ category and a Colorado Cross Cup series Silver medal in SW Open for Kristin, a Colorado Cross Cup series win for Patrick Gallegos in the MM50+ category and a third place for Chirs Winn in the super competitive SM Open category.

2020 PLAN

Coupled with the success of the Full Cycle Bike Shop (Boulder Weekly 2019 Best Bike Shop) and the Tune Up Taproom (Boulder Weekly 2018 Best New Business), 2020 is primed for the continued growth of the Club, and will culminate at Cyclocross Nationals in Chicago, IL in December. This year FCX is focusing on local, regional, and state races by supporting its club members at 10 prestigious Colorado cyclocross races.

FCX Supported Race Schedule:

- Sept 19th - CYCLO-X Valmont
- Oct 4th - CYCLO-X Flatirons
- October 10th - CYCLO-X Interlocken
- October 17-18th - US Open of Cyclocross Valmont
- October 31 - CYCLO-X Salisbury
- Nov 14th - CYCLO-X Westminster
- Nov 21st and 22nd - States CX in Louisville
- December 5th - CYCLO-X Sandstone

Now is your chance to become part of our success, and promote your products while helping build the team towards further successes in 2020. We already have a host of exciting sponsors and supporters and are looking forward to a pre-season launch of the FCX Team at the end of May, with full program rollout in August.

TO LEARN MORE: fullcyclebikes.com | 303-440-1002
Email: **raceteam@fullcyclebikes.com**

2019 BY THE NUMBERS COMMUNITY REACH

36	team members
52	podiums
19	wins
5	Colorado Cross Cup Team Awards
5	Colorado Cross Cup Individual Awards
3	State Championship Awards
3	Regional Championship Awards
13	race podium reimbursements
44	Facebook group members
106	FCX newsletter subscribers
21	team email blasts
5	Sponsor spotlights
8k	Full Cycle social media followers (4.5k FB, 3.5k IG)
10k	Full Cycle email subscribers
10	Free Wednesday Skills Clinics
10	Free Sunday Gravel Adventure Rides
3	Cyclocross-themed parties
1	Wednesday Velo sponsored ride
930	Wednesday Morning Velo riders

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THE PITCH

Now is your chance to become part of this program, and promote your products while helping build the team towards further successes in 2020. We already have a host of exciting sponsors and supporters and are looking forward to a soft launch of the FCX Team end of May, with full program rollout in August.

SPONSORSHIP BENEFITS

- Logo on team kit (refer images below)
- Promotion of products by ambassadors and team members at weekly races and training sessions
- Promotion of products in store by store staff
- Promotion of products at team nights at The Tune Up Taproom
- Product visibility on bi-weekly Team Rides and Clinics and at Wednesday Morning Velo
- Weekly Social Media posts (over 10k followers combined between Full Cycle, The Tune Up, our Ambassadors, and club team members)
- Monthly social media targeted sponsored content
- 2x mention in Weekly newsletter (10k subscribers)
- Availability for promotional press releases and other media events
- **FCX Ambassadors:** Our Ambassador team includes some of the top CX racers in the U.S. Each is an accomplished champion athlete, as well as a seasoned coach and mentor.

2019 SPONSORS

SPONSORSHIP LEVELS

Sponsorship donations will go to supporting our team in a number of ways: paying for race mechanics time, transport and parts, supporting our ambassador program, and potentially funding transport to CX Nationals in December. Donations can be made in cash or in-kind donation.

(The deadline to become sponsor is 5/31 to receive full benefits.)

Co-Title Sponsor (1x) $5,000
- Share of Title Sponsor with Full Cycle Bikes
- Shared chest placement on team apparel
- Host company with preferred pricing for events at The Tune Up Taproom
- 6 comp'd team memberships

Partner Sponsor (1x) $1,500
- Large rear logo placement between shoulder blades on apparel
- Host company with preferred pricing for events at The Tune Up Taproom
- 4 comp'd team memberships

Premium Sponsor (4x) $750
- Logo placement on outside thigh or side of torso on apparel
- 2 comp'd team memberships

Contributing Sponsor (2x) $500
- Logo placement on shoulder of apparel

Contributing Sponsor (2x) $400
- Logo placement on jersey pockets of apparel

Contributing Sponsor (2x) $250
- Logo placement on leg cuff of apparel

Co-title, Partner, and Premium Sponsors must be cash. Contributing sponsors may be made as in kind.

MEDIA

A

B

C

D

TO LEARN MORE:
fullcyclebikes.com
303-440-1002
info@fullcyclebikes.com
raceteam@fullcyclebikes.com

A. Boulder Weekly
B. YouTube.com
C. Cyclocross Magazine
D. CXHairs.com

fullcycleboulder FullCycleBikes FullCyclebikes

FULL CYCLE
BOULDER, COLORADO
ASSEMBLED IN 1982

Full Cycle Cross Ambassadors
2020 Rider Bios

Photo: Kent Baumgardt

KRISTIN WEBER

2x National Champion US National Cyclocross Championships

2019 SEASON HIGHLIGHTS

5th US Cyclocross National Championships (2019) (45-49)
1st Kings CX Masters 35+ (Day 1 & Day 2)
2nd Colorado Cyclocross State Championships (40+)
2nd Colorado Cross Cup overall (elite) best 18 races
2nd Cyclo-X Cyclocross series (elite) best 4 out of 7 races

CAREER HIGHLIGHTS

1st 2018.2 US Cyclocross National Championships (45-49)
1st 2015 US Cyclocross National Championships (40-44)
1st 2018 Colorado Cyclocross State Championships (40+)
2nd 2018.1 US Cyclocross National Championships (40-44)
2nd 2017 US Cyclocross National Championships (40-44)
2nd 2012 Master's World Cyclocross Championships (35-39)
2nd 2011 Master's World Cyclocross Championships (35-39)
3rd 2018 Master's World Cyclocross Championships (45-49)

Kristin Weber started her cycling career as a Schwinn Homegrown Mountain Bike team member in 90s and then segued that into a lengthy career as a Luna Chix Mountain Bike Ambassador in the early 2000s where she spent years teaching mountain bike skills to women (over a 100 women would show up to these clinics) while doing philanthropic work for the Breast Cancer Fund. Cyclocross captured her imagination and proved to highlight her skills as a mountain biker and runner and she won two silver medals in the 2012 and 2013 Masters Cyclocross World Championships and a bronze medal in 2017 in Mol, Belgium. She also had continued to do well at the U.S. Cyclocross National Championships with 2 National Champion titles, 2 Silver medals and 4th and 5th podium spots. Kristin loves to evangelize all things 'cross and gravel and is especially excited to get more women involved in the sport, she has taught many clinics, done skills sessions and led rides to all levels of cyclists for the length of her career. She is a mom of three young cyclists, an avid yogi, skier and has run her own graphic design business since 1999. She also is Board Member of Cyclists 4 Community as well as a Skratch Labs and Castelli Ambassador.

Photo: Brent Murhpy

MATT DAVIES

2x Silver Medalist US National Cyclocross Championships

2019 SEASON HIGHLIGHTS (40+)

1st Colorado Cross Cup Series - best 18 races (5th successive year)
1st Without Limits Cyclo-X Race Series - best 4 races (3rd successive year)
1st US Open of Cyclocross, Boulder
1st CiderX Cross, Lafayette
1st Without Limits Cyclo-X, Interlocken
1st Kings CX, Cincinnati - Day 1
1st Kings CX, Cincinnati - Day 2
1st Without Limits Cyclo-X, Sienna Lake
1st Cross of The North, Ft Collins
1st Sandstone Ranch, Longmont
2nd Colorado Cross State Championships, Parker
22 races, 18 podiums

CAREER HIGHLIGHTS

2nd 2018 US Master's Cyclocross National Championships - Reno, NV (45-49)
2nd 2017 US Master's Cyclocross National Championships - Hartford, CT (45-49)
6th 2019 US Master's Cyclocross National Championships - Tacoma, WA (45-49)
6th 2016 US Master's Cyclocross National Championships - Ashville, NC (45-49)
6th 2015 US Master's Cyclocross National Championships - Austin, TX (40-44)
2015-19 Winner Colorado Cross Cup (40+)

Matt Davies is a former international Track and Cross-Country runner from the UK. Matt transitioned to cyclocross 10 years ago, and has progressed to become a regular winner on the CO cyclocross scene, with multiple Masters podiums, including 2 Silver medals at CX Nationals in Hertford and Reno. He has also dominated the MM 40+ Colorado Cross Cup competition, winning the last 5 years in a row. By day, Matt works for a national solar developer, and manages engineering and project management teams, building solar arrays across the US. Keep your eye out for Matt's seven year old son Robert, who, following in Dad's footsteps, already has 3 cross seasons under his belt!