

# 2009 MTB TEAM

## Team Members

Rider	MATT FREEMAN	JOY DUERKSON	JOEY LANZA	CHRIS KASEY
Category	Pro	Pro	Expert	Expert
Age	35	29	30	35
Resides	Redlands, CA	Redlands, CA	Beaumont, CA	Corona, CA
Events	Cross Country Short Track Super D	Cross Country Short Track	Cross Country Super D	Cross Country

## Why Cycling?

Cycling and mountain bike racing is one of the few professional and amateur sports, which fully embraces corporate sponsorship. The team name is the brand of the corporate sponsor and therefore all references are that of its sponsors. Team uniforms display the brand of your corporation over a season, which spans 365 days a year. As a result of the athletes' training and racing schedule, your brand is not just a static medium; thus they return a higher impression and retention value. Additionally, cycling has a broad multicultural appeal that receives worldwide media attention and gives its sponsors a large enthusiastic audience. Since cycling is a lifelong activity, which appeals to children, families and adults, it reaches a broad audience that goes beyond traditional demographics.

## 2009 Event Schedule

- **California State Mountain Bike Series – 10 events TBA**
- **USA Cycling National Mountain Bike Championship Series – 6 to 7 events TBA**
- **Sea Otter Classic: Monterey, CA – 4 days**
- **U.S. Mountain Bike Championships:– 3 days**
- **Charity Bicycle Events: Charity of Title Sponsor's Choice**
- **Select Regional Mountain Bike Races**

# 2009 MTB TEAM

## Promoting Your Brand

The team's title becomes the team's name, thus any reference to the team is a direct reference to the sponsor's brand. Team uniforms prominently display your brand, along with all promotional items such as t-shirts, hats & posters. The brand reference with the media becomes an integral part of the identification of the team by its fans. Those fans will be cheering you brand at numerous events throughout the U.S. and identifying with your brand in positive manner. Cycling offers its fans a healthy, environmentally sound and technologically innovative sport that is results driven.

## Maximum Brand Exposure

In order to maximize your company's exposure and return on investment, the team will manage and promote a world class website that will be updated regularly to keep fans in touch with the team's progress. Sponsors will have access to the demographic information captured on the team's website.

## Opportunities

- Become part of the sport with team naming rights providing your brand with high visibility
- Reach a nation of potential customers through cycling websites, publications and events
- Tap into an affluent and loyal audience by extending your company message outside of your company's normal marketing niche
- Alignment with a sport and team that promotes an active and healthy outdoor lifestyle
- Connect your brand to key demographics

## The Business of Biking

### Cycling by the Numbers\*

- 50,000 - USA Cycling members of all skill levels
- \$63,000 - Average household income of USA Cycling Members in 2002
- 9 Million - Cycling enthusiasts nationwide
- 3 Million - Cycling Spectators/Viewers nationwide
- 3rd - Cycling's rank in American popularity as a recreational sport activity

(\*Source: USA Cycling)

### Who Is Cycling in America? \*\*

- Ages 7 and up, twice or more per year: 43.5 million
- Male to female ratio of riders: 53 percent to 47 percent
- Average age: 24

\*\* Source: Bicycle Retailer News)

INLAND VALLEY ELITE

# 2009 MTB TEAM

## Levels Of Sponsorship

### TITLE SPONSOR: \$5,000+

The team name is your company name (i.e. Discovery Channel Pro Cycling). Team uniform will display your corporate colors and brand logo. Casual apparel and the team website will represent your brand and will prominently display and identify your company as the title sponsor.

### ASSOCIATE SPONSOR: BRAND LOGO PLACEMENT BASED ON SPONSORSHIP DOLLARS

As an associate sponsor, your brand logo will appear on team uniforms, all team promotional materials and on the team website. The size of your brand logo and its placement is based on the sponsorship dollars contributed.

### PRODUCT SPONSOR

As a product sponsor, your brand logo will appear on team uniforms, race and practice bikes, all team promotional materials and on the team website. Sponsorship support is provided by your company in product and technical support.

### OUR COMMITMENT TO OUR SPONSORS

Team athletes are committed to promote and represent your company in a positive and professional manner. The athletes are the engine that drives the team and your company is the fuel. To help make our partnership successful, athletes will:

- Compete in team clothing
- Train in team clothing
- Wear team casual apparel while attending race events
- Gain knowledge of sponsor's brand, product and services
- Compete only using sponsorship product
- Start each event with a clean bike & uniform
- Demonstrate good sportsmanship
- Promote sponsors from all qualified angles

**Inland Valley Elite** INLAND VALLEY ELITE

#### Contact Information:

**Phone: 951-533-1531**

**Contact: Matt Freeman**

**E-mail: inland\_valley\_elite@yahoo.com**

**Mail: 31041 Quarry St., Mentone  
CA 92359**



Previous Sponsors



**Cyclery USA**

**GARY FISHER**