

There are many teams in a race...

Who we are

- ✦ Southern California bicycle racing association formed in 2002 committed to growing the sport
- ✦ Board consists of volunteer members from the local racing community
- ✦ Christopher Lotts, Director, is employed full-time as a state investigator and has been racing for over fifteen years



and sometimes it's just between you and the guy in front of you...who's going to win?

What we do

- ✦ Increase awareness and participation in competitive cycling events
- ✦ Transition competitive riders into racers
- ✦ Provide safe and competitive racing venues
- ✦ Host a six month, weekly racing series and five weekend criteriums



Ultimately, only one racer can win.

How We're Different

- ✦ Focus upon the local (versus National/Elite) athletes
- ✦ Return majority of revenue back to the local participants
- ✦ Return 100% of merchandise to local participants
- ✦ Committed to educating and developing new riders through coaching clinics
- ✦ Focus on customer service and efficiency at events



Initiative: doing what needs to be done



Historical Highlights

- ★ **2001:** promoted twenty-seven events, 26 weekday races and one criterium with over 3,300 entrants
- ★ **2002:** formed CBR and began issuing licenses, promoted 28 events including 26 weekday races and two criteriums with over 3,600 entrants
- ★ **2003:** increased annual licenses by 67% to almost 300 members, promoted 31 events [including a CBR State Championship] with over 5,000 entrants

California Bicycle Racing's sponsors for 2003



Leading: always from the front

Historical Highlights, continued

- ★ **2003:** Implemented weekly new rider skills clinics to encourage safer and more confident racing, awarded over \$16,000 in cash and almost \$20,000 in prizes to local racers competing at our races, initiated and hosted the BAR [Best All-around Racer] Series in five categories
- ★ **2004:** will host 27 weekday races, 5 criteriums [including 1 state championship], will continue new rider skills clinics, will continue BAR Series, and will increase membership by +50%



Finishing: dedication to a team commitment



The National Cycling Community

- ★ 18 to 45 years of age
- ★ \$80,000 mean household income
- ★ 70% are college graduates
- ★ 30% hold professional or managerial positions
- ★ Leading edge consumers
- ★ Hobbies include crossover sports and an active outdoor lifestyle
- ★ Mobile element of the population within the United States
- ★ Cash flow with capacity to spend \$4,000-\$7,000 for a bicycle

Pre-event promotions

- ★ Press releases prior to event
- ★ Print advertisements
- ★ Cross promotional advertising
- ★ Electronic media releases
- ★ Website and internet distribution
- ★ Direct marketing via electronic mail
- ★ Links to sport, sponsor and media websites
- ★ Advertisements distributed at other races months before event



Post-event promotions

- ★ Photography service to paper publications
- ★ Photography service to internet and electronic media
- ★ Dramatic editorial coverage, multiple feature [locally, regionally, and nationally]
- ★ Image pairing with world class athletes and companies
- ★ Photography used in numerous advertisements, promotions



YES, Please contact me regarding the following opportunity

**Please mark the sponsorship choices you are interested in:
Sponsorships are available on a first-come first-served basis**

- | | |
|---|---|
| <input type="checkbox"/> Bike Race Merchandise/Product
Value over \$625 | <input type="checkbox"/> Bathroom Facilities
\$1,000 |
| <input type="checkbox"/> Bike Race Merchandise/Product
Value over \$1,250 | <input type="checkbox"/> Marketing & Advertising
\$1,500 |
| <input type="checkbox"/> Bike Race Merchandise/Product
Value over \$2,500 | <input type="checkbox"/> BAR Series Prizelist
\$2,000 |
| <input type="checkbox"/> Bike Race Merchandise/Product
Value over \$5,000 | <input type="checkbox"/> Bike Race Banners, Stickers, & T-Shirts
\$2,250 |
| <input checked="" type="checkbox"/> Racing Team Entry Fees SOLD
(5 Racers, 25 races per year) | <input type="checkbox"/> Race Course Announcing, Photo Finish
\$2,500 |
| <input type="checkbox"/> Racing Team Components
(5 Shimano Dura-Ace 10 speed) | <input type="checkbox"/> Volunteers & Staff
\$3,000 |
| <input type="checkbox"/> Racing Team Wheels
(5 Wheelsets, type to be determined) | <input type="checkbox"/> Race Course Permitting
\$3,500 |
| <input type="checkbox"/> Racing Team Bicycle Frames
(5 frames, sizes to be determined) | <input type="checkbox"/> Bike Race Prizelist
\$12,500 |

Diamond Sponsor

Over \$7,500 donation

Sponsor receives:

- ⊕ Premiere race title
- ⊕ Website advertising
- ⊕ Free race publications
- ⊕ Logo on race flyer
- ⊕ Seasonal updates

Platinum Sponsor

Over \$5,000 donation

Sponsor receives:

- ⊕ Website advertising
- ⊕ Free race publications
- ⊕ Logo on race flyer
- ⊕ Seasonal updates

Gold Sponsor

Over \$2,500 donation

Sponsor receives:

- ⊕ Free race publications
- ⊕ Logo on race flyer
- ⊕ Seasonal updates

Silver Sponsor

Over \$1,000 donation

Sponsor receives:

- ⊕ Logo on race flyer
- ⊕ Seasonal updates

Company Name

Address

City

State

Zip

Email Address

Phone Number

Fax Number

Contact Name

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