
TEAM TRAVELLER



Source: Denson Cats

2012 Sponsorship Proposal

Team Traveller Cycling

Cycling is increasingly popular abroad and especially in the United States. In the Mid-Atlantic region alone, the number, size and caliber of race has risen exponentially. Clearly, cycling has captured more than a niche market of enthusiast. As crowds at events continue to grow, so does the opportunity to strategically market to health-conscious, athletic and affluent individuals.

Team Traveller offers a unique, innovative platform to promote your company's products and services. We offer positive publicity through superior results in regional cycling events, an expanding international race schedule and memorable uniforms, coupled with an Internet presence that rivals professional level teams.

This year we have won races in major regional and national events, including the Tour de Toona and Tour de Ephrata in Pennsylvania, Rock Hill Cycling Classic in South Carolina, Mineral Wells Stage Race in Texas, People's Bank Omnium in Tennessee, and our own Roanoke Twilight Criterium in Virginia. We have been present on the podium at almost every major event and have won many smaller events throughout the Mid-Atlantic.

In 2011, Team Traveller made its debut on the international scene. From training and stage races in England to Nocturnes (night races) in France to mountain events in the Spanish Pyrenees and Kermises (local fairs with bike races) in Belgium, we keenly covered the elite cycling scene in Western Europe. We continue to race internationally in Toronto, Canada. We plan to expand our presence overseas, competing in Europe, South America, Australia, Canada and the Caribbean.

Our distinctive and eye-catching zebra-print kits turn heads, creating buzz and placing us at the center of attention. Riders and bystanders alike see our sponsors and ask about their products. Through our aggressive promotion, sponsors benefit from increased brand awareness, new customers and an attractive media ROI.

We out-organize our competition. Understanding that logistics can deliver a winning season, we carefully plan out our race strategies long before the competition. We research all available events and choose those races tailored to our strengths, off the most events in the shortest period, and that offer the greatest publicity.

Lastly, Team Traveller also dominates the cycling world online. Through our team web site and active presence on social networking sites including Facebook, Twitter, Flickr, YouTube and StumbleUpon, we control the message, creating a steady flow of traffic and maximum visibility.

Our success is fueled by the support of our sponsors. Without it, we are unable to continue growing, racing, and winning. As such, we take our partnership with our sponsors very seriously. While other teams are merely rolling billboards, we promote with the same vigor with which we race. Utilizing our business-like philosophy, long-term planning and attention to detail, we deliver measurable results both on and off the road.

We look forward to building upon our record of success and invite you to join us. Read more about us and how you can get involved.

Mission Statement

- To remain one of the best marketed most respected and successful sanctioned cycling teams in the United States and abroad.
- To build a racing organization that competes successfully in Europe, North America, Australia and South America.
- To represent our sponsors through involvement in community projects and represent the spirit of cycling as a healthy, drug-free lifestyle.

Short-Term Goals

- Promote our sponsors' products and services in a positive light
- Expand the US team to the cities of Baltimore, Maryland; Roanoke and Harrisonburg, Virginia; and develop the squads in South Carolina, North Carolina, Tennessee, Colorado and California
- Create a new team covering New South Wales and Victoria Australia with elite and junior squads
- Race in Canadian and National Race Calendar events while continuing to expand our dominant position online to become one of the most popular destinations for cycling on the web by further developing our presence on Twitter, Facebook, YouTube, Flickr, Tumblr and StumbleUpon

Long-Term Goals

- Win the National Racing Calendar, the season-long domestic road cycling series sanctioned and owned by USA Cycling
- Race on four continents: Australia, Europe, North America and South America
- Develop a solid professional team and development teams in the United States and Australia
- Maintain continuity by retaining the same riders and sponsors to develop long-lasting and mutually beneficial relationships

2011 Highlights

- First time racing in Europe: James Stout joined in June and raced in Britain, France, Belgium, Spain, Cataluña and Basque Homeland
- First race in Canada at the Tour de Terra Cotta in Toronto
- First place in large regional events, including the Tour de Toona, Tour de Ephrata and Giordana Crossroads Classic
- Multiple podiums in 2011: 39 (as of August 16th)
- First place finishes: 17 victories (as of August 16th)

Race Schedule

February 2011

Greenville Spring Training Series, February 19-20 - Greenville, SC
Snowball Crit #1, February 20 - Chesapeake, VA
Greenville Spring Training Series, February 26-27 - Greenville, SC
Mineral Wells Stage Race, February 26-27 - Graford, TX

March 2011

Snowcone Training Criterium, March 5 - Richmond, VA
Snowball Crit #2, March 6 - Chesapeake, VA
TNP Richmond Int. Raceway (RIR) Crit, March 20 - Richmond, VA
Walton Park Criterium, March 26 - Mineral, VA

April 2011

Rock Hill Omnium, April 2-3 - Rock Hill, SC
Starlight Bicycles Roanoke Twilight Crit, April 16 Roanoke, VA
Aaron Shafer Memorial Road Race, April 16 Sparta, TN
Athens Twilight Crit, April 30 - Athens, GA
Tour de Ephrata Stage Race, April 30-May 1- Ephrata, PA

May 2011

Spartanburg Regional Classic, May 6 - Spartanburg, SC
Dilworth Criterium, May 7 - Dilworth, NC
Jefferson Cup Road Race (Rescheduled), May 8 - Charlottesville, VA
Karen Hornbostel Memorial Time Trial Series, May 11 - Cherry Creek State Park, CO
Highland Rim Omnium, May 14/15 - McMinnville, TN
Karen Hornbostel Memorial Time Trial Series, May 25 - Cherry Creek State Park, CO
Castle Combe Training Crit, May 26 - Chippenham, Wiltshire, England
Tour of Tucker County, May 28 - Thomas, WV

SERRL Summer Series 3-Day Stage Race, May 28 - 30 - Deal, Kent, England
Tennessee State Time Trial Championships, May 28 - Lascassas, TN
SC RR Championship, May 29 - Fork Shoals, SC

June 2011

People's Bank Omnium, June 4/5 - Johnson City, TN
GP de Pollestres , June 13 - Pollestres, France
Tour of Washington County Kick-Off Classic Criterium, June 17 - Hagerstown, MD
Tour of Washington County Stage Race, June 18-19 - Smithsburg, Boonsboro, Williamsport, MD
Gran Premi St Joan, June 18 - La Pobla de Mafumet, Spain
Gran premi de Alquerías del Niño Perdido Valencia – Visca
Cursa Festa Major, June 25 - Sant Joan Despí, Spain
Gran Premi Sant Pere-Memorial Ramón Falcó, June 26 - Catalonia, Spain
Dead Dog Classic XXIII, June 24 - 26 - Laramie, WY
Reston Town Center Grand Prix, June 26 - Reston, VA
Roanoke Civic Center Criterium Series, June 28 - Roanoke, VA
Irun Road Race, June 29, Irun, Euskadi (Basque Homeland)

July 2011

Trofeu Abelardo Trenzano, July 2 - Sant Pere de Ribes, Spain
ID3: Independence Day 3 Race Weekend, July 2-4 - Roanoke, Virginia, VA
Dorletak ama XXXII Saria Salinas, July 3 - Gipuzkoa, Basque Country
Tour de Toona Stage Race, July 8-10 - Altoona, PA
Roanoke Civic Center Criterium Series, July 12 - Roanoke, VA
Roanoke Civic Center Criterium Series, July 19 - Roanoke, VA
Lost River Classic, July 23 - Mathias, WV
Boezinge Kermesse, July 24-26 - Boezinge, Belgium
Friday Night Fights Criterium, July 29 - Gaffney, SC

August 2011

Desjardins Tour de Terra Cotta, August 1 - Toronto, Ontario
Roanoke Civic Center Criterium Series, August 2 - Roanoke, VA
Giordana Crossroads Classic, August 3-7 - Concord, Statesville and Salisbury, NC
Zelzate Omloop, August 5 - Zelzate, Belgium
Tour of Page County, August 6-7 - Luray, VA
Zonnebeke Omloop, August 6 - Zonnebeke, Belgium
Beernem Omloop, August 10 - Beernem, Belgium
Rumbeke Omloop, August 12 - Roeselare, Belgium
Kemzeke-Tromp Omloop, August 13 - Waasland, Belgium
Bottelare Omloop, August 14 - Bottelare, Belgium
Evergem Belzele Omloop, August 18 - Ghent, Belgium

Appalachia Visited Road Race, August 20 - Rowlesburg, WV
POA Summer Series BMW Performance Center, August 25 - Greenville, SC
Out of the Saddle Road Race, August 27 - Yorkshire, England
Lynskey Performance Southern Sunset Criterium, August 27 - Chattanooga, TN
Southend Wheelers Bank Holiday Crits, August 29 - Ilford, England
Trofeu Vila de Jjuneda, August 30 - Juneda, Catalunya

September 2011

Bear Creek Lake Time Trial Series - September, 9 - Lakewood, CO
Cursa Festes Del Tura, September 11 - Olot, Catalunya
The Carolina Cup, September 11 - Greensboro, NC
Cursa Festes Del Tura, September 11 - Olot, Catalunya
Trofeu Joan Soler, September 17 - Manlleu, Catalunya
Charm City Cross - Sept 17 and 18. Baltimore MD
Trofeu Santa Tecla, September 18 - Tarragona, Catalunya

October 2011

A Hill of a Climb - October 8, Buena Vista, VA
Granogue Cross - October 15 and 16, Wilmington DE
Beacon Cross - October 29, Bridgeton, NJ
Highland Park Cross - October 30, Jamesburg, NJ

November 2011

USGP of Cyclocross Derby City Cup - November 12-13 Louisville, KY
North Carolina Grand Prix - November 19-20 Hendersonville, NC

January 2012

American National Cyclocross Championships - January 6-8, Madison WI

Sponsorship Package Levels

Title Sponsorship

\$50,000 (\$30,000 for US team only)

The team is named after our Title Sponsor – only one (1) available. The Title Sponsor enjoys the benefits of having a rolling marketing entity bearing its logo throughout the season. Title sponsor Logo will be placed in the middle of the jersey (front and back) as well as on long-sleeves and side panel of shorts, as well as all Member Level Sponsorship benefits. Title Sponsor retains the exclusive rights to be only sponsor of like kind on jersey.

“Presented By” Sponsorship

\$25,000 (\$15,000 for US team only)

Secondary only to title sponsorship – only two (2) available. This sponsor will be listed as the “Presented By” sponsor on all marketing material, as well as the Team Traveller official website and any TV/radio interviews, etc. Also includes all Member Level Sponsorship benefits. Presented By Sponsor Logo will be placed directly underneath Title Sponsor Logo on both sides of the jersey, as well as the prime location on the back of the shorts. Presented By Sponsor retains exclusive rights to be only sponsor of like kind on jersey.

Elite Level Sponsorship

\$10,000 (\$6,500 for US Team Only)

Limited number of sponsorships – only four (4) available. Includes highly prominent location on shoulder of jersey, as well as on the side panel of the shorts. Includes all Member Level Sponsorship benefits. Elite Level Sponsor retains exclusive rights to be only sponsor of like kind on jersey.

Member Level Sponsorship

\$5000 (\$3000 for US team only)

Limited sponsorships available. Includes logos on jersey, inclusion on all promotional material such as race flyers & web site, as well as rights to advertise (business flyers, booths, product demonstrations, etc.) at team sponsored events. Member Level Sponsor does not retain rights to be the only sponsor of like kind on jersey.

Supporting Level Member

\$2,500 (\$1,400 for US team only)

Multiple sponsorships available. Inclusion on race flyers and web site as well as rights to advertise (business flyers, booths, product demonstrations, etc.) at the team sponsored events. Supporting Level Sponsor does not retain the rights to be the only sponsor of like kind.

Product Sponsorship

Racing Bicycles requires thousands of dollars in initial investment, and hundreds of dollars per year in maintenance costs in order to race on the latest, safest, most reliable equipment. Our team welcomes sponsorships from product manufacturers who are searching for an association with a top-ranked regional cycling team. Product Sponsorship Package includes all of the Member Sponsorship Package. Product Sponsor does not retain the rights to be the only sponsor of like kind.

Projected 2012 Expenses

Items	Cost Per Item	Quantity	Total
<i>Annual/Entry Fees</i>			
Team License USA	\$150	1	\$150
Team License AUS	\$150	1	\$150
Entry Fees (20 per rider)	\$600	30	\$18,000
<u>Individual Racing Licenses</u>	<u>\$60</u>	<u>30</u>	<u>\$1800</u>
Total Fees			\$20,100

Items	Cost Per Item	Quantity	Total
<i>Uniforms</i>			
Jerseys	\$50	60	\$3000
Bib Shorts	\$60	60	\$3600
L.S. Jersey	\$75	30	\$2250
Vest	\$50	30	\$1500
Arm Warmers	\$25	30	\$750
Leg Warmers	\$35	30	\$1050
Bib Tights	\$100	30	\$3000
Helmets	\$125	30	\$3750
Socks	\$6	120	\$720
Sunglasses	\$38	30	\$1140
Summer Gloves	\$30	60	\$1800
Winter Gloves	\$35	30	\$1050
Short-Sleeve Skinsuit	\$95	30	\$2850
Long-Sleeve Skinsuit	\$110	30	\$3300
Short-Sleeve Speedsuit	\$185	30	\$5550
Long-Sleeve Speedsuit	\$200	30	\$6000
Cycling Shoes	\$250	30	\$7500
Winter Jacket	\$100	30	\$3000
Short-Sleeve Base Layer	\$35	30	\$1050
<u>Long-Sleeve Base Layer</u>	<u>\$45</u>	<u>30</u>	<u>\$1350</u>
Uniform Totals			\$55,560

Items	Cost Per Item	Quantity	Total
<i>Travel</i>			
Hotel Rooms	\$125	150	\$18,750
Meals	\$10	900	\$9000
Fuel For Each Vehicle/Weekend	\$150	60	\$9000
<u>Airline Flights</u>	<u>\$1500</u>	<u>13</u>	<u>\$19,500</u>
Total Travel			\$56,250
<i>Miscellaneous</i>			
Racks	850	5	\$4250
Individual Equipment Allowance	\$400	30	\$12,000
<u>Insurance</u>	<u>\$1000</u>	<u>2</u>	<u>\$2000</u>
Miscellaneous Total			\$18,250
Grand Total			\$150,160

Contact Us

Our primary objective is to promote your business endeavors, so let us know your goals, as well as any questions you have, as sponsorship packages and marketing opportunities can be developed and specifically tailored to meet your needs. Work with us to secure a package that helps to achieve your corporate goals.

David Cobb, Team Manager and President
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Brian Frazier, Sponsorship Director
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James Stout, International Sponsorships
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Thank You for Your Consideration

Partner with Team Traveller to generate global advertising exposure, build brand awareness, and develop a positive company image through cycling. With our diverse team and a history of clean racing and unyielding integrity, we are proud to offer involvement in a complete program that promotes fitness and a healthy lifestyle while achieving joint community recognition for our athletes and our sponsors.

Partnership is a win-win: your support will help strengthen our success and ability to make a positive impact locally while we promote your brand across the United States and abroad. We look forward to the opportunity to help you reach your target audience, increase visibility in new segments, and deliver messages to market in specific demographics.