



SPONSORSHIP PROPOSAL



BICYCLING DEMOGRAPHICS (U.S.)

LICENSED RACERS

- 72,000 Licensed
- 89% Male
11% Female
- 34 Median Age
- \$75K Median Household Income
- 81% College Graduates
- 27% Post Graduate
- 57% Professional/Mgr.
- 35% Married
- 67% Home Ownership

RECREATIONAL RIDERS

- 64 Million Total
- 48 Million Adults
- 31 Million Avid Cyclists
- 55% Male
45% Female
- 32 Median Age
- \$60K Median Household Income
- 70% College Graduates

CYCLING SPECTATORS

- 11 Million (est.)
- 9 Million Adults (16+)
- 50% Male
50% Female
- 37 Median Age
- \$75K Median Household Income
- 60% College Graduates

SOURCES

Simmons, MRI, USA
Cycling Membership,
Bicycling Magazine



ALIFORNIA BICYCLE RACING (CBR) IS GRASS ROOTS CYCLING,

and in case you skipped the title on the cover, this is our Sponsorship Proposal. We like cutting right to the chase to save everyone time so we'll do it here, too. We're interested in having you onboard as a sponsor. If this sounds good so far, and you've got a lot of money and/or product to send our way, skip to the last section and welcome aboard! However, if you need some convincing, we think we've done a nice job



putting together a proposal to tell you everything you need to know about sponsorship, cycling, and CBR, to assure you'll become a CBR sponsorship partner.

★ Sponsorship: What is it and Why?

A good basis for our sponsorship relationship is to agree what basic sponsorship involves. CBR is looking to establish sponsorship relationships where sponsor capital helps to support the ongoing operations and events carried out by CBR. In exchange, CBR will advertise and promote sponsors' products and services.

Most companies engage in sponsorships as part of their advertising and marketing campaigns. Big companies spend big dollars and time on sponsorships, but even small businesses know the value sponsorships can bring. Every local pizzeria seems to sponsor several baseball and soccer teams a year and then watches them come back again and again to eat and celebrate after their games.

Sponsorship provides traditional advertising plus more. Aside from frequent brand and logo exposure, sponsorship is a positive integration of your products, services, and brands that allows you to develop relations with customers and consumers while they engage in activities and events they enjoy.

Sponsorship is also a benevolent endeavor. Sponsors regularly take up relationships outside of commercial interest based on their desires to contribute to organizations and causes that meet and further their values and beliefs.



★ Why A Cycling Sponsorship Relationship?

Cycling is the second most popular recreational activity in the United States with more participants than golfing, skiing, and tennis combined! Cycling is a lifelong activity with appeal to children, adults, and families. Cycling's broad multicultural and multigenerational appeal provides sponsors with a large, enthusiastic, and diverse audience.

Competitive cycling has existed for over a century, but its profile has elevated to new heights in recent years in large part due to the popularity of America's most famous cyclist, Lance Armstrong. His story of overcoming cancer to becoming seven-time-consecutive winner of the world's most prestigious bicycle race, the Tour de France, has inspired and captured the interest of millions in the U.S. and worldwide. As a result, competitive cycling, and its sponsors are seeing significant growth in spectators and participants.



Opportunities for continued growth and exposure of the sport of cycling continue. In March, 2005, Tim Leiweke, president and CEO of Anschutz Entertainment Group, announced AEG's commitment to cycling by creating the Tour of California in 2006. With an expected investment of 35 million dollars, AEG is devoted to its vision of making the Tour of California "one of the great cycling events in all the world," but moreover, has firmly endorsed the view that the sport of cycling is growing to unprecedented greatness and financial opportunity.

Cycling is an exciting, technology-forward, sport that offers excellent

sponsor brands and products to increase brand awareness to an extremely large, affluent audience that has proven to be brand loyal and ready to buy.

★ Why A Cycling Sponsorship With CBR?

Founded in 2002, CBR's goal then and now is to grow the sport; to promote grassroots cycling by providing opportunity for new and existing cyclists to participate in well-organized, safe, and nurturing events. CBR's focus is on local and regional athletes and is committed to educating and developing new riders. CBR provides coaching clinics throughout the year to add to rider knowledge and confidence and returns a majority of revenue back to local participants. In just three years, CBR has become the preeminent regional racing association of Southern California, recognized for its value to the sport and its members. Geographically situated in the country's biggest cycling market, CBR and its sponsors are poised to support and benefit from cycling's growth.

Your sponsorship relationship with CBR will align you with a partner who is ready and willing to help you reach the vast and rich cycling audience. CBR uses multiple marketing and promotional efforts to reach participants and spectators, including: press releases, print advertisements in local, regional, and national publications, cross-promotional advertising, flyers, electronic media releases, direct marketing via e-mail membership communication, internet/website distribution, and event-day promotions (flyers, banners, tents, product distribution).

CBR will help to enforce your brand and positioning and your grass-roots community relationships. And because CBR is a 501(c)(3) non-profit organization, your donations are tax deductible!

CBR Offers These Standard Sponsorship Packages:

DIAMOND (\$5,000) – Includes: 1) Premiere Race Title, 2) Website Advertising, 3) Free Race Publications, 4) Logo Placement on Race Flyer, 5) Seasonal Updates

PLATINUM (\$3,000) – Includes: 1) Website Advertising, 2) Free Race Publications, 3) Logo Placement on Race Flyer, 4) Seasonal Updates

GOLD (\$2,000) – Includes: 1) Free Race Publications, 2) Logo Placement on Race Flyer, 3) Seasonal Updates

SILVER (\$500) – Includes: 1) Logo Placement on Race Flyer, 2) Seasonal Updates

CBR and its sponsorship packages are flexible to meet the needs of individuals or businesses of any size. CBR Cycling Team jersey logo spots are also available. Cash sponsorship is preferred, however, cost equivalent product donations can be arranged.

★ Ready To Become A Sponsor!

We want to talk to you. Call us, e-mail, or send a letter:

California Bicycle Racing (CBR)

Post Office Box 114

Sunset Beach, CA 90742-0114

Phone: 714-356-1214 - Fax: 714-964-0448

E-mail: VNCRacing@hotmail.com

Online: www.CaliforniaBicycleRacing.org



CBR INFO SNAPSHOT

- Founded in 2002
- Granted 501(c)(3) non-profit status in 2004 (ID #20-0276259)
- Board consists of volunteer members from local racing community

HISTORICAL & FUTURE HIGHLIGHTS

- 2001: Promoted 27 events with over 3,300 participants
- 2002: Promoted 28 events with over 3,600 participants
- 2003: Promoted 31 events incl. CBR State Championships, with over 5,000 entrants. Increased annual membership by 67%.
- 2004: Promoted 32 events incl. State Championships, with over 6,700 entrants. Increased licensed annual membership by over 60%.
- 2005: Promoted over 50 events incl. several State Championships, with over 8,000 entrants. Increased licensed annual membership to nearly 550 racers.
- 2006 Goals: Promote over 55 events (10%+ growth) and increase licensed annual membership to over 600 racers





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