

VELO

ALLEGRO

***SPONSORSHIP
PROPOSAL***

The Velo Allegro Cycling Club was founded in 1987 by a group of bicycle racing and fitness enthusiasts. Beginning with just 20 members, this Long Beach-based Club has grown to regularly include more than 100 members per year. While the Club's membership numbers have certainly changed, one thing has always remained the same—Velo Allegro's mission to actively support and promote the sport of cycling.

SPONSORING VELO ALLEGRO – BENEFITS

Sponsorship of Velo Allegro is a unique and rewarding sports marketing opportunity; a way to reach and message to Velo Allegro's large and diverse membership and the greater Southern California cycling community. Velo Allegro sponsors have multiple opportunities to showcase their products, services and brands.

Sponsor logos are displayed on the Club "kits" – jerseys, shorts, and accessories. Kits are worn by the Club's members in competition, training, and during other events throughout the year, throughout Southern California and beyond. Sponsors benefit from the frequent exposure of their logos/brands to hundreds of thousands of people over the hundreds of thousands of miles Club members ride and travel.



Velo Allegro regularly communicates with its members and the cycling community through its meetings, newsletters, e-mail broadcasts, website (VeloAllegro.org), and social media. The Club's numerous consumer touch points make them excellent venues for sponsor branding and promotion. Each sponsor receives additional logo placement and opportunities for feature stories, profiles, and brand offers throughout the year, delivered along with Velo Allegro's trusted abundance of cycling news and knowledge.

Velo Allegro, through its racing and community interaction, is a well-known and respected organization. With all their activities, members generate significant exposure for the Club and its sponsors to the general community and especially the cycling community. Sponsorship of the Club is an excellent opportunity for your organization to make a contribution to a worthwhile group, gain exposure for its products or organization, and support the sport of cycling.

VELO ALLEGRO – ON THE ROAD & TRAILS

At 100 to 150 members annually, Velo Allegro is among the largest clubs in Southern California. Member activities encompass the entire range of the sport, on-and off-road, from the heart-throbbing, adrenaline-pumping action of racing to long-distance endurance and recreational fun and fitness rides. Even though Velo Allegro is based in Southern California, members often travel throughout California, Nevada, and Arizona, and places beyond, to enjoy and participate in cycling events.

Many of Velo Allegro's members enjoy participating in challenging endurance rides, such as centuries (100 mile rides) and touring (scenic, lengthy road trips by bicycle).



Velo Allegro has a growing contingent of triathletes, mountain bikers (MTB), and cyclocross riders (CX). Some members are competitive athletes of other sports who use cycling to strengthen or supplement their fitness, such as skiers and in-line skaters. Others are involved simply for regular fitness or for the camaraderie of the Club.

Velo Allegro is a recognized club of the United States Cycling Federation (USCF), an association of the national governing body for competitive cycling, USA Cycling.



Many members are current or former racers of varying disciplines (road, track, MTB, CX) and categorization. Velo Allegro's strong, supportive racing program has produced numerous state, national, and world champions, helping to make the Club a two-time USCF District Club of the Year. Whatever the goals, Velo Allegro welcomes additional member growth, works to accommodate all member needs, and provides opportunities for members to enjoy cycling and improve their health and fitness.

VELO ALLEGRO – IN THE COMMUNITY

Velo Allegro members have been and continue to be involved in activities and events that strengthen cycling and the community.



Every year, Velo Allegro organizes one of the largest and well-known races in the area, the Velo Allegro Criterium, widely anticipated for its excellent prizes and fast paced racing. The event has earned a well-respected reputation, typically drawing over 500 competitors and several hundred spectators. Year after year the race draws a large number of competitors, which speaks to the quality effort put out by the Club and fantastic prizes provided by sponsors. Velo Allegro continues to add to its noteworthy events, which now include cyclocross races and fun rides.



Velo Allegro members are greatly involved as the Club's base city of Long Beach takes steps toward becoming the most Bicycle Friendly City in the nation. Velo Allegro has been instrumental in the changes necessary to turn the city into a friendlier place to ride, lending volunteer time, financial support, and decades of experience.

Velo Allegro helped initiate a helmet safety awareness program for the children of several Long Beach Middle Schools. Members generously contributed time at these schools to demonstrate the proper fit and benefits of wearing a helmet. City grants allowed the club to distribute several hundred free helmets to the children.

Velo Allegro proudly supports the Jonathan Jaques Children's Cancer Center (JJCCC) at Long Beach Memorial Miller Children's Hospital. The Club earmarks portions of its event proceeds and general funds to JJCCC, in addition to arranging of direct member support.

JOIN THE CLUB!

So now you're ready to join the Velo Allegro Cycling Club as a winning sponsor! Traditional sponsorship levels and associated kit positions are shown below. Additional sponsorship exposure opportunities include event signage (banners, canopies) and we'd be glad to discuss your ideas. Contact us to discuss developing a sponsorship program that's right for you.



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KIT SPONSOR LEVELS:	A	B	C	D
	\$5,000	\$2,500	\$850	\$500

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SPONSORS



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