



# MVP CYCLING TEAM

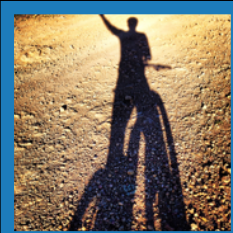
Road | Mountain | Triathlon



*Racing for a Reason*



*Promote & Celebrate*



*Giving back*



*Community Awareness*



## 2014 SPONSORSHIP OPPORTUNITY

*Champions Give Back*



MVP's Value through  
Values Program



**JESSIE REES FOUNDATION**

---

# MVP Cycling Team

## Sponsorship Opportunity - 2014

Value Through Values

---



### Sponsorship Summary

MVP Cycling Team & Club Program

Thank you for taking the time to review the MVP Cycling Team sponsorship proposal. Your time is valuable, so your consideration is greatly appreciated. Our program supports the sport of cycling, and promotes a positive and healthy lifestyle for both adults and youth alike. In addition, the MVP Cycle Team will operate as a not for profit entity. That said, our mission is to support both local cycling programs and children's cancer research through the

NEGU Foundation. These beneficiaries will be the driving force behind all of our efforts. We will ride and race for those who can't, those who want to, and those who need us to. The opportunity to join our team through your sponsorship will open the door to many possibilities!

To make all of this possible and to create a solid platform that will enable us to achieve our goals, we will need to align our team with like-minded sponsors who are seeking the opportunity to promote cycling, fitness, and a philanthropic mission. In return, we feel that your sponsorship will help us support these great causes and simultaneously provide a valuable marketing investment.

### Our Mission:

To challenge ourselves, stay fit, be a positive influence in the cycling community, be competitive, to give back, support those who support us, support each other and have fun doing what we love - riding and racing our bikes!

*The MVP Cycle Team - Champions Give Back!*



## Benefits to Sponsor

Why be a sponsor of the MVP Cycle Team?



MVP Cycling Team's continuing growth and success will ensure maximum exposure throughout the region. Teaming up with MVP Cycling is a close relationship with an organization of passionate advocates for an outstanding sport who promote a positive and healthy image while never losing sight of our philanthropic vision.

Enthusiastic, dedicated, committed, disciplined and supportive are a few virtues that can be used to describe the MVP Cycle Team. This team is intentional and by design. We have the chemistry and passion necessary to achieve results in

cycling and philanthropic endeavors. That said, we are looking for sponsors who share the ideals of hard work and giving back. We are also seeking a sponsor we can celebrate, support and promote. Our team members are consistently on the roads and at races, which creates a high volume of visual promotion. That will also be supported by our constant networking and story telling. This is dedication that excites us as a team. It is that same dedication that will be promoting the sponsors who support our passion. With all of our activities and interactions, our team generates significant exposure for the team sponsors.

Team & Club: MVP's Race Team is comprised of 20+ racers (and growing). MVP is partnered with the thinkASG Cycling club, which is an additional 70+ riders (and growing). Both divisions support the team mission while acting as a feeder system to the Cycling Team. Together, we will continue to grow and promote the overall program.

Celebrate: We want to tell the world about you. We want you to become a conversation piece for us when we are in the community. We want to pay homage to you and support your business at every opportunity.

Support: We want to utilize your business. We want to encourage our friends, family, fellow cyclists and co-workers to utilize your services and products. We want to get behind your company's efforts in the community.

Promote: We want to become advocates for your business and employ all of our connections, impressions and efforts to promote your business endeavors. This will be done on a multitude of levels with the end result being a maximization of your exposure.

Potential Impression Locations:

- Both MVP Websites (over 1000 page visits per week)
- Logo on MVP Cycle Kits
- Email blasts to MVP's database of 4500+ contacts
- Integration into MVP's Strava Club & Rider profiles
- Print materials
- Blog Posts (both organic and sponsored)

- Sponsor Banners hung at MVP Cycle and Events
- Logo on Team T-Shirt
- MVP Social Media efforts

Ideally, we would like to partner with someone we can get behind as we want to celebrate our relationship! Having a sponsor who we can support, promote and be proud to have on our kit will create a mutually beneficial relationship that can remain intact for years to come.

If your business simply wants to be involved with us in exchange for having a logo on our kit and be listed in all of our designated sponsor locations while knowing that it may be tough for us to reciprocate the support, well, that works too as we will all be supporting several great causes.

Either way, your sponsorship will ultimately go toward helping us achieve our mission, which will help others... this is a win in our books!

## Overview the MVP Cycle Team

Who we are:

We are a group of cycling enthusiast who have committed ourselves to cycling through our training and racing. As a not-for-profit team, we will generate funds via team membership, team kit sales, hosted events, fund raisers, sponsors and ad placements. The funds generated will go to offset operational cost for the team, which will include team kits (jerseys, shorts and accessories), event costs (future event details to come), team rider race reimbursements and any customary and usual operation costs. However, the goal to run the team as lean as possible in order to optimize our philanthropic interests! The MVP Cycle Team will support NEGU both physically and financially. Supporting NEGU's efforts and Children's Cancer Research while embracing the kids who are currently fighting cancer themselves will be at the root of all our efforts. Additionally, a portion of all proceeds will be directed toward supporting local cycling events to help build the community and local cycling coalitions that help ensure the future and safety of SoCal cycling.

MVP Cycling Club is an active member of the United States Cycling Federation (USCF), an association of the national governing body for competitive cycling, USA Cycling. Our members are current racers of varying disciplines (road, triathlon, MTB and CX) and race categorization.

## Sponsorship Packages

Express your corporate values through sponsorship

Your sponsorship investment will empower the MVP Cycle Team to support great causes while gaining your company a new and effective Marketing approach. MVP will be competing in road, mountain, and triathlon events. This ensures a very diverse cross section of exposure. What do you get in return for your sponsorship dollars? MVP has outlined four Podium Sponsorship Programs. Which opportunity works best for you and your company?



### Podium Packages:

GOLD, SILVER, BRONZE & HONORABLE





## Gold Title Sponsor - \$3000

We are seeking one Gold Sponsor who will be our primary sponsor to enjoy the following:

### Gold Sponsor Access to the MVP Network

- MVP Cycle Center
- MVP Physical Therapy
- MVP Sports Center

MVP Cycle was born out of our passion for cycling and was integrated into the MVP family in 2011. Additional support will come from the entire MVP family. Additionally, the marketing campaign deployed from your Gold sponsorship package will spill into all other facets of MVP. This will include items such as website impressions, blog posts, email blasts to our database of 4500+ people we have worked with since 2000 and a visual banner presence in our physical location.

### Gold Sponsor Advertisement

- Gold position company logo on the custom MVP Cycle Team kit (see kit layout below)
- Company logo on all MVP apparel
- "Presented by" naming to the MVP Cycle Team
- Exposure and/or a presence at MVP hosted events
- Company logo and web links on all MVP website
  - Dedicated web page, Logo Links & Cross links
  - Dedicated web page specific to your company, its mission and your sponsorship
- 6 synergistic blog posts on all the MVP websites with links included in email campaigns
- Regular announcements on MVP's social media pages
- Impression on MVP fliers and print ads
- Inclusion on MVP email blasts to our entire database, including copy, photos & ads
- Ability to send special offers to MVP's Team, family members and database 3x/yr
- Team Photo Op at your business and a 8x10 canvas printed picture

### Additional Gold Sponsor Perks

In addition to all of the Gold Package benefits, MVP will also extend the to sponsor representative the following:

- A complimentary one-year gym pass to MVP Sports Center for 6 people
- 15% off all fitness programs at MVP fitness programs
- 20% off all Felt bikes and bike parts
- 20% off all nutritional supplements
- 15% discount on all bike maintenance & services



*\*The pictured kit is intended to be an example. It is not the final design and is subject to change.*



## Silver Sponsor - \$2000

---

We are seeking three silver sponsors. Silver Sponsors will enjoy the following:

### Silver Sponsor Limited Access to the MVP Network

- MVP Cycle Center
- MVP Physical Therapy
- MVP Sports Center

Additional support will come from the entire MVP family via the marketing campaign deployed from your silver sponsorship package will spill into all other facets of MVP. This will include items such as website impressions, blog posts, email blasts to our database of 4500+ people we have worked with since 2000.

### Silver Sponsor Advertisement

- Secondary presence on the custom MVP Cycle Team kit
- Company logo on all MVP t-shirts
- Exposure and/or a presence at MVP hosted events
- Company logo and web links on all MVP website
- 1 synergistic blog posts on the the MVP websites
- Announcements on MVP's social media pages
- Secondary impression on MVP fliers and print ads
- Inclusion on MVP email blasts to our entire 4500+ person database
- Team Photo Op at your business and a 8x10 canvas printed picture

### Silver Sponsor Perks

In addition to all of the Gold Package benefits, MVP will also extend the to sponsor representative the following:

- A complimentary one-year gym pass to MVP Sports Center for 3 people
- 10% off all fitness programs at MVP fitness programs
- 15% off all Felt bikes and bike parts
- 15% off all nutritional supplements
- 10% discount on all bike maintenance & services



## Bronze Sponsor - \$1500

---

We are seeking three Bronze sponsors. Bronze Sponsors will enjoy the following:

### Bronze Sponsor Access to the MVP Network

- MVP Cycle Center
- MVP Physical Therapy
- MVP Sports Center

Additional support will come from the entire MVP family via the marketing campaign deployed from your bronze sponsorship package will spill into all other facets of MVP. This will include

items such as website impressions, logo links on email blasts to our database of 4500+ people we have worked with since 2000

### Bronze Sponsor Advertisement

- Tertiary presence on the custom MVP Cycle Team kit
- Company logo on all MVP t-shirts
- Exposure and/or a presence at MVP hosted events
- Company logo and web links on all MVP website
- Announcements on MVP's social media pages
- Logo on MVP fliers and print ads
- Company logo on MVP email blasts to our entire database
- Team Photo Op at your business and a 8x10 canvas printed picture

### Bronze Sponsor Perks

In addition to all of the Bronze Package benefits, MVP will also extend the to sponsor representative the following:

- 10% off all fitness programs at MVP fitness programs
- 10% off all Felt bikes and bike parts
- 10% off all nutritional supplements
- 10% discount on all bike maintenance & services

In addition to the above listed sponsorship options, the MVP Cycle Team will consider any sponsorship proposals to accommodate any level of support and marketing budget time frame.

## Honorable Sponsor - \$500

We are seeking honorable sponsors. Honorable Sponsors will enjoy the following:

- Company Logo Link on the MVP Sites
- Company logo on all MVP t-shirts
- Social media announcements
- Bronze Sponsor Perks



### ***Opportunity Recap:***

#### MVP Cycling Team Podium Packages

- Gold Sponsor - \$3000 (One Opportunity)
- Silver Sponsor - \$2000 (Three Opportunities)
- Bronze Sponsor - \$1500 (Three Opportunity)
- Honorable Sponsor - \$500 (Open Opportunities)

Thank you for your consideration

Thank you for your time and consideration in supporting the MVP Cycling Team, our efforts and our charities. Should you want to take advantage of this opportunity or is you are interested in more information, please do contact us directly.

Kind Regards,

**Jake von Duering**

[jake@mvpcycle.com](mailto:jake@mvpcycle.com)

(949) 855-0100



20431 James Bay Circle  
Lake Forest, CA 92630

A proud supporter of



The MVP Cycle Team - Champions Give Back!





## Cycling Demographics

Cycling sponsorship provides access to very attractive consumer demographic.

An estimated 90 million Americans are active in some form of cycling, including 20 million cycling enthusiast. There are more bicyclist in the U.S. than skiers, tennis players and golfers combined! As an added bonus, they are also a desirable market with a large discretionary income. The largest demographic in the elite cycling fan base is affluent, upscale, and well educated with an average income of over \$80,000, a median age of 38 and a college graduate profile of over 90%. These individuals spend more than \$5.5 billion annually to participate in the fastest growing amateur and spectator friendly sport in the United States.

Competitive cycling has everything your company needs for mass media attention: speed; danger; drama and inspiring feats of athleticism; therefore it has the ability to reach a desirable audience. The result of this is a sport that promotes a lifelong activity that appeals to people of all ages making it possible to reach a broad audience that goes beyond the demography of other sports. The sport of cycling offers a healthy lifestyle, it is environment-friendly, and is a technologically innovative sport.

## Key Cycling Statistics and demographics:

Typical Cycling Audience

- 90 million cyclists in the US
- 65 million people attend professional cycling events
- 6 million bicycle commuters
- 250,000 competitive adult cyclists in the US
- There are 8 million plus viewers in the USA alone (3 distinct groups):
  - *Spectators who directly view the events (Avg. age 39)*
  - *Novice-cyclists who view events on television (Avg. age 42)*
  - *Enthusiast-cyclists who view events on television (Avg. age 33)*
- Avid cyclist are 51% more likely to be self-employed. In fact, 3.4 million of the 8.3 already are.

*\*\*Sources: Velonews, Bicycle Business Journal, Bicycle Manufacturers Association of America, Bicycle Market Research Institute, Bicycle Retailer & Industry News, Cycle Press, JETRO-New York, National Bicycle Dealers Association, National Sporting Goods Association, Sporting Goods Manufacturers Association, US Dept. of Commerce.*

US Cyclists Demographics\*

- 85% are between the ages of 25-54 • 63% are between 25 and 44
- 55% are male; 45% are female
- 63% are professional managers
- 90% have attended college
- 39% have post-graduate degrees
- 52% rate their brand loyalty as high
- \$80,000 Median household income for cyclist • 50% own a truck and/or SUV
- 53% married
- 72% plan to spend \$200 within a year on recreational equipment
- 70% use the internet more than 5 times per week • 60% use cellular phones
- 30% plan to buy a vehicle within a year
- 30% plan to buy a computer within a year

- 23% plan to buy a house within a year
- 13% made purchases online (up 15% from the USA avg.) • 13% request product info. online (up 21% from the USA avg.)

*Even more relevant is the fact that greater than 8.3 million of the above are avid riders—those who ride at least 52 times per year.\**

#### Cycling Information and and Demographics Facts About Cycling

- One of the most popular and fastest growing sports in the world
- The second most popular recreational activity in the US
- One out of every three Americans participates in the sport at some level
- Cyclists is the third largest participation sport, more than golf, skiing, and tennis combined

*"Cycling's fans remain fiercely devout and frighteningly informed – as regards to the nuances of their chosen sport, nobody else comes close" - GQ Magazines*