

# Verrazano Team Racing

## Sponsorship Proposal

In sport and in business, success requires a comprehensive approach. Sports sponsorship can make a great addition to your marketing strategy. Please consider partnering with our cycling team as a low-cost, dynamic method to create visibility for your marque at racing events and on social media.

### **About Us:**

Verrazano Team Racing is an active and dedicated cycling team with 20 strong riders from around the world. 2016 has been a great season – as a team we worked together to earn many victories and podium finishes. For the 2017 season we expect to build on these successes and grow our organization. We are motivated and on track to win.

### **Sponsorship:**

Verrazano Team Racing wants to partner with your brand. First, we will wear your graphics on our team uniform for on-the-road advertisement in New York City during racing and training. In addition, we have an active presence on social media for exposure online.

We race on the road 2-3 days per week for 7 months out of the year (March-September), and train as often as 3-4 days per week year round. Additionally, we are building a cyclocross team that will race 1-2 days per week from October-December. Cyclocross is surging in popularity in the US and popular for spectators. For each race and ride we make sure to post video and photos to Facebook and Instagram, and credit and tag our sponsors. This adds to your company's visibility both in-person and on social media - marketing to the contemporary, discerning consumer.

As an amateur team, each member covers their personal costs - we race because we love the sport. With outside financial support, we can cover additional costs that will allow us to grow our team and get to a higher level of competition. This can pay for coaching, jumpstart young talented athletes, and travel to compete in spectacular multi-day racing events. In addition, we can provide emergency assistance to our team members in the instance of a crash or injury.

Per rider, we request a contribution of \$150 or equivalent value in goods and services, to help cover these necessities. With your help, we can focus on training, racing and winning.

We are confident that in return for your sponsorship, we can offer you on-the-road advertising by daring and talented ambassadors on bikes. Our members ride daily and the amount of exposure is unlimited. Together, we can be a winning formula in 2017.

## Team History

Verrazano Team Racing is enriched by members from around the globe, including military. We are diverse in background and in racing talent, a boon to teamwork and comradery. We had success in the intermediate category in 2015, and qualified for elite races in 2016 where we've secured new victories and top placing. See our podium results below:

Date	Place	Member name	Race name
6/9/2016	3/35	Aliaksandr Kochatau	UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM
<b>6/7/2016</b>	<b>1/17</b>	<b>Paul Tarter</b>	<b>I WILL FOUNDATION Tuesday Night Race Series</b>
6/7/2016	2/17	Walton Francis	I WILL FOUNDATION Tuesday Night Race Series
6/7/2016	3/17	Patrick Schnell	I WILL FOUNDATION Tuesday Night Race Series
6/2/2016	2/27	Sean Gordon	UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM
<b>5/26/2016</b>	<b>1/43</b>	<b>Sean Gordon</b>	<b>UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM</b>
5/26/2016	3/43	Paul Tarter	UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM
5/24/2016	2/12	Walton Francis	I WILL FOUNDATION Tuesday Night Race Series
5/21/2016	2/72	Wojtek Komsta	Tour of the Battenkill Gran Fondo 68mi Cat4 40+
<b>5/19/2016</b>	<b>1/37</b>	<b>Sean Gordon</b>	<b>UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM</b>
5/19/2016	2/37	Aliaksandr Kochatau	UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM
5/19/2016	3/37	Boguslaw Wielgos	UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM
<b>5/15/2016</b>	<b>1/53</b>	<b>Boguslaw Wielgos</b>	<b>Lucarelli&amp;Castaldi Cup</b>
5/15/2016	2/37	Patrick Schnell	Lucarelli&Castaldi Cup
5/12/2016	2/20	Aliaksandr Kochatau	UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM
5/10/2016	3/13	Paul Tarter	I WILL FOUNDATION Tuesday Night Race Series
4/28/2016	2/16	Walton Francis	UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM
4/24/2016	2/41	Walton Francis	Lucarelli&Castaldi Cup
4/21/2016	2/23	Aliaksandr Kochatau	UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM
4/16/2016	3/10	Walton Francis	Castelli New York City Cycling Series
4/7/2016	3/14	Sean Gordon	UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM
3/6/2016	2/24	Greg Hammtree	W.S. UNITED'S / CHAMPION SYSTEM SPRING SERIES
8/18/2015	3 / 36	Sean Gordon	I WILL FOUNDATION Tuesday Night Race Series
8/16/2015	1 / 15	Lionel Senior	MangoSeed Restaurant - W.S. UNITED Graveyard series
8/11/2015	1 / 17	Greg Hammtree	I WILL FOUNDATION Tuesday Night Race Series
8/9/2015	1 / 15	Lionel Senior	MangoSeed Restaurant - W.S. UNITED Graveyard series
8/2/2015	3 / 18	Sean Gordon	Tour of the Catskills
7/21/2015	2 / 15	Lionel Senior	I WILL FOUNDATION Tuesday Night Race Series
7/12/2015	2 / 19	Lionel Senior	Liberty Cycle New Jersey State Criterium Championships
7/9/2015	1 / 34	Greg Hammtree	UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM s/b by ROY'S
6/19/2015	2 / 16	Lionel Senior	Kreb Cycle Friday Night Races
6/4/2015	3 / 26	Greg Hammtree	UNITED'S RUBAIX RACE SERIES p/b CHAMPION SYSTEM s/b by ROY'S
5/16/2015	2 / 22	Yakov Levin	2017 Syracuse Race Weekend
5/12/2015	1 / 38	Aliaksandr Kochatau	I WILL FOUNDATION Tuesday Night Race Series
5/12/2015	1 / 16	Greg Hammtree	I WILL FOUNDATION Tuesday Night Race Series
4/11/2015	3 / 55	Aliaksandr Kochatau	Cherry Blossom Challenge
3/29/2015	1 / 27	Yakov Levin	Kissena Spring Classic
3/28/2015	3 / 52	Aliaksandr Kochatau	Branchbrook Park Spring Series
3/14/2015	2 / 36	Yakov Levin	CRCA Grant's Tomb Criterium
3/14/2015	1 / 31	Yakov Levin	CRCA Grant's Tomb Criterium

## What we offer

We have a dedicated team website. Sponsor logos will be prominently displayed on each page, with links to your site.



In addition, your logo and links will be featured on our team Facebook page. Each team member frequently posts to Instagram and Facebook, followed by a list of sponsor hash tags:






We have an active presence on Strava, a popular social media service within the cycling and running community. Strava tracks our rides, and mileage for friendly competition with other athletes. Additionally, photos posted to Instagram during group rides will concurrently show up on Strava, creating more exposure.

**STRAVA** Dashboard Training Explore Challenges

Overview Analysis Premium

Heart Rate Power Curve Zone Distribution 25 W Distribution

Today was a great race! Masaharu got 2nd, I got 6th Thank you to all our friends #VerrazanoBikeShop #GoMacro #EliteEndurance #MeAndGeneralDesign #MagicHandsPT #RidgeSupplySocks #CozineDental for support! We really appreciate your help! #brooklynbikeshop #VerrazanoCycles #verrazanobikes #VerrazanoTeamRacing #VerrazanoTeam #racing #bikerace #roadrace #cyclinglife #enjoyinglife #ilifeisgood #greatday #goodmood #amazingday #BrooklynDentist #BrooklynAcupuncture #BrooklynPT #MacroBar #CyclingSocks #ArchitecturalDesignNYC #GreatSnack #EnergyBar #ArchitecturalDesignBrooklyn



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Fort Wadsworth Gravesend Marine Park Rockaway Community Park

## **Team Management and Contact Information**

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## **Team Resources**

Instagram: [@pcdocstar](#)

Facebook: [Verrazano Team Racing](#)

Strava: [Verrazano Bikes](#)

Website: <http://verrazanocycles.com/team/index.html>