



Cross Creek Cycling Club

2008 Event Sponsorship & Agreement



Club History

We are proud to have continued support from our sponsors and ask that when you visit or call upon them, to mention how you found or heard about them. During the last four years our club has grown its' membership by 400% and is looking forward to continued growth this year. Our membership is as diverse as anyone can imagine. Our youngest active rider turned 9 last year and our most mature turned 76. Many of our members are active duty or retired military, who with their family members enjoy the sport of cycling in a club environment.

We accomplished many key things that not only enhanced the club as a whole but also our community. Our members volunteered and participated in many community and charitable events like: Raising more than \$75,000 for local and national charities ; Assisted organizers and rode in both Cumberland and Scotland Counties Habitat for Humanity bike tours and rides; Provided new helmets and countless hours of mechanical support for the Moses Mathis Christmas Bike-Giveaway that donates new and reconditioned bikes to those that would otherwise not have the opportunity to own one; There have been many other ride and non-ride activities that have supported the community and club in positive ways; New for 2007 was the development of "Operation Spin Cycle" that assists wounded soldiers in the Warrior Transition Battalion on Fort Bragg; and Operation One Voice that provides assistance to wounded soldiers as well.

Many are pleased to know that we continue to be a USA Cycling sanctioned club. Significant accomplishments we are very happy to receive were our selection by USA Cycling as Best New Club of the Year for 2004, Masters Club of the Year for 2005 & 2007, and Division III Club of the Year 2007. Only one club in the nation receives these awards per year and is a testament to the positive efforts of our members. Currently our USA Cycling racers race throughout the nation from Detroit to New Jersey to all over the Carolina's and are doing quite well. From our humble beginnings four years ago, hosting a time trial training series, an all category 40 kilometer time trial, and road race on the roads of Fort Bragg both attracting more than 200 racers; to last year's Dragon's Challenge and NC State Criterium Championship with over 550 riders; we will again host the Dragon's Challenge on Fort Bragg and the NC State Criterium Championship all on Memorial weekend 2008.

Demographics

Cyclists in the Fayetteville area are goal-oriented, educated, and motivated individuals who have discretionary incomes, and are socially and environmentally conscious.

150+ member cyclists

Median age, 37

Male 73%, Female 27%

Military, 60% (Combined active duty, Reserve, National Guard, and family members)

Experience Levels based on member survey

Beginner, 0-1 yrs - 20%

Intermediate, 2-3 yrs - 35%

Advanced, 4+ yrs - 45%

Median Income, approx \$50k/yr

College Graduate, 55%

USA Cycling Licensed Racers, 20%



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2008 EVENT SPONSORSHIP OPPORTUNITIES

For the 2008 season, we are offering a wide range of Sponsorship levels. Public recognition, visibility and exposure of your company or business with the Cross Creek Cycling Club (C4) can be a win/win for both C4 and the sponsors. Sponsors have the unique opportunity of direct sales and marketing to members in multiple areas: Bikes, accessories, clothing, bike maintenance, general fitness equipment, nutrition, cars, professional services, and many more. Please take the time to review what we have to offer. Please note that sponsorship is not a guarantee that club members will take advantage of your products or services. All members will have your information in order to promote and recommend you to friends, family, and the community. If you have any questions or suggestions, we would love to hear them.

Purpose of Sponsorship

The purpose of the 2008 Cross Creek Cycling Club (C4) event sponsorship program is to allow the club and its sponsors to expand their opportunities and help the community grow in the sport of cycling. We are looking for sponsors who are willing to share this mission by enhancing the cycling experience of our members, event participants and the community at the same time.

Our real value proposition to vendors and potential sponsors is access to our membership of dedicated cyclists currently with over 150 members. In addition, our Memorial Weekend events are expected to draw 800+ racers and are being held in conjunction with the Fayetteville Glory Days Festival and the All American Week on Fort Bragg. These events alone have an average attendance of over 20,000 for the week. Event sponsorship provides the ability for one-of-a-kind marketing exposure via our events and publications on our website and print. We will be publishing an 18+ page booklet that will be distributed to attendees the week prior and during the race events in May.

Types of Sponsorship

We currently recognize two types of sponsorship, financial and in-kind. Financial sponsorship is the main type that directly supports the Memorial Weekend Race events. As an option to actual monies, a limited number of sponsors may use their services and or products as in-kind sponsorship. This type is limited to a very few sponsors and usually falls into the "General Product Sponsor" category. Your products and or services must have a direct application and benefit to the cycling events and participants. If you desire to be an "In-Kind" type of sponsor, please contact the Club President at (910) 987-1888 to schedule an appointment to discuss what you have to offer.

Event Sponsorship Guidelines

This category makes it easy for you to come out and support the club and our activities as well as promote yourself with our audience. Below are the levels for event only sponsors. Please note that competitive events require more money than prizes to make it a successful event. The amount of prizes in lieu of cash contributions will be limited based on the type and level of each event. Please review the descriptions below. Levels may change based on the scope of the event. *Listings and detail of information is based on media publication size and available space. *Cross Creek Cycling Club may at its sole discretion revise these Guidelines at any time without notice.*

Event Sponsorship Levels

Title Sponsor, Platinum, Gold, Silver, Bronze, General Product/Services Sponsor

****In the event there are no "Title" sponsors, the executive committee will make the space available for charitable organizations and may limit the number of copies produced.**

Title Event Sponsor—\$5,000 and greater (Cash Only) Limited to one per event

- Event co-named with name chosen by C4
- *Prominent Logo recognition on the C4 website event sponsor pages for a period of one year from event date.
- Prominent logo placement and detailed information listing as Pro Level Sponsor in all event promotional information and advertisements.
- **For multi-event weekend, 2+ pages (at least one in color, and name/logo on front cover) of advertising space in event booklet**
- Ability to setup your tent or canopy to promote your business, services, and or products.
- Banner displayed on race or event day (Business must provide banner) in key location.
- A portion of time during awards ceremonies for sponsor recognition
- Sponsor recognition throughout event(s) via the announcers

Platinum Level Event Sponsor—\$1,000 to \$4,999 (Cash Only) Limited to five per event unless there is no "Title Sponsor"

- Prominent Logo recognition on the C4 website event sponsor pages.



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- Prominent logo placement and detailed information listing as Pro Level Sponsor in event promotional information and advertisements.
- **For multi-event weekend, 1+ page of advertising space in event booklet**
- Ability to setup your tent or canopy to promote your business, services, and or products.
- Banner displayed on race or event day (Business must provide banner) in key location.
- A portion of time during awards ceremonies for sponsor recognition
- Sponsor recognition during event ceremonies

Gold Level Event Sponsor—\$500 to \$999 (Cash Only) Limited to five per event

- Logo recognition on the C4 website event sponsor pages.
- Logo placement and information listing as Elite Level Sponsor in all event promotional information and advertisements.
- **For multi-event weekend, 1/2+ page of advertising space in event booklet**
- Ability to setup your tent or canopy to promote your business, services, and or products.
- Sponsor recognition during event ceremonies

Silver Level—\$300 to \$499 (Cash Only) Limited to ten per event

- Logo recognition on the C4 website event sponsor pages.
- Logo and basic information listing as Pro-Am Level Sponsor in all event promotional information and advertisements.
- **For multi-event weekend, 1/4+ page of advertising space in event booklet**
- Sponsor recognition during event ceremonies

Bronze Level—\$100 to \$299 (Cash Only)

- Logo recognition on the C4 website event sponsor pages.
- Logo listing as Novice Level Sponsor in all event promotional information and advertisements.
- **For multi-event weekend, Logo or Name placed on logo page in event booklet**
- Sponsor recognition during event ceremonies

General Product Sponsor (Normally free product handouts are provided to the participants and their guests. Items may also be included in participant goodie bags at registration and or prize/award bags)

- Logo recognition on the C4 website event sponsor pages.
- Logo listing as General Product/Services Sponsor in event promotional information and advertisements as space permits.
- Ability to setup your tent or canopy to promote your business, services, and or products.

Our commitment to you as a sponsor

The Club appreciates the importance that sponsors gain a return for their support. The Club undertakes to promote your business and actively encourages not only members but also casual and formal contacts made throughout the community to support your business. The Club will ensure that one of its officers acts as your ongoing contact. Throughout the year, you are invited to attend the monthly club meetings, charity and competitive events, and any of our rides. During our monthly meetings, we generally have a theme that is prevalent. We have everything from cycling safety and fitness education to financial management. You will be invited to come and promote any and all products and services you provide to not just our cyclists, but the community at large.

In our 4+ year history, our membership has grown significantly due to the recognition and interest in cycling. Members participate in all levels of tours and races ranging from local to regional events. Our club is active in the cycling community by providing volunteers to assist in many area events and the club is usually present with a information booth at locally hosted events.

C4 also recognizes the value of the businesses and individuals that sponsor the club and its events and makes every effort to give the sponsors maximum name exposure to their target consumers. This exposure ranges from hanging banners provided by the sponsors, putting the business name and logo on event merchandise and promotional items, listing the businesses on the C4 website. Since 2004 the C4 website has drawn over one million hits per year. Our website is professionally managed and optimized for all major search engines. We also monitor your logo's "Click-Thru" performance and can provide email letting you know how many visitors are finding you through us. On average, logo "click-thru" referrals run as high as 4,000 per month from our website to yours. Your business can truly benefit from our online presence.



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The following is an event sponsorship agreement between the **CROSS CREEK CYCLING CLUB** and _____ . I _____ am a legal representative for the above named business or entity and by signing this agree to the terms and conditions outlined in the sponsorship agreement that was provided with this form. This agreement shall be in force for the period specified below. Please complete the information below and initial each line you have selected. If you are not interested in continuing your previous sponsorship, please fill in the bottom of the form and return it as soon as possible.

Event Sponsor Selection

Select	Level	Amount of Commitment	Type (Cash or In-Kind)	Initials
	General Product / Services Sponsor	\$		
	Bronze—\$100-\$299.00	\$	Cash	
	Silver—\$300 to \$499	\$	Cash	
	Gold—\$500 to \$999	\$	Cash	
	Platinum—\$1,000 to \$4,999	\$	Cash	
	Title—\$5,000 or greater	\$	Cash	

I agree on this date _____ to provide **Cross Creek Cycling Club** a copy of this signed agreement either in hand or at the address below and not later than **March 20th, 2008**. Monies are due not later than **April 10th, 2008**. In-Kind sponsorship will be handled on an individual basis to coordinate products and or services to fulfill this agreement. Within 15 days of receipt, the C4 President will review this agreement and if accepted, sign and return a copy to you. I/We further agree to provide with this agreement or via email, an authorized version of our current LOGO and any information to be used in event publications for print and online publications. I/We understand that the event coordinator may edit the information provided based on readability, content, and space available if necessary. I understand that I may include coupons and other information on handouts to be placed in participant registration and information bags.

<div style="display: flex; justify-content: space-between;"> Sponsor Signature Date </div>	<div style="display: flex; justify-content: space-between;"> Club President's Signature Date </div>
<div style="display: flex; justify-content: space-between;"> Printed Name Robert F. Havens </div>	<div style="display: flex; justify-content: space-between;"> () (910) 987-1888 </div>
<div style="display: flex; justify-content: space-between;"> Telephone including area code </div>	
<div style="display: flex; justify-content: space-between;"> Address City State Zip Code </div>	