

# 2016-2017 SPONSORSHIP PROPOSAL

## Ciclistas del Valle Cycling Club



### Largest Cycling Team in the Central Valley

Ciclistas del Valle Cycling Club, founded in 2009, is a race focused team that encourages cycling as a sport for fitness, health and enjoyment throughout the Central Valley and beyond. Our members are provided resources and support that help develop advanced skills necessary for participation in competitive and advanced non-competitive cycling activities, including road, cyclocross, MTB, track, and tris.

### Strength in Numbers

With membership over 120, CdV is one of the largest clubs in NorCal, and the biggest and most established team in the Central Valley. The numerous active racers on the team have competed across the state and beyond, posting multiple wins and podium finishes. CdV has also expanded this year to include a dedicated triathlon team. This team has it all -talented road racers, an active cyclocross team, focused triathletes, amazing endurance cyclists, enthusiastic century and double century riders. We are a friendly, committed and motivated group of cyclists.



### Membership Continues To Grow

Our team draws high caliber cyclists from the Central Valley, Bay Area, Sierra Nevada Foothills and Sacramento area. We are united by our love of cycling and passion for competition and self-improvement. CdV members are some of the most dedicated people around. We train smart, ride safe, and race hard.



### CONTACT US

Ciclistas del Valle Cycling Club  
P.O. Box 744 Modesto, CA 95353-0744

Additional Team & Sponsorship Info:  
Doug Vrieling, President  
dvrieling@gmail.com or 925-784-5968

[www.ciclistasdelvalle.org](http://www.ciclistasdelvalle.org)

<https://www.facebook.com/cdvcyclingteam>





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### How It All Began

Bicycle racing has been a local sporting activity since long before the Amgen Tour of California came to town. Cyclists from throughout Stanislaus and surrounding counties formed race teams and competed in organized bike races since the 1970's, many of whom remain active in the sport to this day. Although those earlier teams are no longer active, former members continue to enjoy the fast group rides that have always been a part of their regular training routine. In the fall of 2009, a new bicycle club was founded for the purpose of re-establishing the tradition of competitive cycling in our area. This club was Ciclistas del Valle, meaning "Cyclists of the Valley". CdV, as the club is often called, promotes a higher level of fitness among cyclists by organizing group rides and other activities for all abilities along with structure, development, and encouragement for racing and training. The club is a member of USA Cycling, the primary governing body of bicycle racing in the USA, and promotes the sport of bicycle racing throughout the Northern California region. As a non-profit organization, CdV also provides direct benefits to the local communities through support and participation in charitable and civic activities.



### CdV & FSB Cycling Team

Ciclistas del Valle is commonly referred to as "CdV". The primary benefit of being our Title Sponsor is that the business receives naming rights. For many years, Funsport Bikes has been CdV's generous title sponsor, therefore we are known as the "Funsport Bikes Cycling Team". The kit design each year features our title sponsor, extending the reach of their sponsorship. Variations often heard at races, rides and events are "FSB" or "FSB Cycling Team". All of these names refer to CdV.

### Turlock Lake Road Race

Bicycle racing as a competitive sport enjoys popularity throughout the world. Thanks to American events such as the Amgen Tour of California and the USA Pro Cycling Challenge, awareness of bike racing has increased tremendously. This rise is seen in our local area as well, due to the recent stage finishes in Modesto and stage finishes in Modesto and stage starts in surrounding areas. The Turlock Lake Road Race celebrated it's 6th Anniversary in 2016 with another successful race. CdV puts on this well respected annual event which is always one of the most anticipated races on the NCNCA calendar because of the excellent course and how extremely well run the event is. Planning is already under way for 2017, and TLRR promises to be bigger and better than ever! This race further increases the positive exposure the team and our generous sponsors receive.



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## Sponsor Levels & Benefits

### TITLE SPONSOR - \$5,000

- Naming rights (e.g. "Your Company" Cycling Team)
- Most prominently displayed logo on front and back of jersey, side panels of shorts/bibs, and most accessories
- Prominent logo display on team website with link to your business website
- Two complimentary team "kits" (jersey & shorts/bibs)
- Honorary club membership for one person
- Regularly scheduled rides starting from your business location

### SECONDARY SPONSOR - \$2,500

- Prominent logo display on front (to the right side of zipper) and back of jersey, or alternate negotiated location(s).
- Logo displayed on team website with link to your business website
- One complimentary team "kit" (jersey & shorts/bibs)
- Honorary club membership for one person
- Occasional rides starting from your business location

### TERTIARY SPONSOR - \$1,000

- Logo displayed on either the shoulders of the jersey; jersey side panels; back of shorts/bibs; arm bands; leg bands; or alternate negotiated location(s)
- Logo displayed on team website with link to your business website
- One complimentary team "kit" (jersey & shorts/bibs)
- Honorary club membership for one person
- Occasional rides starting from your business location

### POCKET SPONSOR - \$500

- Logo display on back pocket or alternate negotiated location(s)
- Logo display on team website with link to your business website
- Honorary club membership for one person
- Occasional rides starting from your business location

## Details of CdV Sponsorship

CdV offers local businesses a unique method of promotion in the local community and beyond by prominently displaying their company logos on the club/team uniform, also known as a "kit". These kits are worn by all members during competition, training and during other cycling events in and around California. Membership continues to increase, and with 120 active members on the local roads, pedaling thousands of miles a year, your logo, company and brand will receive ample exposure. CdV continues to attract high caliber riders and racers. Nearly all of our sponsors continue their support and return each year, resulting in low turnover. We appreciate this commitment and are always looking for ways to promote our sponsors and thank them for their support.

CdV maintains a web presence at [www.ciclistasdelvalle.org](http://www.ciclistasdelvalle.org); the logos of our sponsors are displayed on the home page of the site with hyperlinks to our sponsor websites. The logos, recognizing your support of the team, are the first things visitors see when checking out the up to date site. We also maintain numerous social media outlets, resulting in increased and regular exposure for our sponsors. Our public CdV/Funsport Bikes Cycling Team Facebook page at <https://www.facebook.com/cdvcyclingteam> has over 1,000 "likes", making for a large local audience. All sponsors also have the opportunity to advertise and promote their company products and services directly through our team. We encourage all of our members to support our team sponsors and actively engage in word of mouth advertising. Hosting a large annual bike race and participating in local events, increases exposure and advertising for sponsors as well.

*Each sponsor applies for a one year term, except as noted, that coincides with our membership year of November 1st - October 31. Sponsorship level amounts are per year.*





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# SPONSORSHIP AGREEMENT

**Ciclistas del Valle Cycling Club**

SPONSOR NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

WEBSITE URL: \_\_\_\_\_

### SPONSORSHIP LEVEL:

- ☐ Title (\$5,000) **NO LONGER AVAILABLE**
- ☐ Secondary (\$2,500)
- ☐ Tertiary (\$1,000)
- ☐ Pocket (\$500)

### SPONSORSHIP TERM BEGINNING:

\_\_\_\_\_

### SPONSORSHIP TERM ENDING:

\_\_\_\_\_

### ADDITIONAL TERMS & CONDITIONS:

- ☐ Addendum Attached

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### PAYMENT SCHEDULE *(Title and Secondary Sponsors Only)*

\$\_\_\_\_\_ Due upon acceptance of Agreement

\$\_\_\_\_\_ Due \_\_\_\_\_

\$\_\_\_\_\_ Due \_\_\_\_\_

\$\_\_\_\_\_ Due \_\_\_\_\_

*As an authorized representative of the Sponsor identified above, I hereby agree to sponsor Ciclistas del Valle Cycling Club, Inc. ("CdV") at the level selected and in accordance with terms provided in the Sponsorship Proposal.*

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

## TO BE COMPLETED BY CDV REPRESENTATIVE

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_