

## Sponsorship

In order for our Club to meet our goals of promoting the sport within the cycling community and local community, it is imperative that we have financial help from companies that also believe in this philosophy. We want Infinity Cycling along with our sponsors name to become synonymous with growing the sport as well as community service.

Funds will be spent on outreach / communication programs as noted within this document.

Return on Investment for our Sponsors:

- Primary return - knowing you have helped your community in a positive way.
- Sponsors logos will be on our clothing and logos will be displayed at our events, visible to all.
- **All Infinity Cycling Club members will be asked to give support and promote our sponsors. "Without sponsors - we cannot achieve our goals - therefore it is imperative we reciprocate and support our sponsors."**
- Sponsors will be able to email (through a Club representative) information to our club members. Promotional emails for the sponsors goods and services.
- The sponsors business will be referenced on our club web site.

## Sponsorship Opportunities

### Title Sponsorship – \$ 3,500 Cash / Up to \$1,500 Gift Certificates / 15% Store Discount

- Infinity Cycling will have only one Title Sponsor.
- **Recommended use and promotion of products and services by Infinity Cycling members.**
- Display and promotion of products and services at all events. Banners that will be displayed at events will show sponsors logos.
- Main events to incorporate title sponsors name.
- Gift Certificates will be used to reward volunteer participation.
- Logo placement on kits (Riding Shorts and Jersey).
  - o Jersey
    - At Least 1 Large Front Logo, 1 Large Back Logo

### Premium Sponsorship – \$ 2,000

- Infinity Cycling will have two Premium Sponsors.
- **Recommended use and promotion of products and services by Infinity Cycling members.**
- Display and promotion of products and services at all events. Banners that will be displayed at events will show sponsors logos.
- Logo placement on kits (Riding Shorts and Jersey).
  - o Jersey
    - At Least 2 Shoulder Logos or 1 Rear Short Logo

### Supporting Sponsorship – \$1,000

- Infinity Cycling will have up to six Supporting Sponsors.
- **Recommended use and promotion of products and services by Infinity Cycling members.**
- Display and promotion of products and services at all events. Banners that will be displayed at events will show sponsors logos.
- Logo placement on kits (Riding Shorts and Jersey).
  - o Jersey
    - At least 1 Small Back Logo

**Sponsorship Agreement for Calendar Year 2009**

Sponsorship Level: \_\_\_\_\_

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsor Representative: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Infinity Cycling Representative: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_