



Base36/SMCC Cycling Team

Sponsorship Proposal

Season 2008-2009



Dear Potential Sponsor,

Your company is being asked to participate in an exciting opportunity. One of New England's premier cycling teams, Base36/SMCC, is seeking businesses like yours to join our team in the upcoming 2008 season. We invite you to take a moment to review the following proposal to see how our organization can help meet your marketing needs and increase your organization's sense of community.

Cycling both as a sport and recreational activity has grown tremendously in recent years, fueled by Lance Armstrong's unprecedented seven straight Tour de France victories and by renewed focus on physical fitness in the U.S. Regionally, racers from Base36/SMCC have climbed on to the podium at every level of racing. Locally, group rides and bicycling is at an all time high.

Simply put, wherever there are bicycles in the northeast you can now expect to see the familiar jerseys of the SMCC/Base 36 cycling team and the ever familiar red and yellow of the Southern Maine Cycling Club. This invitation to join our team offers you a unique opportunity for high-profile, positive public exposure while supporting your community in a healthy, growing sport.

This proposal explains our mission, highlights some of our successes during the 2007 season, highlights the ways that our club "gave back" during the 2007 season, and describes our goals. Lastly, this proposal explains our marketing plan, where we will work with you to capture your unique marketing needs and help your company achieve more brand awareness, as well as gain positive public exposure. While reviewing this proposal, we kindly ask you to consider joining a team that actively promotes a healthy, drug-free lifestyle in our community, while allowing area elite athletes to market your company both locally and regionally.

Kind Regards,

Jeff Dixon
Team Director
Base36/SMCC Cycling Team

Our Mission

- To continue to be one of the most respected and well known racing organizations sanctioned by the United States Cycling Authority (USA Cycling).
- To promote our sponsors via an aggressive race schedule and sports marketing agenda throughout the entire cycling season.
- To continue to represent our sponsors through community involvement as a professional organization centered around “giving back” to the community and a healthy drug-free lifestyle.



Our Goals

- Proudly promote the logos, products, and marketing literature of you, our sponsor.
- Continued involvement in cycling events, group rides, community events, and corporate sponsored events to promote your company, and develop our racers.
- We plan to continue promotion of regional racing events, which allow our club to donate generously to local charitable organizations, which creates community exposure for you, our sponsor.
- Obtain secondary corporate endorsements to help ensure continued success of our regionally competitive cycling team.

About us

Southern Maine Cycling Club, SMCC has been promoting cycling and racing since 1995. The Base36/SMCC racing team is a subset of elite racers belonging to SMCC and competes throughout the New England and Mid-Atlantic regions.

Our team has riders who compete in Road, Mountain, Time Trialing, and Cyclocross and has enjoyed impressive regional results in all disciplines. We race with great tenacity yet still have a great time. While all of the achievements of the team are too many to list here, below is a list of the most recent accomplishments.

Event	Category	Place
Green Mountain Stage Race (prologue)	Masters 50+	3rd
Green Mountain Stage Race (Stage 2)	Masters 50+	4th
Green Mountain Stage Race (Stage 3)	Masters 50+	1st
Green Mountain Stage Race (Overall)	Masters 50+	4th
Bradbury Mountain Enduro	Semi-Pro	1st
Carabassett Valley Challenge	Semi-Pro	1st
Saco Criterium	Category 3	2nd
Mystic Velo Criterium	Category 3	3rd
Auburn Road Race	Masters 45+	1st
Sterling Road Race	Junior	1st
Wayne Elliot Memorial Criterium	Category 3	1st
Jamestown Road Race	Category 4	2nd
Wild Bear Duathlon	Men's Open	1st
Capeable Memorial Day Classic	Men's Open	3rd
Jiminy Peak Road Race	Masters 45+	1st
Great Falls Criterium	Masters 45+	1st
Concord Criterium	Masters 45+	1st

All racing aside, we are also active in our community working to raise money for various charities and promote safe cycling everywhere. Southern Maine Cycling Club donates more money to charity every year than any other cycling club in Maine and perhaps New England. We promote several races including the Saco Criterium, Bradbury Mountain Enduro, Kennebunk Time Trial, Scarborough Criterium Series, and the Casco Bay Cyclocross Race. A very large portion of the profits from these races is donated to local charities. Some recent recipients include The Bicycle Coalition of Maine, Bradbury Mountain State Park, and The Community Bicycle Center, The Aaron Drisco Scholarship Fund, Northern York County YMCA, Biddeford Teen Center, and the Kennebunk Volunteer Fire Company.



What Can Sponsoring Our Team Do For Your Company?

Everyday Marketing – Base36/SMCC Cycling Team is a rolling billboard for your company. Sponsoring a cycling team provides constant and continuous publicity in your communities throughout the entire year. Throughout the week, we are 15 racers and 70 club riders from the local area training 1 to 2 hours per day, rain or shine, on the same roads which your targeted market drives. Everywhere that bicycles are, the Base36/SMCC Cycling Team is at the front. Every time a potential customer sees us they get a healthy dose of your corporate logo. Many team members will appear at special events deemed necessary or appropriate by our sponsors to actively promote your products and organization.



Race Publicity – The Saco Criterium is not the only race for our team. Our aggressive schedule (see attached) will take the team throughout New England and beyond, where every weekend spectators will see us compete at the highest levels of cycling competition. From talking with spectators to photo opportunities on the victory podium, races provide a great opportunity for corporate publicity.

Corporate Image – We are a team of local elite athletes who compete at the highest levels in our sport. We do so by training 15+ hours a week, rain or shine, 12 months a year. We know success, understand dedication and sacrifice, and continually strive for excellence. We do this while maintaining a professional demeanor unparalleled in most other sports. By joining our team you are supporting true athletes.



2007 Sponsors

Our title sponsor last season was Base36, Inc. For nearly 10 years, Base36, Inc has been offering premier technical consulting and recruiting services to leading companies. Whether you need short term consulting services, or full-time employees, Base36's unique screening process will provide you with trusted, quality candidates that meet your specific needs. Base36 can help you with small projects, big projects, upgrades, architecture, coding, managing, training and anything in between. Thanks Base36!

Other 2007 Sponsors

- MedTech Publishing
- Coldwell Banker Real Estate – David Shedd
- PSMP – Precision Screw Machine Parts
- Gorham Bike and Ski
- Insight Imaging
- Huston and Associates
- Kennebunk Savings Bank
- Palese Coaching

Demographics and Cycling

With more than 60 million cyclists, cycling ranks as the 2nd most popular sport with a demographically diverse participant base.

- 55% of recreational cyclists are women
- Median age of a recreational cyclist is 32
- Median household income of a recreational cyclist is \$60,000
- 70% of recreational cyclists have a degree
- Median age of racers is 34
- Median household income of racers is \$75,000
- 81% of racers have a college degree
- 57% of racers work in a professional or managerial role.

Marketing Opportunity

Bicycle racing is an exciting sport that has enjoyed tremendous growth in the United States. In your sponsorship of our team, your target market will include not only bicycle riders, but also cycling fans. A secondary target audience is made up of business associates, family members, and friends. By sponsoring our team you will be given a distinct opportunity to reach this broad and growing market that has yet to reach its potential. More significantly, sponsoring our cycling team helps foster a positive public image for your company by affiliating your company with a group of individuals who promote a healthy, fit lifestyle.



Projected 2008 Team Expenses

Even with sponsorship, cyclists on the team end up covering a large amount of the costs associated with racing. Obtaining sponsorship to help cover racing costs allows the club to use funds received from race promotions to donate charitable organizations rather than providing reimbursement toward racing expenses. The table below outlines the team budget for 2008, which will see the team spending over twenty-five thousand dollars to compete throughout the season.

Expense	Detail	Extended
USCF and NORBA License Fees	\$150.00 x 15 racers	\$2,250.00
Team Kits	\$410.00 x 15 racers	\$6,150.00
Race Entry	\$25.00 x 15 racers x 20 races	\$7,500.00
Travel Allowance (Fuel, Food, Tolls)	\$50/car/race	\$2,500.00
Hotel Allowance (2 day/stage races)	\$100/race	\$3,800.00
Equipment Allowance	\$250/racer	\$3,750.00
	2008 Budget	\$25,950.00

Sample Race Schedule

(The 2008 race schedule will not be available until January 2008. This schedule is for demonstrative purposes based on previous years)

Date	Race	Location
04/01	Marblehead Circuit Race	Marblehead, MA
04/21	Turtle Pond Circuit Race	Loudon, NH
05/28	Palmer Road Race	Palmer, MA
05/29	Sturbridge Road Race	Sturbridge, MA
05/05	Jiminy Peak Road Race	Hancock, MA
05/19	Lake Sunapee Road Race	Sunapee, NH
05/27	Hartford Downtown Criterium	Hartford, CT
05/29	Memorial Day Classic	Kennebunk, ME
06/02	Lake Auburn Road Race	Auburn, ME
06/03	Great Falls Criterium	Auburn, ME
06/09	Nutmeg Criterium	New Britain, CT
6/28 – 7/1	Fitchburg Longsjo Classic	Fitchburg, MA
07/08	New Britain Criterium	New Britain, CT
07/09	Hartford Round the Park Criterium	Hartford, CT
07/21	Attleboro Criterium	Attleboro, MA
07/22	Yarmouth Clam Festival	Yarmouth, ME
08/04	Concord Criterium	Concord, NH
08/05	Central NH Road Race	Bow, NH
08/11	Silver City Flyer	Taunton, MA
08/15	Witches Cup Criterium	Salem, MA
08/18	Tour of Hilltowns	Windsor, MA
08/25	Mystic Velo Criterium	Charlestown, RI
08/19	Keith Berger Memorial Criterium	Hartford, CT
08/25	Saco Criterium	Saco, ME
08/31 – 9/3	Green Mountain Stage Race	Waitsfield, VT
09/09	Wayne Elliot Memorial Criterium	Haverhill, MA
09/14	York Beach Criterium	York, ME
09/16	Portsmouth Criterium	Portsmouth, NH
10/6	Casco Bay Cyclocross	Biddeford, ME
10/8	Jamestown Road Race	Jamestown, RI
10/13	Gloucester Grand Prix of Cyclocross	Gloucester, MA
10/14	Gloucester Grand Prix of Cyclocross	Gloucester, MA

What is the Next Step?

1. Choose the sponsorship package level that fits your current marketing budget and needs:

Sponsorship Package Levels

A: Title Sponsorship - \$5,000+: The team is named after our Title Sponsor – only one (1) available. The title sponsor enjoys the benefits of having a rolling marketing entity bearing its logo throughout the season. Title Sponsor Logo will be placed in the middle of the jersey (front and back) as well as on the side panel of the shorts. This package also includes one of our handsomely framed jerseys to display in our sponsor's place of business. *"Title" Sponsor retains exclusive rights to be only sponsor of like kind on jersey.*

B: "Presented By" Sponsorship - \$2,500: Secondary only to Title Sponsorship – only one (1) available: This sponsor will be listed as the "Presented By" sponsor on all marketing materials, as well as the Base36/SMCC Cycling Team's official website and any TV/Radio interviews, etc. Also includes all benefits listed in the Member Level Sponsorship Package. "Presented By" Sponsor Logo will be placed directly underneath the Title Sponsor Logo on both sides of the jersey, as well as the prime location on the back of the shorts. This package also includes one of our handsomely framed jerseys to display in the sponsor's place of business. *"Presented by Sponsor retains exclusive rights to be only sponsor of like kind on jersey.*

C: Elite Level Sponsorship - \$1,000: Limited Sponsorships Available. This level of sponsorship includes highly prominent logo location on the shoulder of the jersey. Also provided is a personalized plaque to display in the sponsor's place of business. Elite Level Sponsorship also includes all benefits listed in the Member Level Sponsorship Package. *"Elite" Level Sponsor retains exclusive rights to be only sponsor of like kind on jersey.*

D: Member Level Sponsorship Package - \$500: Limited Sponsorships are Available. Includes logos on jersey, inclusion on all promotional material such as race flyers and web site. *"Member Level" Sponsor retains rights to be the only sponsor of like kind on jersey.*

E: Supporting Level Member Package - \$250: Multiple Sponsorships are Available. Inclusion on race flyers and web site are included with this package. *"Supporting Level" Sponsor does not retain rights to be only sponsor of like kind.*



2. Contact Us to Discuss and Ask Questions:

Team Director: Jeff Dixon at 207.329.2473 or e-mail at jeff@jtdixon.com
Team Business Manager: Ralph Karam at 207.740.1728
or e-mail at Ralph@tdbanknorth.com

Let us know if you have any questions so that an appropriate marketing plan can be laid out to meet your specific needs. Our primary objective is to promote your business endeavors, so let us know what they are and we will help you meet your goals!

3. **Solidify Your Financial Commitment** by signing the Sponsorship Agreement with the Base36/SMCC Cycling Team. A signed Sponsorship Agreement (included below) will guarantee your corporation in the sponsorship package that you have selected. Payment of 50% of the selected total sponsorship package is expected on or before December 15, 2007, with the remainder due by February 1, 2008.
4. **Establish a contact point person in your firm** to work with us to provide corporate artwork and marketing materials.
5. **Let the fun and excitement begin!**



Base36/SMCC Sponsorship Agreement

The following is an annual sponsorship agreement between the Base36/SMCC Cycling Team 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. Once accepted by Base36/SMCC Cycling Team, this agreement shall be in force for the period specified below. Please complete the information below and initial each line you have selected.

Sponsorship Level Selection

Level	Amount	Initials
Title Sponsorship	\$5,000+	
Presented By Sponsorship	\$2,500	
Elite Level Sponsorship	\$1,000	
Member Level Sponsorship	\$500	
Supporting Level Sponsorship	\$250	

Printed Name of Sponsor

Signature of Sponsor

Date

(_____)_____
Telephone, including area code

Please Make Checks Payable to:
Southern Maine Cycling Club
13 Wild Flower Lane
Windham, ME 04062

Printed Name of SMCC Representative

Date

Base36/SMCC Membership Representative Signature