



## SPONSORSHIP PROPOSAL





## A NOTE TO OUR PROSPECTIVE PARTNER

The Balanced Women's Cycling Team would like to thank you for taking time out of your schedule to review this proposal. Our team is dedicated to building relationships in the community that promote women's participation in cycling and encourage healthy lifestyles. The team was extremely successful in the 2013 racing season and is looking toward the future with the sheer determination that propels continued success. During the past year we participated in races throughout the Midwest region and look forward to expanding farther in the coming year.

### ABOUT THE TEAM

The Balanced Women's Cycling Team is hosted by Balanced Bike Fitting and Coaching. The team has a unique distinction; unlike many local club

teams, Balanced is a collaborative project utilizing skills and trades of our team members such as community, fitness, nutrition, psychology and socialization. This model provides our athletes with support in all aspects of competition to achieve their greatest potential, personal goals, and ensure team success. The Balanced Women's Cycling Team is a privately funded organization in St. Louis Missouri. The team is composed of 7 female cyclists with different backgrounds and areas of specialization in the sport of cycling. The team races year-round in three cycling disciplines - road, track, and cyclocross – with a central focus on road racing. In total, members participate in approximately 20 cycling races and 50 community training rides a year.



[www.balancedbike.com](http://www.balancedbike.com)





## OUR MISSION 2014 SEASON GOALS

The Balanced Women's Cycling Team was established to provide amateur cyclists with the technology and tools of professional cyclists in order to facilitate accelerated success in bike racing. All Balanced team members contribute their professional skills and training to add value and benefit to the team. Balanced additionally provides a dynamic laboratory for researchers who seek to gain knowledge about female endurance athletes.

Our expectations for the upcoming season include, but are not limited to: individual state titles, team and individual podium placing, top five placing in regional team omniums, and meeting individual goals.

## BALANCED WOMEN'S CYCLING TEAM 2013 ACCOMPLISHMENTS

- March 2013 Hillsboro Roubaix Road Race - Hillsboro, IL  
3rd & 4th place - category 4
- March 2013 Tour of St. Louis - St. Louis, MO  
Omnium 2nd place - category 3/4
- April 2013 Tilles Park Criterium - St. Louis, MO  
2nd place - category 4
- April 2013 Joe Martin Stage Race - Fayetteville, AR  
Time Trial 4th & 8th place  
Road Race 3rd, 7th & 9th place  
Stage 4th, 6th & 10th place
- May 2013 MOPRO - St. Louis, MO  
Tour De Grove - 1st, & 10th place - category 3/4  
Dutchtown - 1st, 6th, & 10th place - category 3/4
- May 2013 O'Fallon Gold Cup - O'Fallon, MO  
1st & 2nd place - category 4  
3rd, 4th & 5th open category
- May 2013 Columbia Bottoms Time Trial - St. Louis, MO  
1st & 3rd place - category 4
- June 2013 State Championship Road Race - Rolla, MO  
1st, 2nd & 3rd place - category 3/4
- June 2013 O'Fallon Grand Prix - O'Fallon, IL  
Time Trial 1st & 4th place - category 3/4  
Road Race 1st & 2nd place - category 3/4  
Omnium 1st & 3rd place - category 3/4
- July 2013 Tour of Nevada - Nevada, MO  
Crit Day One 2nd & 3rd place - category 3/4  
Crit Day Two 1st & 3rd place - category 3/4
- July 2013 GEO - Southern IL  
Road Race 2nd place - category 3/4
- August 2013 Missouri State Championship Time Trial  
Rolla, MO - 1st & 3rd place - category 3/4 Merckx
- August 2013 Gateway - St. Louis, MO  
Benton Park Crit - 4th place - category 3/4



## BALANCED MISSION:

To create a collaborative environment utilizing skills and trades of our riders coupled with scientific tools and current athletic performance research to provide an integrated coaching system.



## SPONSORSHIP BENEFITS

The sport of cycling promotes a life of activity that appeals to people of all ages making it possible to reach a broad audience that goes beyond the demographics of other sports.

- An estimated 86 million Americans are active in some form of cycling, including 20 million cycling enthusiasts.
- There are more bicyclists in the U.S. than skiers, tennis players and golfers combined.
- Cyclists are a desirable market with a large discretionary income.
- The elite cycling fan base tends to be affluent, upscale, and well-educated with an average income of over \$80,000 and a medium age of 38. Over 90% are college graduates.
- Individuals involved in the sport of cycling spend more than \$5.5 billion annually to participate in the fastest growing amateur and spectator-friendly sport in the United States.





## HOW YOU CAN SPONSOR THE BALANCED WOMEN'S CYCLING TEAM

One of the main objectives of Balanced is to promote women's participation in the sport of cycling. The Balanced philosophy also encourages the enrichment of individuals through healthy and active lifestyles. We create a positive community for women to not only participate but excel in the sport of cycling. We cannot do this alone and your support will help the team grow and succeed for years to come.

Our budget relies heavily on the generosity of our sponsors. The cost of participating in cycling includes licenses,

race fees, travel, equipment and uniforms. The costs can be daunting. With your support the ability for us to be successful becomes a reality. Your contribution will help us to allow every team member the opportunity to compete. The goal of the Balanced team is to make a positive impact on the local cycling community and to promote our program. Your contribution helps us achieve our goals. Our contributing partners are crucial to the continued success of our team.



[www.balancedbike.com](http://www.balancedbike.com)



## 2014 RACE TEAM BUDGET

DESCRIPTION	PRICE	QUANTITY	TOTAL
Jersey	\$100	30	\$3,000
Shorts	\$110	30	\$3,300
Jacket	\$170	10	\$1,700
Vest	\$120	10	\$1,200
Gloves	\$20	20	\$400
Short sleeve Skinsuit	\$120	7	\$720
Socks	\$10	20	\$200
USA Cycling Team Dues	\$150	1	\$150
Race Entry Fees	\$40	150	\$6,000
Travel (Hotel, Gas, Food)	\$1000 per trip	5	\$5,000
Bicycle Parts/Maintenance	\$400	10	\$4,000
			<b>\$25,670</b>





# SPONSORSHIP LEVELS

## **GOLD LEVEL** - 3 available

- Business logo will be prominently displayed on the jersey and shorts of the team kit (uniform).
- Business logo will be advertised on the Balanced Bike Fitting and Coaching website (banner), including a link to the business website.
- Business will be promoted by Balanced Bike Fitting and Coaching Social Networking accounts (Facebook and Twitter).

**GOLD LEVEL COST - \$2000**

## **SILVER LEVEL** - 10 available

- Business will be advertised on the Balanced Bike Fitting and Coaching website (banner), including a link to business website.
- Business will be promoted by Balanced Bike Fitting and Coaching Social Networking accounts (Facebook and Twitter).

**SILVER LEVEL COST - \$1000**

## **BRONZE LEVEL** - 10 available

- Business will be advertised on the Balanced Bike Fitting and Coaching website (banner), including a link to the business website.

**BRONZE LEVEL COST - \$500**

The Balanced Women's Cycling Team will consider alternate sponsorship suggestions to accommodate any level of support. If you are interested in partnering with the Balanced Women's Cycling Team, please see our contacts below to discuss the details of sponsorship.

### **OWNER & COACH**

Scott Stein  
p. 314.422.4080  
e. [scott@balancedbike.com](mailto:scott@balancedbike.com)

### **DIRECTOR OF MARKETING**

Lauryn Humphrey  
p. 314.629.3808  
e. [lauryn.humphrey@gmail.com](mailto:lauryn.humphrey@gmail.com)

### **WEBSITE**

[www.balancedbike.com](http://www.balancedbike.com)





## Balanced Women's Cycling Team 1 Year Sponsorship Agreement Form

### COMPANY INFORMATION

COMPANY NAME \_\_\_\_\_

COMPANY REPRESENTATIVE (CONTACT) \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY ADDRESS \_\_\_\_\_

BUSINESS PHONE NUMBER \_\_\_\_\_

ALTERNATE PHONE NUMBER \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

We would like to sponsor the Balanced Women's Cycling Team at the following level (please check the appropriate box):

GOLD LEVEL: \$2000

SILVER LEVEL: \$1000

BRONZE LEVEL: \$500

OTHER PROVISIONS \_\_\_\_\_

\_\_\_\_\_

Sponsorship is for the 2014 cycling race season, which runs from January 1 through December 31.

### ACCEPTED BY

SPONSOR \_\_\_\_\_ DATE \_\_\_\_\_

PRINT NAME

\_\_\_\_\_

SIGN NAME

TEAM REPRESENTATIVE \_\_\_\_\_ DATE \_\_\_\_\_

PRINT NAME

\_\_\_\_\_

SIGN NAME

