

Sponsorship Proposal

for the

2016



SIERRA CUP

Mountain Bike Racing Series



USA Cycling Regional Championship Series for Northern California - Nevada



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Introduction-

The Sierra Cup Mountain Bike Racing Series is entering its sixth year. Loosely based on the former Nevada Cup Series, with some influence from past races such as the Knobular Series and Lake Tahoe Mountain Bike Series, the goal of the series was to provide fun events at a reasonable cost while raising funds and awareness for some of the local non-profit organizations that take care of our trails. We also have been a significant supporter of our local *Reno-Tahoe Junior Cycling Team* as well as a founding board member and Event Operations Director for the *Nevada Interscholastic Cycling League*, launching in Fall of 2016.

For 2016, we are planning on six races. The first three are promoted by other organizations, the last three are produced by Sierra Sports Marketing which also promotes the entire series. All events will be sanctioned by USA Cycling and series points will be used to award Regional Championship medals. The first four races will be qualifiers for the National Championships in July, held nearby this year at Mammoth Mountain.



Series Accomplishments-

For three of the past five years we have been the USA Cycling Regional Championships and were able to qualify many riders to participate in Mountain Bike Nationals. Our peak year was 2012 with 543 individual racers participating over 8 events. Races from all over Northern California and Nevada have been part of the series, both promoted by us and those promoted by others. For our events, we have been able to raise a significant amount of money for trail organizations. This amount totals \$23,433 over the last five seasons. This was distributed to a total of six trail organizations. Three of these organizations were in their infancy when we started fundraising for them, providing a funding source when there were only a few hundred dollars in their bank and in some cases, not yet able to accept tax-deductible donations. They have all grown to sustainable organizations with a hefty list of accomplishments. Of those three, I served as President of two and am on the board of the third. Our largest beneficiary was the Tahoe Area Mountain Biking Association with nearly \$10,000 raised for them. I served as President from 2011 to 2014 and currently serve as Trails Director, managing several trail projects and leading dozens of volunteer trail days each year.

My Mission as the Promoter-

I have been promoting road and mountain bike events for 20 years. This is now totaling over 90 races. These have varied from local twilight races with barely two dozen riders, to road races with 700+ racers, 'grassroots' races to World Cup events. Instead of being profit driven, my events are value driven. I value the reputation that my events have with racers, trail users, land managers and the community. I want to share the sport of mountain biking with others and raise awareness for support of trails and the organizations that take care of them. I have also spent significant time helping new promoters put on their events because I believe that quality events will help introduce and keep people interested in cycling. I will note that promoting bike events is not my primary job. I have yet to make any money from the Series although my business collects a small fee per event to cover equipment costs.

I believe in promoting environmentally and socially sustainable events. I would describe this as not only doing what's right by our environment (reduce, reuse, recycle) but also doing what's right by people. I try to make sure the participants feel they get a good value from the race, volunteers feel like their time was appreciated, and people impacted by the event (neighbors, other trail users) feel that we did a good job to provide notice, signage and safety. My goal for 2016 is to continue our efforts to put on good events, introduce mountain biking to more people, and raise money for good causes. Please see the tentative schedule on the last page for a list of organizations we plan on supporting.

Sponsorship Proposal-

We are looking for series sponsors to help make all this happen. Primarily, we are looking for product to raffle off at each event. This post race raffle follows the awards ceremony and is open to all participants. We are also seeking monetary sponsors to help offset the series prizes. Monetary sponsors are directly increasing the amount of the donations we can make to the non-profit trail groups. To sponsor the series, we are asking for product or monetary donations at three levels of value. We will also facilitate direct donations to our non-profit partner organizations for sponsorship, so if you need it to be tax-deductible, we can make it happen.



Part of our commitment to trails is not just raising money for groups but also doing the work. To help finish the Sunflower Hill Trail in Nevada State Park to be used for the Great Tahoe Flume Race, we offered free entry to anyone that came out to help and had a record turnout of over 30 volunteers.

Series Sponsorship Levels-

Series sponsorship would offer the following exposure based on the level of donation:

Note that the 'each race' definition is for the three events I put on. Efforts will be made to have those benefits done at the other three series events produced by others, but I cannot guarantee it.

Bronze Level- \$500 retail value/\$300 cash

Websites- Logo visible on Series website and Online Registration for each race.

Printed flyers- Approximately 3000 rack cards will be printed and distributed to bike shops in the Northern California/Northern Nevada area as well as other events. The color flyer for the series would prominently display logos of the series sponsors.

Race announcing- Name mention for your company during the raffle at each race.

Name Listing- on the results page posted online after the event as well as in emails to past racers (900+).

Silver Level- \$800 retail value/\$500 cash *All of the above benefits, plus the following:*

Facebook page- Sponsors will get at least one dedicated post and can be tagged in other posts. www.facebook.com/SierraCupMTB, currently about 1100 likes.

Banners- We will hang a reasonable number of provided banners at each event.

Gold Level- \$1500 retail value/\$1000 cash *All of the above benefits, plus the following:*

Number plates- the riders race numbers used throughout the series will include logos for the top 3 sponsors.

Press Releases- Top sponsors in the series would get mention in press releases sent out to regional media.

Custom Sponsorships-

We offer several creative ways to support the series that may fit into your marketing plan. These can be combined with the regular sponsorships above or done separately.

\$1500- T-shirts- We have done T-shirts in the past but were not planning to do them this year...unless you'd like to be the T-shirt sponsor. This would cover the production costs, your logo would have front and back placement, plus all Gold Level benefits. T-shirts would be handed out at events for a \$10 donation to whichever trail organization that event is supporting.

\$1250- Medals- Medals are a huge expense of the series. We like to provide cool keepsakes that people are excited to win and proud to keep. Looking at some type of bottle opener medals this year, they could have your logo on them. Includes Gold Level benefits.

\$300- Sponsor the cash prize list at an individual race. You'd be the hero of the event. It would be advertised for that event as cash purse presented by "your brand".

Cycling Demographics-

The popularity of bicycling in the U.S. is on the rise. The sport is being taken up by a record number of people. With over 166 million cyclists in U.S. and 26 million considered enthusiasts, cycling out-ranks golf, tennis, and skiing as America's third favorite sporting activity. Fifty percent of these participants have an annual income greater than \$50,000 and are over the age of 25. In a recent survey, 85% of bicycle racing fans favored buying goods and services of companies sponsoring cycling teams and cycling events over those of competing companies. The U.S. bicycle market is \$4.5 billion annually and continues to grow.



Tentative Schedule-

Race #1- **Nevada City Dirt Classic Series #1**, Grass Valley, CA, April 23, 2016

Presented by Youth Bicyclists of Nevada County

Race #2- **Pine Nut Cracker**, Gardnerville, NV. May 21, 2016

Presented by Alta Alpina Cycling Club

Race #3- **Ridin' High at the Ranch**, Susanville, CA. May 28, 2016

Presented by Susanville Area Bicycle Association

Race #4- **Sagebrush Scramble**, Reno, NV. June 26, 2016

Benefitting the Poedunks trail organization

Race #5- **Kirkwood Mountain Classic**, Kirkwood, CA. July 24, 2016

Benefitting Tahoe Area Mountain Biking Association

Race #6- **The Great Tahoe Flume Race**, Spooner Lake, NV. September 11, 2016

Benefitting the Tahoe Mountain Bike Patrol

Summary-

We are planning a regional mountain bike racing series with quality events that provide participants a good value, a good race, and a good experience. Additionally, the goal is to donate from each event we promote to bicycle specific non-profits that provide advocacy, education, or trail building. To help make this happen, we are seeking series sponsors to donate product for participant raffles at each event and/or monetary sponsors. For this commitment, the sponsor gets exposure opportunities targeted at sports oriented outdoor enthusiasts.

We hope you consider supporting this series for 2016. If I can answer any questions for you, please don't hesitate to contact me for further information.

Thank you!

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