



PRESENTED BY:



2009 SPONSORSHIP PROPOSAL

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Dear Potential Sponsor,

Your company has been selected to participate in an exciting opportunity. One of the region's premier cycling organizations, the Low Country Volkswagen Cycling Team (VW Title Sponsor) is seeking businesses like yours to join our team in the upcoming 2009 season. We invite you to take a moment to review the following proposal to see how our organization can help meet your business's marketing needs.

Cycling has recently experienced a rebirth in popularity both nationally and locally due to the success of American athletes around the world. Cancer survivor/champion Lance Armstrong's record breaking seven Tour de France victories are a tribute to the work done at the local and regional levels to develop up and coming talent. Regionally, racers from the Low Country Volkswagen Cycling Team presented by Pivotal Fitness have climbed to the top of podium at every level of racing. Locally, group rides and bicycling interest is at an all time high – especially with the new Arthur Ravenel Bridge being complete.

Simply put, wherever there are bicycles in the southeast you can now expect to see the familiar “Blue Train” of the Low Country Volkswagen Cycling Team presented by Pivotal Fitness. 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 statement, highlights some of our successes during the 2008 season, describes our short and long-term goals, and introduces the members of the Low Country Volkswagen Cycling Team presented by Pivotal Fitness. 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.

Thank you for helping keep America in great health and God bless,

David Epstein, President

Low Country Volkswagen Cycling Team



Low Country Volkswagen Cycling Team

Mission Statement

- To remain one of the most respected and well known racing organizations sanctioned by the United States Cycling Governing 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 a healthy, drug-free lifestyle.

Low Country Volkswagen Cycling Team Goals

SHORT TERM

- Proudly promote the logos, products, and marketing literature of YOU – our sponsor.
- Continued involvement in cycling events, team cycling clinics, community events, and corporate sponsored events to promote YOUR company, and develop our racers.
- Obtain secondary corporate endorsements to help fund nationally competitive men and women's cycling team based in Charleston, South Carolina.

LONG TERM

- Continue to develop the Low Country Volkswagen SC State Criterium Championship Weekend into a national caliber racing event.
- Continue to develop as a “feeder team” for various Southeast Regional Professional Cycling Squads.
- Develop a cycling program that encourages the average cyclist to grow into an elite athlete, as well as to foster the average person's enjoyment of our growing sport.
- Continue to build on our successes in developing a juniors squad that will one day place our racers in the professional levels of the sport of cycling.
- Attract the National Racing Calendar “Heritage Series” race to have a stop in Charleston in order to promote our sport to an even greater number of cyclists, and the general public.

2008 Season Highlights

- **The 2008 Low Country Volkswagen SC State Criterium Championships** – Our race weekend continues to evolve into a nationally recognized race weekend where serious racers come to race hard and win big money. This year (2006) we grew the event even more – attracting more racers, as well as awarding more prize money. Our featured event was again held in I’On – a neighborhood beautifully designed to represent the historic neighborhoods of Old Charleston. Racers hit speeds of 40mph through the streets of I’On, and race patrons were able to catch the action from many vantage points on the course. The event was centered around an outdoor festival complete with food and live music lasting into the evening. In 2009, we are going to make the Low Country Volkswagen an even greater event! Look for nationally ranked teams to be competing for an over \$10,000.00 prize purse in the streets of Charleston, SC.
- **2008 Racing results** - The support of Low Country Volkswagen has allowed for the racing team to organize in a way never before seen in Charleston. This organization and teamwork is evident in weekly training rides and ultimately on the race course. Our results speak for themselves. Check out our rider bios on the website <http://www.lowcountryvracing.com/bios.html> to see our impressive, and consistent, results.
- **Medal Winners in SC:** The Low Country Volkswagen Cycling Team currently holds:
 - Five (7) Road State Championship Gold Medals**
 - Two (4) Road State Championship Silver Medals**
 - Two (4) Road State Championship Bronze Medals**
 - 65 South East Region top ten finishes.**
- **Racers moving to the next level** – Our commitment to new talent is evidenced by the growth of our current squad. Bicycle racers hold licenses (sanctioned by the United States Cycling Federation) that organize the racers into several racing “categories”. Each category number represents the skill and experience of riders in that category. There are five categories and a “pro” designation. (A “category one” racer is nearly a professional (i.e. full time racer), while a category five racer is a beginner racer). Racers advance categories (5,4,3,2,1, Pro) by consistently finishing high in their respective category. The Low Country Volkswagen Cycling Team constantly promotes racers into higher categories, and a few of our racers have even graduated on to professional squads.
- **New talent added to the racing team-** The support of Low Country Volkswagen allowed us to bring new riders to the racing roster. Over 10 riders entered races for the first time. We also have an extremely competitive women’s squad as well as three riders over 60 years old. Our commitment to new riders still stands, and we expect to see these riders mature as we bring even more new riders to the team.
- **Renewed cycling interest-** To understand the growth of cycling interest in Charleston, just show up on a weekend group ride. These are the largest and most organized group rides Charleston has ever seen. Every weekend, racers from the Low Country Volkswagen Cycling Team lead these rides. Just ask any cyclist who the racers are in town. This interest is a direct result of the commitment of our team members.

What Can Sponsoring Our Team Do For Your Company?

- **Everyday Marketing** – The Low Country Volkswagen 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 40 riders from the local area training 2-5 hours a day on the same roads on which your targeted market drives. Everywhere that bicycles are, the Low Country Volkswagen Cycling Team is at the front. Every time a potential customer drives by us they get a healthy dose of your corporate logo. Additionally, in 2007, all active members of the Low Country Cycling Team will be members of the Coastal Cyclists bicycling club, which has over 200 members! 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 Low Country Volkswagen Criterium Championship Weekend is not the only race for our team. Our aggressive racing schedule (see attached) will take the team from coast to coast, where every weekend thousands of spectators will see us compete at the highest levels of cycling competition. From talking with spectators and autograph signing to photo opportunities on the victory podium, races provide a great opportunity for corporate publicity.
- **Media publicity** – Newspapers and television (both locally and throughout the southeast) report our team's race performance and community involvement. Look for us racing on Outdoor Life Network or ESPN. We provide media publicity at a fraction of the cost compared to traditional means.
- **Corporate Image**- We are a team of local elite athletes who compete at the highest levels in our sport. We do this by training 20+ 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.

2008 SPONSORS

Low Country Volkswagen – Title Sponsor
Pivotal Fitness – Presented By Sponsor
Clean Management Environmental Group– Presented By Sponsor
Southern Components, Inc. – Elite Level Sponsor
Anastopoulos & Clore, Cycling Attorneys– Elite Level Sponsor
Loren Vevon (Sandlapper Real Estate) – Member Level Sponsor
Jan Snook (Prudential Carolina) – Member Level Sponsor
The Bicycle Shoppe – Member Level Sponsor

Marketing Opportunity

Bicycle racing is an exciting sport that has enjoyed tremendous growth in the United States. In your sponsorship of our team, your targeted market will include not only the 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 young, fit and ambitious group of elite athletes.

In addition to our own race weekend, sponsoring our team also gives you exposure to race fans and other racers throughout the entire southeast. Throughout the 2008 season spectators lined the race courses, reaching record numbers in the most common of cycling events, the criterium. These races maximize visibility and exposure by featuring a race of many laps on a short course in a “downtown” type location (in our case I’On and Hampton Park.) Racing in these downtown venues gives spectators the chance to familiarize themselves with their favorite teams by the colors and logos found on the racers uniforms, much like a NASCAR event. This allows the audience, who may have just stumbled upon the race, to call out and cheer on their favorite team by yelling their title sponsor’s name each and every lap. Cycling races also give the team a chance to interact directly with the spectators before and after the races, unlike most other professional sports.

The Southeast, like much of the country, has developed a fascination for cycling for both participants and spectators alike. Take a moment to review the following information to see how we can help fulfill your marketing needs.

Facts/Demographics - Bicycling in the U.S.

A) Participation

- Bicycling is the 2nd most popular sport in the world and rapidly growing in the US.¹
- Participation is nearly equally divided between men and women. (Data compiled by American Diabetes Association)
 - 87% are between the ages of 18 and 44
 - 60%-70% are male
 - 30%-40% are female
 - 63% are professional/post high school education
- High discretionary income (average household income over \$62,000.00).
- 5,100,00 adults 18-24 participate more than 110 days per year.
- Cycling participation is more common with dual income households as it’s an activity that can be enjoyed together.
- There are more cyclists in the US than skiers, golfers, & tennis players combined.²
- Total US bicyclists: 99 million³.
- Over 1,250,000 people participated in bicycle tours in the U.S. in 1996.

Facts/Demographics - Bicycling in the U.S. (cont.)

B. Sales

- Worldwide bicycle production exceeded 100 million units for the 13th year in a row.
- The U.S. bicycle industry grew by more than 8.5% since 1994, with over \$4.6 billion in retail sales.
- 88% of households own at least one bicycle; 54% have more than two – that number is growing in the Charleston area due to the new bridge as well as a more cycling friendly highway infrastructure.
- Bicycling represents a \$3.5 billion industry in the US alone.

C. Competitive Cycling

- In 2005 more people watched or participated in competitive cycling than ever before.
- More than 25 million people lined the route of the Tour De France in 2005.
- More than 12.9 million watched professional bike races on network television and cable television (ESPN and Outdoor Life Network) throughout United States.
- More than 215,000 adult men & women participated in bicycle events and tours in 2001.
- Team sponsorship has been successfully reinforced at a professional and amateur level by numerous U.S. brands, including: Volkswagen, Shaklee, Coors Light, Saturn, Chevrolet, Ford, Saab, Volvo, Plymouth, Coca-Cola, Gatorade, Motorola, 7-Eleven, Guiltless Gourmet, Red Roof Inn, Timex, TGI Friday's, Evian, Celestial Seasonings, Montgomery Securities, Domino's Pizza, Papa John's Pizza, WordPerfect, and the Discovery Channel.
- Awareness for competitive bicycling has grown continuously in the U.S. as the sport reaches out into more communities.

¹CNN Factoid, 21 Nov. 1997

²National Sporting Goods Association Report Nov. 1997, <http://www.nsga.org>

³Bicycle Market Research

⁴1997 Year End Report Board of Directors Meeting, USA cycling Inc.

LOW COUNTRY VOLKSWAGEN CYCLING TEAM
TEAM ROSTER

Bob Fernandez – CAT2	Geoff Duncan – CAT4
Phil Bartlett – CAT2	Luke Correale – CAT4
Dave Hall-CAT2	John Hewson- CAT4
David Lee-CAT2	Wim Kellett – CAT4
Brian Hackathorne – CAT3	Trip Patterson – CAT4
Rob Ruff - CAT3	Brian Stockmaster – CAT4
Rick Strickland – CAT3	Jane West – WOMEN’S CAT3
Rob DeFoor – CAT3	Courtney Gruber-WOMEN’S CAT\$
Robert Watkins - CAT3	Carl Kabbe – 60+ MASTERS
Don Brion – CAT3	Kent Lesley – MASTERS
David Epstein – CAT4	Chuck Grzanka – MASTERS
John Hayes – CAT4	Tom Bradford – MASTERS
Brice McGehee – CAT4	Alberto Rodriguez – CAT5
Claude Gregory – CAT4	Steve Kwiatowski – CAT5
Jerry Vevon – CAT4	Ned Borgsteed – CAT5
Luke Wilson – CAT4	Leo Holister– CAT5
Brad Phillips – CAT4	Harrell Caines – CAT5
Jamie Iriel – CAT4	
Neil Lambert – CAT4	
Chris MacKenzie – CAT4	
Mike Wolk – CAT4	

PROJECTED 2009 TEAM EXPENSES

RACE FEES & ENTRY FEES (20 QUALIFYING RACERS)

	Cost Per Item	# of Riders	Total
Annual Team License	\$ 150.00	1	\$ 150.00
Individual	\$ 50.00	20	\$ 1,000.00
Entry Fees (10 races per rider)	\$ 30.00	20	\$ 6,000.00

SUBTOTAL: \$ 7,150.00

TEAM UNIFORMS & EQUIPMENT (20 QUALIFYING

	Cost Per Item	# of Riders	Total
Jerseys (2)	\$ 130.00	20	\$ 2,600.00
Long Sleeve Jersey (1)	\$ 75.00	20	\$ 1,500.00
Bib Shorts (2)	\$ 130.00	20	\$ 2,600.00
Windbreakers	\$ 70.00	20	\$ 1,400.00
Cycling Shoes (1)	\$ 250.00	20	\$ 5,000.00
Arm Warmers (1)	\$ 40.00	20	\$ 800.00
Leg Warmers	\$ 40.00	20	\$ 800.00
Helmet (1)	\$ 120.00	20	\$ 2,400.00
Socks (2)	\$ 20.00	20	\$ 400.00
Glasses (1)	\$ 30.00	20	\$ 600.00
Gloves	\$ 60.00	20	\$ 1,200.00
Equipment Allowance (\$400.00 per rider)	\$ 400.00	20	\$ 8,000.00

SUBTOTAL: \$ 27,300.00

TRAVEL EXPENSES (20 QUALIFYING

	Cost Per Item	# of Riders	Total
Hotel/Lodging (10	\$ 130.00	20	\$ 26,000.00
Meals (10 weekends)	\$ 50.00	20	\$ 10,000.00

SUBTOTAL: \$ 36,000.00

2009 TOTAL PROJECTED TEAM EXPENSES: \$70,450.00

SAMPLE RACE SCHEDULE

(2009 Schedule Will Not Be Available Until January 2009
This Schedule Is For Demonstrative Purposes Based On Past Years)

Date (tentative)	Race	Location
Feb 28-29	Greenville Spring Series	Greenville, SC
Mar 3-4	Knoxville Omnium	Knoxville, TN
Mar (6,7,13,14,20,20,21)	Greenville Spring Series	Greenville, SC
Mar 27-28	Georgia Spring Omnium	Brooks, GA
Apr 10-11	Bank Of America Pro	Jacksonville, FL
Apr 17-18	Low Country Volkswagen SC State Championships	Charleston, SC
Apr 24-25	Athens Twilight Crit	Athens, GA
Apr 25	Chapel Hill RR & Crit	Chapel Hill, NC
May 1-2	Carolina Volkswagen	Charlotte, NC
May 8-9	East Carolina Crit	Greenville, NC
May 15-16	Wake Habitat Challenge	Cary, NC
May 22-23	SC State TT	Beaufort, SC
May 29-30	Habitat Cabarrus Omnium	Concord, NC
Jun 5-6	Cary Down Criterium	Cary, NC
Jun 12-13	Elite Road Nationals	TBA
Jul 3-4	Cycle Logical Omnium	Morgantown, NC
Jul 10-11	State Games of GA	Augusta, GA
Aug 7-8	French Broad	Asheville, NC
Aug 14-15	DeFeet Cross Roads Classic	Piedmont, NC
Aug 21-22	Masters Track Nationals	Kenosha, WI
Aug 28-29	Upstate Race Weekend	Greenville, SC
Sep 4-5	Carolina Cup	Greensboro, SC
Sep 25-26	Boone Criterium	Boone, NC

Oct 9-10	Michelin Classic	Greenville, SC
Oct 16-17	Sunshine Festival	Columbia, SC

What is the next step?

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

Sponsorship Package:

- \$500 to \$8,000 Investment, as well as Product Option (see levels A, B, C, D, E & F below)

Sponsorship Package Levels

- **A: Title Sponsorship \$8,000:** **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 sleeves and side panel of shorts. Also includes one of our handsomely framed jerseys to display in the sponsor’s place of business, as well as (all benefits listed in the Member Level Sponsorship package). *“Title” Sponsor retains exclusive rights to be only sponsor of like kind on jersey.*
- **B: “Presented By” Sponsorship \$5,000:** **Secondary only to title sponsorship – only two (2) available.** This sponsor will be listed as the “Presented By” sponsor on all marketing materials, as well as the Low Country Volkswagen 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. 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: \$2,500:** **Limited Sponsorships Available- only two (2) available** Includes highly prominent location on shoulder of jersey, as well as on the side panel of the shorts. Also provided is a large personalized plaque to display in the sponsor’s place of business. (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: \$1,000:** **Limited Sponsorships Available.** Includes logos on jersey, inclusion on all promotional material such as race flyers & web site, as well as rights to advertise (business flyers, booths, product demonstrations, etc.) at the Low Country Volkswagen SC State Criterium Championships Weekend. Also provided is a plaque to display in the sponsor’s place of business. *“Member Level” Sponsor does not retain rights to be the only sponsor of like kind on jersey.*

- **E: Supporting Level Member Package: \$500.00:** Multiple Sponsorships Available. Inclusion on race flyers & web site as well as rights to advertise (business flyers, booths, product demonstrations, etc.) at the Low Country Volkswagen SC State Criterium Championships Weekend. Also included is a plaque to display in the sponsor's place of business. "Supporting Level" Sponsor does not retain rights to be the only sponsor of like kind.
- **F: Product Sponsorship Package:** Racing bicycles requires thousands of dollars in initial investment, and hundreds of dollars per year in maintenance costs in order to race on the latest, safest, most reliable equipment. Our team welcomes sponsorships from cycling product manufacturers who are searching for an association with a top ranked regional cycling team. The Product Sponsorship Package includes all the benefits of the Member Sponsorship Package. "Product" Sponsor does not retain rights to be the only sponsor of like kind.

2. Contact Us To Discuss and Ask Questions:

Team President: David Epstein (843.224.6783) or e-mail at depstein@knology.net

Team Treasurer: Jerry Vevon (703.568.7294) or e-mail Vevon_jerry@bah.com.

Team Captain: Brian Hackathorne(843.437.1265) or e-mail bkhsms@hotmail.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 Low Country Volkswagen 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 November 15, 2008, with the remainder due by February 1, 2009.

4. Establish a contact point person(s) in your firm/company to form a team sponsorship committee for all public relations/advertising needs so that we can familiarize ourselves with your products and/or corporate needs. Meetings with Low Country Volkswagen Cycling Team representatives may be arranged as often as once per month to address any marketing/advertising needs that your firm/company may have to ensure that your sponsorship plan is on target.

5. Let the fun and excitement begin!