

Wake-N-Bake Racing
Presented by Terrapin Beer Company
2008 Mountain Bike Sponsorship Proposal

Dear Cycling Supporter,

Within the world of competitive cycling, developmental teams and clubs have been springboards for aspiring cyclists. The Wake-N-Bake Racing Presented by Terrapin Beer Company resulted from members from the Hub/ Terrapin cycling club wanting to start an elite team for the extra support needed to get to large events across the country. The core of this team has been riding and racing together for several years out of The Hub Bicycles in Athens, GA. The Wake-N-Bake Racing Presented by Terrapin Beer Company promotes interest in cycling and racing among the local and regional community as a whole. Our goal is to give members the opportunity to learn and compete in the life-long sport of cycling. Our team strives for excellence in competition while adhering to the highest standards of conduct and sportsmanship. The 2008 season will provide our team with the opportunities to continue its past successes through the cycling community, having a positive impact on the local community and providing an effective return on investment for key supporters.

Funds raised in support of Wake-N-Bake Racing Presented by Terrapin Beer Company will be used primarily in support of our elite team of young racers to offset the cost of team clothing, specialized cycling equipment, and travel expenses. Support will also be given to enthusiastic young athletes who may not otherwise have the financial means to participate (equipment, travel, entry fees, etc.). Many of our young riders have been involved in local club teams and, with support from local sponsors, have also had the opportunity to compete on a national level.

The upcoming season looks promising as we take the opportunity to build upon these experiences. Wake-N-Bake Racing Presented by Terrapin Beer Company needs your support to fulfill its commitment to developing athletes. The Terrapin Wake-N-Bake Racing Presented by Terrapin Beer Company is focused on becoming a force to reckon with among the elite ranks. We welcome you to take a few minutes to look through our sponsorship packet and sincerely appreciate your interest.

Mike Stanley
Sport Director
Wake-N-Bake Racing
Presented by Terrapin Beer Company
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What do you gain by sponsoring our team?

The Wake-N-Bake Racing Presented by Terrapin Beer Company would like to invite your organization or business to join our team for the 2008 season. Contributions help defray the costs associated with maintaining a highly visible and competitive cycling teams. We need your support to fulfill commitments to our developing athletes. The most effective way to repay our sponsors is to win races. This will put everyone who is a part of the organization in the limelight and provide an equivalent return in advertising dollars. Our goal for 2008 is to be a good ambassador for your company and to target the major mountain bike races including South Eastern Regional Championship Series (SERC), Georgia Championship Series (GSC), National Ultra Endurance MTB Series (NUE), and 6/12 hour races throughout the Southeast to ensure media coverage, whether it's a newspaper article, television or radio interviews. Some of the many benefits to you include:

- Prime logo placements on Terrapin Wake-N-Bake Racing Presented by Terrapin Beer Company Clothing, website and team vehicle, which translates into rolling billboard advertising whenever the team competes, trains or travels.
- High logo exposure through athletes wearing logo gear during training and racing.
- Exposure of your company's name, products and services through signage and public announcements at our premier cycling events.
- Website link and access to prime advertising space on the Terrapin Wake-N-Bake Racing Presented by Terrapin Beer Company web page.
- Exposure through press releases with your company name listed as a sponsor (a media person will be utilized to keep the team in the news throughout the region and will highlight your company in releases in your location.)
- Regular updates from Wake-N-Bake Racing Presented by Terrapin Beer Company racers and circulation of team photos and current events.
- We will supply either a Wake-N-Bake Racing Presented by Terrapin Beer Company picture or jersey to display at your place of business to demonstrate your commitment to promoting a healthy, active, drug-free lifestyle.

Wake-N-Bake Presented Racing Presented by Terrapin Beer Company presents a wholesome and positive image and adds value to company promotions. Compare the cost of that kind of exposure to traditional advertising channels such as print, radio, and TV!

Should you choose to join our team for the 2008 season, you will be embarking on a unique and rewarding experience with a group of talented and driven individuals. Thank you for taking the

time to review our proposal for sponsorship, and we look forward to promoting your business in a positive and professional manner for the 2008 season!

Sponsorship Opportunities

Gold Level- \$15,000

Sponsor Receives:

- Primary display of your company name and logo on team clothing; Jersey, shorts, socks
- Prime positioning of your company name/logo on team trailer.
- Prime positioning of your company name/logo on 3ft x 8ft signage at hosted cycling event and public announcements by race announcers promoting your business
- Recognition of your support in all team press releases and correspondences
- Logo placement and acknowledgment on Wake-N-Bake Racing presented by Terrapin Beer web page
- Link to your company website
- Wake-N-Bake Racing presented by Terrapin Beer jersey and picture to display
- Ongoing appreciation and updates from the members of Wake-N-Bake Racing presented by Terrapin Beer

Silver Level- \$10,000

Sponsor Receives:

- Company name/logo positioned on the underarm side panels or shoulders of jersey
- Display of your company name and logo on team trailer
- Prime positioning of your company name/logo at hosted cycling event.
- Logo placement and acknowledgment on web page Wake-N-Bake Racing presented by Terrapin Beer
- Link to your company website
- Wake-N-Bake Racing presented by Terrapin Beer picture to display

- Ongoing appreciation and updates from the members of Wake-N-Bake Racing presented by Terrapin Beer

Bronze Level- \$5,000

Sponsor Receives:

- Company name/logo positioned on the rear pockets of jersey
- Logo placement and acknowledgment on web page Wake-N-Bake Racing presented by Terrapin Beer
- Display of your company name and logo on team trailer
- Link to your company website
- Wake-N-Bake Racing presented by Terrapin Beer picture to display
- Ongoing appreciation and updates from the members of team

Donation, Equipment or In Kind

Sponsor Receives:

- Logo Placement and acknowledgment on Wake-N-Bake Racing presented by Terrapin Beer web page with web link
- Display of your company name and logo on team trailer
- Equipment visibility during training rides and racing events