



University Of Massachusetts Bicycle Racing Club

2006-2007

Sponsorship Proposal

Support a group of individuals "racing" away from the ordinary...



The University of Massachusetts at Amherst Bicycle Racing Club (UMBRC) is the cycling club of Massachusetts' flagship public University. The goal of the UMBRC is to attract college-aged people to the sport of cycling. The most visible segments of our club are the competitive racing teams however our members range from novice recreational riders to top-level racing cyclists. We find that one of the best features of our cycling club is that anyone can participate. Joining our club may be the first experience new members have with group cycling but most remain cyclists after they have ignited the passion. We are striving to create a community around this fun, safe, and healthy activity but in order to grow we need increased support.

The popularity of cycling is on the rise in the US with the success of American cyclists in competition around the world. It is hard to top the improbable story of cancer survivor Lance Armstrong winning the Tour de France seven consecutive times but there are many more American cyclists like David Zabriskie and Chris Horner are competing and succeeding at the sports top level. America's elite cyclists are perpetuating the cycle of strengthening and expanding the domestic cycling programs which helped them achieve their more recent successes. The UMBRC is one such program and we hope to continue building the cycling community with your support.

The UMBRC is inviting your company to join our team for the 2006-2007 season. Contributions and donations help defray the costs associated with maintaining highly visible and competitive racing teams. While we do receive some financial support from the University, these funds fall far short of covering our team costs and budgetary strain for individual members. A season of travel and lodging expenses, meals, spare parts, etc. add up quickly. One racing bicycle costs from \$1,000.00 to \$5,000.00 and more. The bicycle alone is often more than an individual can afford and too often we are forced to turn to our families for support. An individual will still need to pay for several pieces of clothing, race fees, and food in order to compete. Contributions to the UMBRC allow us to help defray as much of these costs for our members as our budget

will allow. The more donations we receive the more riders we can support and the more costs we can cover.

We believe success begets success. A competitive UMBRC team enhances the image of the University and our sponsors. A team and individuals need quality equipment to compete on an equal footing with other clubs. Your support will help us reach a higher level of competition and rider participation. The UMBRC proudly recognizes our donors and contributors in our publications, on our web site, and (for those contributing at the appropriate level) with a placement on our team clothing. All team and club members wear these uniforms alike. We also sell team apparel to the University and alumni population.

Please take a moment to review the enclosed proposal and additional information about the UMBRC. Included are the club mission statement, our 2005-2006 year end report, our current prospectus, our upcoming schedule, our projected 2006-2007 budget, an overview of the benefits of sponsorship, and detailed instructions for contributing. These materials explain how, together, we can enhance our shared community and affiliate your company, name, or product with our first-class organization.

Should you accept this chance to associate yourself with the UMBRC you will be graciously supporting our mission. You will also secure an exciting opportunity to be associated with our unique, rewarding organization. We look forward to you joining our team promoting health and community while our collegiate athletes proudly represent you.

Best Regards,

The UMBRC Officers:

Alex Duggan (President) Matt Tenure (President) Matt Brewster (Treasurer)
UMass Bicycle Racing Club
416 Student Union Bldg, Box 82
University of Massachusetts at Amherst
Amherst, MA 01003
<http://www.umbrc.com>

UMBRC Mission Statement:

The University of Massachusetts Bicycle Racing Club (UMBRC) is student-organized group dedicated to recreational and competitive bicycling. We strive to serve the campus community of new and experienced cyclists. Our mission is to foster and promote a venue where friends and teammates that share the enjoyment of, and passion for, bicycle riding, can gather and create a better cycling experience.

UMBRC 2006-2007 Prospectus:

At this time there is a lot of work required to make the UMBRC a stronger organization. Currently we have a strong race team but very few participants and an even smaller recreational body within the club. In the past the UMBRC focused on racing and is therefore currently lacking in the recreational aspect. We hope our racing team will always be a strong competitor at collegiate races but more needs to be done to engender a recreational cohort within the club.

By the same token we are very glad to report that we continue to be successful as a racing team. In the past year our team had very impressive mountain and road seasons despite our relatively small size. The UMass mountain biking team finished second in the Eastern Collegiate Cycling Conference (ECCC) and our road squad finished 9th in the ECCC overall Division I ranking.

We expect that by introducing more participants from our campus to the club we will be able to provide a healthy recreational opportunity and help new members discover a latent ability and love of racing. A stronger attraction of recreational riders to the club would ultimately improve our racing teams if we are able to help novice toward developing their skills and understanding of the many facets of cycling.

For this reason the UMBRC has planned to enact new initiatives in the coming year and to continuously improve our systems for attracting and welcoming members. This includes more deliberate advertising, developing club ambassadors, promoting our organization by goodwill and word of mouth, a more approachable meeting atmosphere, offering regular group rides at a casual pace, and more. Ideas and action are essential to achieving growth and we welcome help.

It will be challenging to attract novice riders and we do not expect the growth to come quickly or easily. A significant effort will be required on the part of all officers and members. The assistance of our sponsors and contributors in the community will also be needed. We look forward to realizing the beginnings of our success, but our greater purpose is to set in motion year after year growth for those who follow.

UMBRC 2005 – 2006 End of Year Report

The UMass bike racing club completed two successful seasons over the 2005-2006 year. We put many miles in on the bike and many, many more on Athletics van number 7. There are many team and individual successes to reflect upon.

The mountain bike team was a powerhouse in the Eastern Collegiate Cycling Conference (ECCC) mountain season from the very first weekend. Aaron Oakes started it off with his 1st place finish at the 8-hour "UConn Enduro" event. We sent nine riders to the following weekend race at Dartmouth College. Our guys controlled the field, finishing first in every category for a total of 5 wins at Dartmouth. UMass riders won five more events and took second place in six events over the course of the season. Six of our riders qualified for Collegiate Mountain Bike Nationals, held this year in Seven Springs, PA. Our own Justin Finn finished with a very impressive 6th place of all collegiate mountain bikers in the U.S.

It was, without doubt, an amazing mountain season. The team placed second overall in the ECCC while fielding only a third as many racers as the winning team, The University of Vermont. Even more impressive however, in the individual standings, UMass riders Justin Finn, Colin Eggleton, Justin Lindine, and Aaron Oakes finished 1st through 4th respectively in the elite-A category. The UMass team dominated the mountain and the podium this past fall providing the club with a lot of energy and excitement for next season.

With the mountain season behind us our attention turned to the spring road race season. Frigid UMass riders were hitting the road as early as November to prepare for the first road weekend March 5th at Rutgers University. To be sure we were ready Coach Dave Peckinpaugh provided everyone an individual training plans to meet their

spring fitness goals. Anticipation for the road season was greater than for Christmas and somehow we made it through the wait.

Unfortunately, just after the club rejoined in January our co-President, Justin Lindine, needed to withdraw from the University. Justin is a very talented road racer and both he and the team had high hopes for his success in the elite men's A field. Matt Brewster, our club treasurer, stepped up to help club President Alex Duggan govern and lead the club, or at least to drive the van.

Spring coursework was burdensome for our club members and kept many from attending all the conference races. Most weekends we fielded a small squad, but, although outnumbered, the UMass team would not go unnoticed. At the Rutgers opening weekend Matt made a two-man break that lead the criterium field by almost a minute and finished in 2nd place. The next weekend, novice racer Jeff Elie made an excellent start by taking 2nd place in the Drexel/UPenn Criterium in Philadelphia, PA. Chris Kessler was not satisfied getting soaked with tire spray in the pack at the very rainy Penn State criterium so he made a solo break and took a well-deserved 1st place.

Our individual finishes were strong but the best event for the UMass team was the team time trial. The TTT squad made its first appearance at the Penn State weekend. With Alex Duggan, Matt Brewster, Jeff Elie, and Chris Kessler working as one in this competition against the clock we took 2nd place in the C category.

Acknowledging their superior fitness in the C field, this group moved up to race in the B category. Once there their collective results only got better. The TTT squad finished 3rd at UVM, and in 2nd place at the ECCC Championships in Ithaca, NY. This consistency and capability is a testament to the strength of teamwork and the individual riders in our squad, especially since aside from the pre-race warm-up these guys never had time to practice riding their pace line.

The 2005 and 2006 mountain and road seasons were huge successes for the UMass racing squads. In addition, our recreational club members had a good time off the race course this year. There were many new bike purchases, many riders trying new riding disciplines, and ample tall-tale stories about "epic" rides and super-human feats of bike handling. There is much room for growth in the coming year and we are making a huge effort to recruit new riders from the campus community. We would like

to spread the joy of bicycle riding, the satisfaction of team work, the thrill of racing, and the comradery of good friends. For the fall our goals are to grow club membership, and to again be a factor at mountain bike nationals. We look forward to another successful year as academic and athletic representatives of the University of Massachusetts.

2006-2007 Race Schedules

Fall: Mountain Bike Season

XC- Cross-country

STXC- Short-Track Cross-country

DH- Downhill

DS- Dual Slalom

Date	Event Name	Location	Event(s)
Sept 9-10, 2006	Penn State Season Opener	State College, PA	XC, STXC, DS, DH
Sept 16-17, 2006	UConn Churn and Burn 8-hour Enduro	Ashford, CT	Enduro XC
Sept 23-24, 2006	UVM Burlington Extravaganza! ECCC MTB Premiere Event	Burlington, VT	XC, STXC, DS, DH
Sept 30- Oct 1, 2006	UNH	Durham, NH	XC, STXC, DS, DH
Oct 7-8, 2006	RPI	Plattekill, NY	XC, STXC, DS, DH
Oct 14-15, 2006	UMass Eastern Championships ECCC MTB Premiere Event	Jiminy Peak Hancock, MA	XC, STXC, DS, DH
Oct 20-22, 2006	NCCA MTB National Championships*	Angelfire, NM	XC, STXC, DS, DH

* Requires team or individual qualification

Spring: Road Season*

Crit- Criterium

RR- Road Race

TTT- Team Time Trial

TT- Time Trial

HCTT- Hill Climb

CR- Circuit

Date	Event Name	Location	Event(s)
March 3-4, 2007	Rutgers Season Opener	Piscataway, NJ	TT, CR, Crit
March 10, 2007	Drexel/UPenn Weekend	Philadelphia, PA	RR, TT, Crit
March 11, 2007	Columbia Grant's Tomb Criterium	New York, NY	Crit
March 17, 2007	Princeton Orange Criterium	Princeton, NJ	Crit
March 18, 2007	Lehigh Crit	Bethlehem, PA	Crit or CR
March 24-25, 2007	Bucknell International Collegiate Classic	Bucknell, PA	CR
March 31- April 1, 2007	Penn State Weekend	State College, PA	RR, Crit, TTT
April 7-8, 2007	Boston Beanpot Classic	Boston, MA	Crit, RR, TTT
April 14-15, 2007	UVM (VT) Split ECCC Weekend	Mt. Philo & Burlington, VT	RR, Crit, TTT
April 21-22, 2007	Army Spring Classic	West Point, NY	TTT, RR, Crit, HCTT
April 28-29, 2007	Easterns @ Cornell	Ithaca, NY	RR, Crit, TTT
May 5-6, 2007	College Cycling Road Nationals @ KU**	Lawrence, KS	RR, Crit, TTT

*Based on last year's schedule, the 2007 schedule will be decided November 11 at the Conference meeting.

**Requires team or individual qualification

Our Projected Expenditures and Budget

2006-2007 UMASS Bike Racing Budget			
<i>Estimates based on 2005-2006 Costs</i>			
Item	Unit Price	Unit	Total
USA Cycling Membership Fee	\$50	1	\$50
Team Clothing			
Jerseys	\$50	50	\$2,500
Shorts	\$50	50	\$2,500
Copying and Design fees	Variable		\$50
Coaching Fees	\$600	1	\$600
Total			\$5,700
Racing and Traveling Expenses (10 Racers for 17 Weekends)			
Item	Unit Price	Unit	Total
Race Entry Fees	\$13	340	\$4,420
Gas (Avg. per weekend)	\$70	17	\$1,190
Tolls (Avg. per Weekend)	\$3	17	\$51
Hotel Rooms	\$100	17	\$1,700
Total			\$7,361
Total for 2006-2007			\$13,061

The club expects to receive a small stipend from the Department of Campus Recreation and Sports clubs for the 2006 – 2007 year. This amount is far short of full funding for the club, but we are one of many student clubs requesting these funds. The school cannot make more money available for us and we are therefore forced to seek outside help to sustain our team.

The cost of racing – gas, race fees, hotels, food, clothing, equipment – quickly absorbs our available budget. This situation forces our individual student athletes to carry much of the financial burden. Since many students cannot budget this type of money it is very difficult for members to cover enough expenses to participate.

Monetary support helps every student-athlete who wants to participate. Equipment and merchandise help offset the cost incurred to each rider for bicycles, clothing, components, and incidental cycling related items. Services, such as volunteers and professional help, are also very helpful for our team.

Return on Investment with the UMBRC

<i>Your Advertising Exposure with the UMBRC</i>		
<i>Estimated based on 2005-2006 Seasons</i>		
<i>Number of Club Members</i>	35	
<i>Avg number of hours training weekly</i>	10	
<i>Number of weeks per school year</i>	28	9,800 hours
<i>Number of Race Team Members</i>	10	
<i>Avg number of races attended (3 hours)</i>	30	900 hours
<i>Community Service Hours</i>	25	25 hours
Total Hours		10,725 hours
<i>Collegiate Podium Finishes</i>	20	20 podiums
<i>USCF/NORBA Podium Finishes</i>	5	5 podiums
Total Podium Finishes		25 Podiums

With over 10,000 hours a year of UMBRC members displaying your company or product during training and racing, the cost of advertising with us is very low. UMBRC competitors consistently place in the top spots at collegiate road and mountain events. And, since we are a USA Cycling registered club, our members race at USCF road and NORBA mountain events during the summer months. This means more exposure time and distribution for your company. The more resources we have, the more riders we can support and the more wins you will be sponsoring.

In addition, the UMBRC plans to increase our community service involvement in the coming years. We will be representing you at these community events. This year we are proud to volunteer at the 2006 Massachusetts Special Olympics August Tournament and we hope to continue our involvement with this and other services in the future.

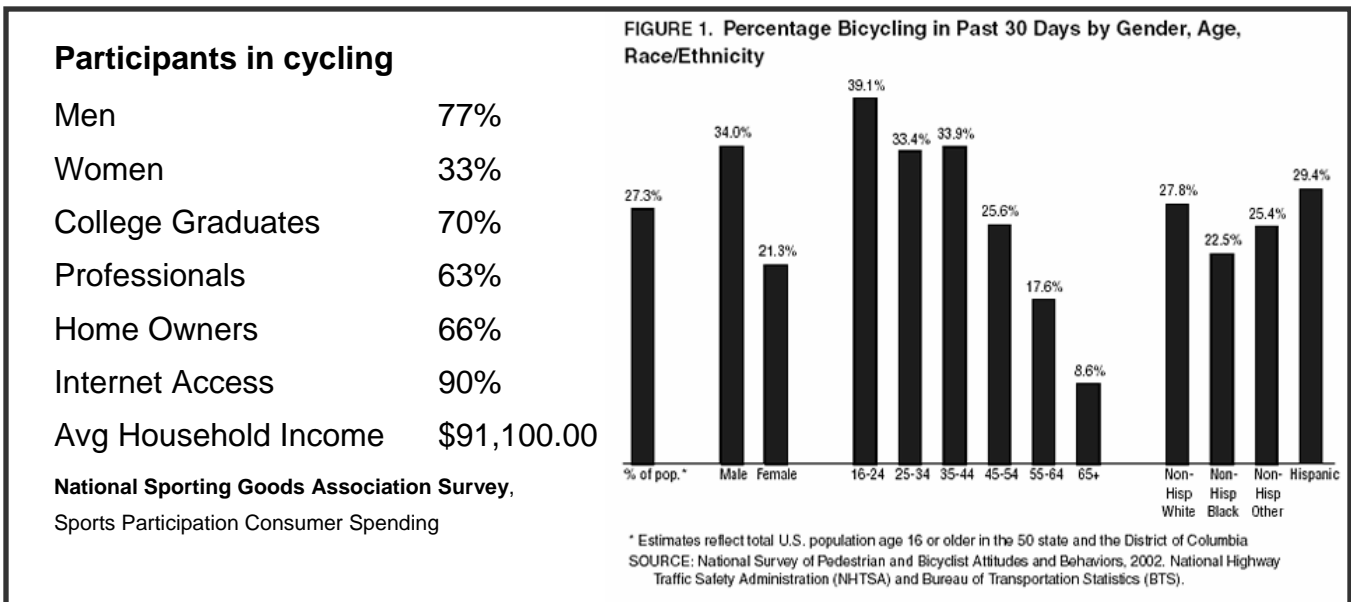
More Benefits to You:

- Association with the largest public University in Massachusetts
- Connect with the 18,000+ student population at UMass Amherst and target this desirable student population
- Exposure to hundreds of collegiate and domestic athletes at our competition and training events year-round

- Generate publicity throughout the 10 states of the Eastern Collegiate Cycling Conference (<http://www.eccc-info.com/index.html>)
- We represent your company professionally – from polite behavior to professional demeanor we will be a positive marketing tool
- Logo placement on our website (www.umbrc.com) and a link from our site to your own
- Logo placement on all team flyers and promotional materials
- Logo placement at race events if you are able to provide banners or other promotional materials
- We will encourage members to engage in word of mouth advertising of your company or product
- We can provide market research feedback or product reviews for your design and testing purposes
- We provide a fun, respectable, and positive image for your company, brand, or product

Cycling Market Demographics and Trends:

Sponsoring our cycling club will expose your product or company to an enviable consumer demographic. According to leading industry publications approximately 57 million Americans, 27.3% of the population age 16 or older rode a bicycle in 2002.



Recent Top UMBRC Race Results:

- 1st Women's B Orchard Assault 2003 Caitlin Trahan
- 1st Root 66 Race Series 2004 Caitlin Trahan
- 1st Men's B collegiate DH at Plattekill 2004 James Ford
- 1st Men's A collegiate DH at UVM 2004 James Ford
- 1st Monson Road Race 2005 Dave Maynard
- 1st "Hill Climb Challenge" at M.o.M. series finale 2005 Dave Maynard
- 1st ECCC Conference Short Track Championships Collegiate A 2005 Justin Finn
- 1st ECCC Conference XC Championships Collegiate A 2005 Justin Finn
- 1st Jiminy Peak Hill Climb TT Collegiate A 2005 Justin Finn
- 1st UMASS Holiday Farm XC Collegiate A 2005 Justin Finn
- 1st The Vermont Not So 50 Miler Collegiate A 2005 Justin Finn
- 1st Norba Nationals Aaron Oakes
- 1st UConn 8 hour enduro mtn race Aaron Oakes
- 1st Men's B Road Race Boston Beanpot Weekend 2005 Justin Lindine
- 1st place Men's B Road Race ECCC Championships 2005 Justin Lindine
- 1st place Men's A Short Track Dartmouth College 2005 Justin Lindine
- 1st Dartmouth B downhill Matt Tenure
- 1st UVM at Sleepy Hollow Ski Resort B's Matt Tenure
- 1st Expert class at Plattekill DH #6 2005 James Ford
- 1st Men's A collegiate DH at Penn State 2005 James Ford
- 1st Expert class at Plattekill DH #7 2005 James Ford
- 1st Expert class for the Plattekill DH series 2005 James Ford
- 1st Dartmouth Collegiate Race Weekend Men's C XC 2005 Alex Duggan
- 1st Dartmouth Collegiate Race Weekend Men's C STXC 2005 Alex Duggan
- 1st William's College Purple Cow Cyclo-cross Men's B 2005 Alex Duggan:
- 1st ECCC Penn-State Weekend Men's C Criterium 2006 Chris Kessler

- 2nd Sport Mount Snow NORBA 2004 Caitlin Trahan
- 2nd 12 Hours of Gears solo 2005 (qualified for Worlds 24 hour solo) Caitlin Trahan
- 2nd M.o.M. N.Y. State NORBA Championship series # 1 2005 Dave Maynard
- 2nd M.o.M. N.Y. State NORBA Championship series final 2005 Dave Maynard
- 2nd Boston Beanpot Men-B Road Race 2006 Justin Finn
- 2nd ECCC Easterns Road Race, Category B 2006 Matt Brewster
- 2nd place Men's A XC Dartmouth College 2005 Justin Lindine
- 2nd UMASS/RPI B's DH Matt Tenure
- 2nd Men's A D1 Collegiate DH Nationals at Seven Springs Resort 2005 James Ford
- 2nd Upenn/Drexel Schulikill Challenge Men's C Crit 2006 Jeff Elie
- 2nd Team Overall Dartmouth MTB Weekend 2005 UMASS
- 2nd Team Overall UNH Weekend 2005 UMASS
- 2nd Team Time Trial Men's C Penn State Weekend 2006 UMASS
- 2nd Team Time Trial Men's B ECCC Easterns at Cornell University 2006 UMASS

- 3rd Easterns XC 2004 Mike Mitchell
- 3rd UMass XC Aaron Oakes
- 3rd Team Time Trial Men's B UVM Chris Castro Memorial Weekend 2006 UMASS

UMBRC Sponsorship and Contribution

A. Businesses or Corporations

- a. Friend - Merchandise, Pro-deal, or Services
- b. Contributor - \$500
- c. Donor - \$750
- d. Sponsor - \$1,000
- e. Title Sponsor - \$1,500

Your company will receive the following:

- i. All club publications, year-end and in-term reports, will have your logo printed on them and you will receive a complimentary copy these materials. These reports are reviewed by the University executives and faculty in addition to over 600 alumni, members and friends subscribed to our email group.
- ii. Your logo will be displayed on our website with a link to your site.
- iii. A sticker of your logo can be applied to team member helmets or bikes
- iv. Club members will thank sponsors with patronage of your business or products in addition to actively promoting by word of mouth advertisement.
- v. Upon request we will provide a current team jersey for display at your business.
- vi. Sponsors of the club will have their company logo added to our team clothing. *Photos of our current jersey are on the next page for your review.* The clothing is updated every fall and worn for a full year by at least 35 active club members at all collegiate races and USCF and NORBA events. Club alumni from around the country also purchase clothing each year. Approximately 100 club clothing kits (set of shorts and jersey) are purchased each year.

Your jersey logo size will be determined by the level of sponsorship

- a. Friend - 3" **jersey** – back on pockets
- b. Contributor - 4" **jersey** – shoulders or pockets
- c. Donor - 5" **jersey** – back on upper back and 3" on front
- d. Sponsor - 6" **jersey** – side panels, **shorts** – rear panel
- e. Title Sponsor- 7" **jersey** – back and 3" front, **shorts** – side panels

B. Individual Contributors

- a. Steel - \$50-\$100
- b. Aluminum - \$101-\$150
- c. Carbon - \$151-\$200
- d. Titanium - \$201+

All UMBRC supporters will receive a copy of the end of year report and all in-term reports published by the club. These reports detail the activities and accomplishments of the club so you can keep up to date with your investment. Your name will also be printed in each of the reports published over the year.

Private and business donations are tax deductible. Please review the attached form to learn how to make your contribution and receive a tax receipt. **The above packages are negotiable.**

Logo Placement and Sizing





Form to Sponsor the UMBRC

Thank you for choosing to sponsor the UMBRC. Please fill out the form below with your information and mail it along with your payment to our University mailbox. Make your check payable to "UMBRC." If you will need a receipt for tax deduction purposes please see the instructions at the bottom of this form.

Mail to: UMass Bicycle Racing Club
416 Student Union Bldg, Box 82
University of Massachusetts
Amherst, MA 01003

Your Name: _____

Company Name: _____

Or name of person donated on behalf of: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____

Levels of Sponsorship

- | | |
|--------------------|------------------------------------|
| a. Friend - | Merchandise, Pro-deal, or Services |
| b. Contributor - | \$500 |
| c. Donor - | \$750 |
| d. Sponsor - | \$1,000 |
| e. Title Sponsor - | \$1,500 |

Your logo size will be determined by the level of Sponsorship

- | | |
|-------------------|---|
| a. Friend - | 3" jersey – back on pockets |
| b. Contributor - | 4" jersey – back on pockets |
| c. Donor - | 5" jersey – upper back and 3" on front |
| d. Sponsor - | 6" jersey – side panels and 4" front, shorts – rear panel |
| e. Title Sponsor- | 7" jersey – front and back, shorts – side panels |

Amount paid for sponsorship: _____

For tax deductible contributions:

Please call The University of Massachusetts Alumni Services at (413) 545 – 4721. They will take your payment over the phone. Please fill out the above form and mail it to the address above so that we can expect your contribution.

Thank you for your time and generosity. With your help we are building a stronger community and cycling club.



Form to Contribute to the UMBRC

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Mail to: UMass Bicycle Racing Club
416 Student Union Bldg, Box 82
University of Massachusetts
Amherst, MA 01003

Your Name: _____
Or name of person donated on behalf of: _____

Street Address: _____
City: _____ State: _____ Zip Code: _____
Email Address: _____

Levels of contribution:

- | | |
|---------------|-------------|
| a. Steel - | \$10-\$50 |
| b. Aluminum - | \$51-\$100 |
| c. Carbon - | \$101-\$200 |
| d. Titanium - | \$201+ |

Amount of your contribution: _____

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Thank you for your time and generosity. With your help we are building a stronger community and cycling club.



PRESIDENT: Alex Duggan
aduggan@student.umass.edu
508-728-8867

MAIL: UMass Bicycle Racing Club
416 Student Union Bldg, Box 82
University of Massachusetts
Amherst, MA 01003

WORLD WIDE WEB: <http://www.umbrc.com>

Please contact us for additional information about sponsorship and contributing the UMBRC. We truly appreciate your time and generosity!