

Diablo Cycling



2018 Sponsor Proposal



ABOUT DIABLO CYCLING TEAM



Diablo Cycling is a 501c non profit organization comprised of two different cycling teams. The first is the Diablo Racing Team, which is the core group of cyclists that travel and participate in races throughout the Midwest. This group is committed to supporting sponsors and growing the sport of cycling. The second is the Diablo Club, which consists of people who are passionate about cycling and want to help it grow. Some club members race, but do not make it a full-time commitment. Both groups ride together and enjoy the social healthy lifestyle.

To our sponsor: the team is committed to put the sponsor first. We show sportsmanship and respect to others while wearing our kit, racing and riding in local group rides. We also support our sponsor as needed, including volunteering at a company events and supporting our sponsors financially by supporting their businesses.

The team has become more than a group of people racing. Diablo Cycling is a non-profit organization helping to organize events in our community, such as providing high-quality bike racing in Menasha, helping children and the community with needed bike repair and safety training, and developing young people in cycling. It is a focus of the team to be a visible and valuable asset to the community in which we live and ride.



Why Sponsor Diablo Cycling?

Be apart of an industry that has a great potential customer demographic and is a value for advertising. As sponsor you get visibility all over the Midwest. Your logo will seen not only at races but miles of training, fund raisers, and community group rides. As a sponsor, you will be supporting a group that's main goal is a healthy lifestyle and focused on getting youth into cycling.

Cycling Demographics:

- Cycling is a 6.1 billion dollar industry in the United States.
- There are 5 Million Road bikes and 8 Million Mountain Bikes in use in the US
- 39 Million active cyclists in the US
- Have an average household income of \$70,000.

Sponsoring a cycling team/group gives you visibility to this demographic.

Diablo Cycling Demographics:

- 64 members 2017
- 19 Junior Youth Racers
- 12% female 88% male
- Average Age 32
- Together have ridden over 125,000 miles in 2017
- Active race participation all over the state.

Sponsor ROI:

- Social Media: We have an Active Facebook Blog and quarterly newsletter
- Engaging social media Audience
- Team members become passionate loyal influencers
- Traditional Media: TV news coverage: Diablo for a day, Jon L ride across US, Newspaper, & Magazines Articles
- Not selling advertising we are selling influencers
- Sponsor is not investing in advertising but rather influence
- Social Proof: authentic engagement
- Past sponsors who have had the best results are the sponsors who ask for engagement
- Sponsor Video - We will make a sponsor video for you for you to use on social media and webpage.
- Comparison Sponsorship to Traditional advertising:
- Direct engagement, influence, direct word of mouth
- Dedicated Social Media posts on our channels
- Longer lasting reach, 1 year VS. 1 day or a week of impressions

EVENTS



N.E.W.O. NORTHEAST WISCONSIN OMNIUM

NEWO - Northeast Wisconsin Omnium

In 2016 it marked the first year for NEWO. This is a 3 day race series run by Diablo and Wheel & Sprocket Cycling teams. In 2017 we grew the race entries by 10%. We had 305 entries and over 500 spectators. Had racers from all over the Midwest to come to Fox Valley to Race.



DIABLO RIVER CROSS

In 2017 it marked the first year for our team sponsored Cyclocross Race. It was held at Sunset Park in Kimberly, WI. Cyclocross is a community event. Easy to spectate and fun for the family to watch.



Diablo for a Day

Become a Diablo for a day! Through the season the Diablo Cycling team will be hosting cycling instruction & introduction once a month that focus on a different discipline of riding and racing.

**First Monday of
each month**

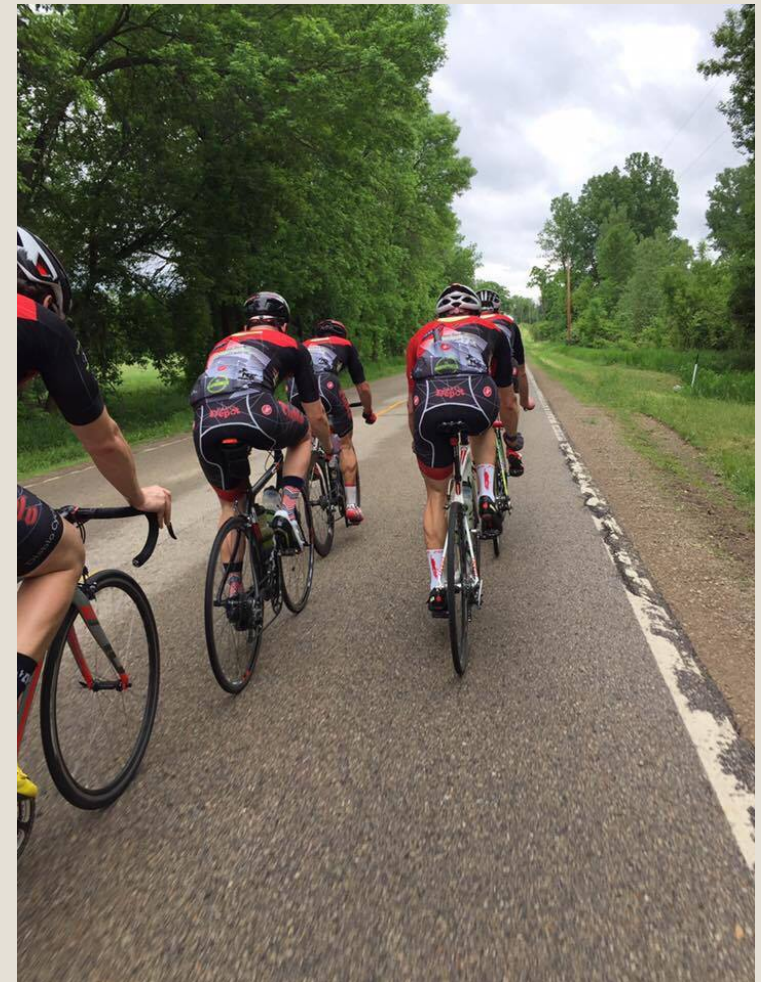
**April, May, June:
Criterium Racing -
Racing Clinic**

**July, August:
Mountain Biking**

**September, October:
Cyclocross**



**We will feature a
different title
sponsor each
month**



SPONSORSHIP OPPORTUNITIES

We could not do this without the financial sponsorship of local businesses. It is the lifeline for Diablo Cycling to get youth into cycling by supplying uniforms, paying for races and offering cycling support.



Jersey Title Sponsor \$1000.00

1. Logo placement on racing/riding kits
2. Opportunity to have Diablo team help and attend promo, marketing event, or other important event.
3. Logo placement on team T-Shirts.
4. Logo placement on 2017 brochures, banners, and clothing.
5. Race Day sponsorship - Logo on race flyers which are posted on USA Cycling website and handed out throughout the Midwest to promote the race. Banners around the race course (provided by company) and information flyers in race number pickup bags. Additional exposure through verbal announcements all day during the races.
6. Logo and link on Diablo Cycling webpage (Always good for SEO).
7. Bragging rights to use in marketing materials. Also a nice tax write-off for your company.

Jersey Co-Title Sponsor \$600.00

Same as Title sponsor just has much smaller logo on the jersey.

Team Sponsor \$300.00

1. Race Day sponsorship - Logo on race flyers which are posted on USA Cycling website and handed out around the Midwest to promote the race. Banners around the race course (provided by company) and information flyers in race number pickup bags. Additional exposure through verbal announcements all day during the races.
2. Logo and link on Diablo Cycling webpage (Always good for SEO)
3. Bragging rights to use in marketing materials. Also a nice tax write-off for your company.



DIABLO JUNIOR DEVELOPMENT TEAM

A new additional sponsorship is a separate title sponsor for our junior development team. The Diablo junior development team is for racers under the age of 18. It is our focus to assist younger people into riding bikes and racing bikes. We are searching for a 2 year sponsor to help fund this. 100% of the funds will be going to junior racing. It will pay for jerseys, equipment, and race entries. A majority of the junior team also race in a new high school league called NICA. NICA is the fastest growing sport across the country in public schools. Your sponsorship of youth cycling will help get younger kids into an activity that would not otherwise have the financial means to get into the sport of cycling. Ideally we would like to have a 2 year sponsor for the junior team.

Goals:

- Bring USA Cycling programs to the Fox Valley
- Grow cycling at a youth level
- Grow bicycle racing from the ground up
- Introduce youth into a lifelong activity that will help develop them into better healthier adults.

JUNIOR DEVELOPMENT TEAM SPONSOR: 2 YEAR COMMITMENT \$3000.00/YEAR

2017 Sponsors



Kaukauna, WI

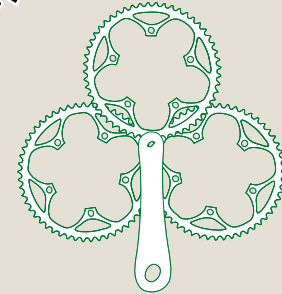


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eagle river, wi



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