

# ARIZONA

## Home to the 2017 USA Cycling Women's National Road Race Champion 2017-2018 University of Arizona Cycling Sponsorship Package

### Welcome!

Since the team's foundation in 1984, the University of Arizona Cycling Team has blossomed into *the* powerhouse team of the Southwest as well as a nationally recognized team. For over 30 years, we have promoted the sport of cycling as a healthy lifestyle for university students while providing team members with an environment to grow academically, socially, and athletically. Our team also works to strengthen the greater Tucson cycling community by promoting four races a year, and by working with local non-profit organizations such as the El Grupo Youth Cycling team. Our team is able to support collegiate riders throughout each of the three racing seasons annually (Cyclocross, Mountain and Road) in a way that no other team in the region does. This means that racing is affordable to any student who hopes to race a bike. However, none of this is an easy feat; less than 3% of our annual budget comes from the university.

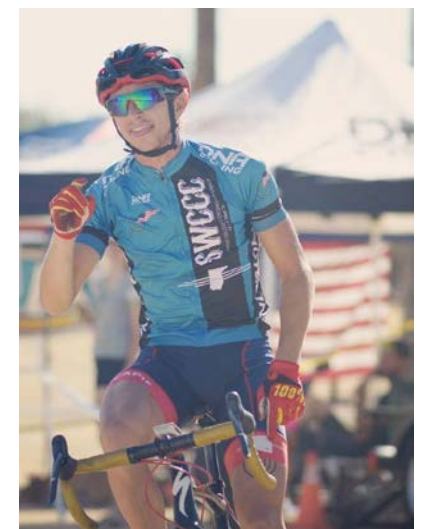
The majority of our funding comes from businesses and leaders like you in our community. Beyond providing the perks of exposure on our jerseys and social media, we actively engage with our supporters through fun rides, promotion at events and on campus, and other forms of involvement. By supporting UA Cycling, you are building a strong connection with a highly educated group-- chances are that your support will result in a lifelong customer or a future employee! We invite you to join us in our goal to create the best collegiate cycling team in the nation.

### Awards since 2013

- 2013 USA Cycling fastest growing club
- 2014, 2015, 2016 USA Cycling Club of the Year
- 2014, 2015, 2016 UA Rec Center Sportsman of the Year
- 2016 UA Rec Center Sportswoman of the Year and Club Achievement Award
- 2017 UA Rec Center Fundraiser of the Year
- 13 Division 1 conference omnium championship titles
- 15 Individual omnium titles
- 100+ podium finishes at local and national events
  - *1<sup>st</sup> Place Women's 2017 Road Race- Erica Clevenger*
  - *2<sup>nd</sup> Place Women's 2017 Crit, ITT, and Omnium- Erica Clevenger*
  - *2<sup>nd</sup> Place Men's 2015 XC Nationals- Kyle Trudeau*
  - *4<sup>th</sup> Place Men's 2015 STXC Nationals- Kyle Trudeau*
  - *5<sup>th</sup> Place Women's 2016 Road Nationals- Erica Clevenger*
  - *8<sup>th</sup> Place Men's 2017 Road Nationals Omnium- David Greif*

### Goals for 2017-18

- Strengthen our relationship with El Grupo for development pipeline
- Mentor leadership at other schools in the Southwest to develop stronger programs
- Develop alumni relations and establish endowment for sustainable financial future
- Assist in the development of the Tucson Velodrome and other cycling projects
- Continue success at regional and national events: one rider on the podium at all five national championships, number one team in the nation, and send a team to compete at the UCI Tour of the Gila



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## How can you help?

Put your company or product out in front of an educated, motivated, and active audience! The UA Cycling team has strong brand recognition – we can promote your business on a local, regional, and national level!

Levels of Sponsorship:

Title Sponsor - \$4,000+

Logo (6") on jersey shoulder and back

Largest logo on website

"UA Cycling presented by *Company Name*" on social media & at races.

1 Team jersey



Gold Sponsor - \$2,000

Logo (5") on jersey shoulder or side and back

1 Team jersey

Silver Sponsor - \$1000

Logo (4") on front or the side of jersey

1 Team jersey

Bronze Sponsor - \$500

Logo (3") on jersey pocket

1 Team jersey



Product Sponsor - donation of product/goods/discount

Logo on jersey pockets or other location. Depends on sponsor agreement.

Other

Have something else in mind? Don't hesitate to contact us and let us know what you are thinking!

\*Note: logo size may vary depending on native shape of the logo; longest edge of the logo will be used to meet sizes

### All levels of sponsorship include:

- Logo on our website and a link to your website
- Promotion on the team's Twitter (421 followers), Facebook (700 followers), and Instagram (622 followers)
- Individual team members are extremely active on all social media platforms and can promote your company/product
- Team can help your company gain access to table on the UA Mall during events
- Invitation to promote company and products at our races across town
- Logo included on our car magnets
- An invitation to a meeting to speak about your product/organization and an invitation to join our group rides
- Team members will be informed of your support of the team and the products/services you offer

We do more than passive advertising on our website and jerseys. We engage, educate, and inform our followers about your products or services and help generate new customers.

**Donations:** The UA Cycling Team can accept donations and they are tax deductible. All donations must be processed through the UA Foundation and the team can give no guaranteed tangible benefits in return. Please contact us if you have questions on if you should do a donation or sponsorship!

President Joey Iuliano

[jiuliano@email.arizona.edu](mailto:jiuliano@email.arizona.edu)

(765) 491-9552

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## Current Sponsors

We would like to extend a special thanks to our current sponsors:

### Title Sponsors:

### Gold Sponsors:

### Silver Sponsors:



### Bronze Sponsors:



### Product Sponsors:





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## 2017-2018 University of Arizona Cycling Sponsorship Agreement

On behalf of University of Arizona Cycling, I would like to thank you for your contribution! Below is our sponsorship agreement. Please review it, complete it, and return the top half to us at your earliest convenience. Please feel free to contact us about any questions you might have.

Again, thank you for your support!

Joey Iuliano  
jiuliano@email.arizona.edu  
UA Cycling President

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Website: \_\_\_\_\_

Level of support  
Bronze (\$500-\$999)    Title (\$4,000+)  
Silver (\$1000-\$1,999)    Other: \_\_\_\_\_  
Gold (\$2000-\$3,999)    Product

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
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**Donations** can be made online through our foundation account at: <http://www.uafoundation.org/>  
Search for "cycling club", click the "Sports Club" link, and select "Cycling Club". You will receive your official tax receipt from the UA Foundation.

**Sponsorships** can be paid via check to: Cycling Team at the U of A

Checks and product donations can be mailed to:

UA Campus Recreation Center, Club Sports  
The U of A Cycling Team  
ATTN: Joey Iuliano  
1400 E 6<sup>th</sup> Street  
Tucson, AZ 85721

Don't forget to send over a vector file of your company logo!