

ARIZONA

2021-22 University of Arizona Cycling p/b Garmin Sponsorship Package

Welcome!

The 2020-21 school year was tough; however, we adapted to virtual classes and got creative to keep members engaged. We moved meetings outside and got involved with A Better Rillito for weekly wash cleanups. With the lack of racing, we turned to virtual competitions and utilized Strava to challenge each other on the roads and trails around Tucson. We gave out boxes of R-Bars, bags of Skratch, Beyond Bread Gift cards, and more to the weekly winners. And with racing returning, our members are primed and ready to reach for the podium!

We'll support collegiate riders in four racing seasons (Cyclocross, Mountain, BMX, and Road) this year. We'll also bring back our four races and continue working with local non-profits such as El Grupo Youth Cycling, and advocating for safer cycling infrastructure in Tucson. However, none of this is an easy feat; less than 2% 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 exposure on our jerseys and social media, we actively engage with our supporters through 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 your support will result in a lifelong customer or a future employee! Join us in our goal of continuing to be the best collegiate cycling team in the nation.

Awards since 2014

- 2014, 2015, 2016, 2017, 2018 USA Cycling Club of the Year
- 2014, 2015, 2016, 2018 UA Rec Center Sportsman of the Year
- 2021 USA Cycling National Collegiate Challenge
- 2016, 2018, 2019 UA Rec Center Sportswoman of the Year and Club Achievement Award
- 17 Division 1 conference omnium championship titles
- 23 Individual omnium titles
- 100+ podium finishes at local and national events
 - 1st Place Women's 2019 Road Race- Cara O'Neill
 - 1st Place Women's Individual Omnium- Cara O'Neill
 - 1st Place Women's 2018 Team Time Trial
 - 1st Place 2018-19 Cyclocross Team Relay
 - 1st Place Women's 2017 Road Race- Erica Clevenger

Goals for 2021-22

- Recruit and introduce to racing new riders- particularly women- across road, mountain, and cross.
- Continue 1-3 riders coaching and mentoring with El Grupo Youth Cycling.
- Establish an endowment for a sustainable financial future.
- Assist in the development of the Tucson Velodrome and other cycling projects.
- Re-establish the team at local, regional, and national events: one rider on the podium at three national championships, and regain the title as the number one team in the nation.

President: Tim Maley | maleytim@email.arizona.edu

Director: Joey Iuliano | jiuliano@email.arizona.edu



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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!

Title Sponsor - \$4,000

Logo (6") on jersey shoulder and back as well as team hoodie
"UA Cycling presented by *Company Name*" on social media & at races.
Weekly social media posts
1 Team jersey



Gold Sponsor - \$2,000

Logo (5") on jersey shoulder or side and back as well as team hoodie
3 posts a month on social media
1 Team jersey

Silver Sponsor - \$1000

Logo (4") on the front or side panel as well as team hoodie
2 posts a month on social media
1 Team jersey

Bronze Sponsor - \$500

Logo (3") on jersey pocket as well as team hoodie
1 post a month on social media
1 Team jersey

Product Sponsor - a donation of product/goods/discount

Logo on jersey pockets or other location and team hoodie
Social media engagement TBD based on support (minimum 1 post a month)



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 the native shape of the logo; the longest edge of the logo will be used for sizing

All levels of sponsorship include:

- Logo on our website and a link to your website (size and placement dependent on level of support)
- Promotion on Twitter (542 followers), Facebook (1023 followers), and Instagram (1092 followers)- see tiers for more.
- Individual team members are extremely active on all social media platforms and can promote your company/product
- The 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 (to be updated in Fall 2020)
- An invitation to a meeting to speak about your product/organization and an invitation to join our group rides

Note: Sponsorship **does not** include the use of Block A, Wildcat, or other UA brands in advertisements. Use of "Supporter of UA Cycling Team" is allowed. Use of UA Cycling logos may be used on a case-by-case basis. Team members may be available for marketing campaigns; please contact us on these opportunities.

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!

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Current Sponsors

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

Title Sponsor:



Gold Sponsors:



Silver Sponsors:

Bache & Lynch

"Injury Lawyers Who Cycle"

(520) 293-5300

www.tucsonpersonalinjurylaw.com



Bronze Sponsors:



Product Sponsors:





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2021-2022 University of Arizona Cycling Sponsorship Agreement

On behalf of the University of Arizona Cycling, we 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 with any questions you might have.

Again, thank you for your support!

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

Tim Maley
maleytim@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: _____

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:

The U of A Cycling Team
ATTN: Joey Iuliano
1507 E Prince Road Unit A
Tucson, AZ 85719

Don't forget to send over a vector file of your company logo! Again, sponsorship does not include the use of the Block A, Wildcat, or other UA identica in advertisement. Use of "Supporter of UA Cycling Team" is allowed. Use of UA Cycling logos may be used; please contact us if you'd like to use them on your website or other materials. Team members may be available for marketing campaigns; please contact us on these opportunities.