

Mud, Sweat and Gears Cyclo-cross Series Sponsorship Proposal 2010

Childhood obesity has reached an all time high in our country, but particularly in our region. According to the National Survey of Children's Health, 8 of the 10 states with high obesity rates are in the south. Tennessee is ranked 5th in the nation out of 30 states with childhood obesity rates of 30 percent. Of children ages 10-17, Tennessee's rate is 36.5%. There are a number of reasons for this, but the main reason is, the lack of time devoted to exercise and outdoor activity. Children instead spend large quantities of time dedicated to TV, computer games, and the Internet.

Our goal as race organizers is to fight childhood obesity by getting children involved in cyclo-cross. We provide, guidance, equipment, and perpetuate the sport of cyclo-cross by organizing races. Our target group are children that fall in the age group described above. As a non traditional sport that involves bicycles, Cyclo-cross is an excellent place for children to become physically active in a safe environment. .

- **The MSG Cyclo-cross Series sponsorship.** Our series was started in 2004 having only 180 entries over six races. In 2010, total race entries were 934. Cyclo-cross is the fastest growing sport in the country and has reached such a level of popularity that, for the first time ever, the World Championships will be held in the United States in 2013. By sponsoring the series, gain regional and national exposure for your company. MSG has been featured in the local newspapers, on local television as well as featured nationally by CX Magazine.com. Half of the net proceeds from the series will go directly to the MSG Juniors Cyclo-cross Team. You will also carry the message to the community that you are in the fight against childhood obesity. For series sponsorship levels please see **page 2**.



Venues: All series races are held in the Tri Cities area at local parks in Johnson City, TN, Kingsport, TN, Bristol, TN, and Unicoi, TN

For a description of Cyclo-cross please see **page 3**.

Please consider sponsoring our series, fight childhood obesity and support a growing and exciting outdoor sport.

Website: msgcross.com

Contacts:

Dwayne C. Letterman: cell: 423-213-2084, email: dwayne@msgcross.com

Eric Wondergem: cell: 423-426-3300, email: eric@msgcross.com

Michael Seek: cell: 540-903-1476, email: SEEKMW@mail.etsu.edu

Series Sponsorship Levels: 8 races, Fall 2010



<p>\$2500.00 Cash Sponsorship</p>	<p>Level 1: <u>Title Sponsor</u> Example (Your Company MSG Cyclocross Series) First right of refusal for 2011</p>	<p>Series banner - Title Sponsor - Large Logo Promotional material (provided by sponsor) to all athletes at registration. Media releases Race bib Numbers-Sponsors name on each number Series web site (Sponsors web page, link to Sponsors web site) Series flyer All other Series print material Public address system on every event day Banner locations on every event day Venue booth space at every event day Series t-shirt</p>
	<p>\$1000.00</p> <p>Gold</p>	<p>Level 2:*</p> <p>Series banner - Presented By -Medium Logo Promotional material (provided by sponsor) to all athletes at registration. Media releases Series web site (Sponsors web page, link to Sponsors web site) Series flyer & all event day flyers All other Series print material Public address system on every event day Banner locations on every event day Venue booth space at every event day Series t-shirt</p>
<p>\$500.00</p>	<p>Level 3:*</p> <p>Silver</p>	<p>Series banner-Small Logo Series web site Series flyer All other Series print material Public address system on every event day Banner location on every event day Venue booth space at one of each promoters events</p>
<p>\$250.00</p>	<p>Level 4*</p> <p>Bronze</p>	<p>Series t-shirt Series web site and flyer-Company name large font Series race print material Banner location on event day</p>
<p>\$100.00</p>	<p>Basic Sponsor*</p>	<p>Series t-shirt</p>

*LEVELS 2, 3, 4, and Basic Sponsorships can be combined cash and/or product

SPONSOR REQUIREMENTS:

Race #1 is scheduled for 9/18/09. We would like to receive product samples, prizes, banners and promotional material by: Friday, September 10th. We will contact you with a mailing address for merchandise, banners, product samples, brochures or marketing information. Please make sponsorship checks payable to TCRC to: Tri-Cities Road Club, P.O. Box 5021, Johnson City, TN 37602-5021

Cyclo-cross: defined



Cyclo-cross started in Europe in the early 1900's and after World War II more Road Racers were looking for a way to stay fit in winter. Many started racing Cyclo-cross and in a few short years this winter training program known as Cyclo-cross, for many, developed into a discipline in which they raced exclusively. By 1940 the UCI was regulating Cyclo-cross competition and in 1950 the first Cyclo-cross World Championships were held in Paris, France. In this country cross took

root in the north east and the west 20+ years ago, but the last few years have seen a boom in growth around the country due in large part to the un intimidating nature of the sport.

What is Cyclo-cross? The sport of riding a bicycle, off road, on pavement, dirt paths, gravel, mud, sand, and through fields, dismounting, running across barriers, up stairs and up steep hills. Cyclo-cross epitomizes all disciplines of cycling within a single event. Cyclo-cross requires the power of a sprinter, the speed and endurance of a time trialist, the bike-handling skills of a mountain biker and the tactics of a road racer. Coordination is also required since the racer must dismount and remount the bike to cross natural and man made barriers in one fluid motion. Cross racers also have to deal with the extremes of weather conditions, from warm sunny fall days of October to the cold snow and rain of January. Courses are usually 1.5 to 2.00 miles in length.



Cyclo-cross has become the fastest growing part of the sport of cycling in the U. S. because it is user friendly. A lot of the danger element is removed since courses are closed to traffic, and the speed is reduced compared to that of a criterium or road race. Crashes are few and much more forgiving than crashes in other races. Long hours of riding aren't required as a part of training since the focus is on going fast over a short period of time and perfecting skills unique to the sport. However, the best thing about it is the atmosphere. It's comfortable and inviting to the beginner. There is a festive atmosphere and everyone is there to enjoy the day and have fun while racing as hard as possible. All for one and one for all! Spectators are in abundance, as are noisy cowbells, and everyone gets cheers and complements from people along the course.

Cross races are family friendly as well. Races are generally held in city parks or school campuses and that provides the children of racers with diversions. The length of the races are such that it becomes an outing for the whole family and doesn't use up the whole day. Most cross races begin at mid morning and the last race is finished by early afternoon, giving ample time to do other things like visiting an area that they might not otherwise see, and help bring tourism to the area. Plus a cross race makes off season use of an otherwise unused park or campus.



For over 20 years our goal at the Tri-Cities Road Club has been to promote the sport of cycling and help our community through the events we promote. Twenty Five years ago when the sport of cycling was just taking shape in this country our fledgling club promoted the first US Pro Race. As our club has grown we have added more events and have been able to help many charitable organizations in the area. We were also instrumental in organizing the East Tennessee Mountain Bike Association.

