



**TREK**

**2010**  
**PIVOTAL - TREK**  
**RACING WEEKEND**



Saturday, April 17th



**SOUTHERN  
COMPONENTS, INC.**

FINE KITCHEN & BATH CABINETRY

**ANASTOPOULO  
& CLORE**  
*Cycling Attorneys*

# ***RACE DAY***

## **SPONSORSHIP PROPOSAL**

*Dear Potential RACE DAY Sponsor,*

We would like you to consider an exciting opportunity to promote your business locally this coming spring. The region's premier cycling organization, the Low Country Cycling Team of Charleston, SC is seeking businesses like yours to join our team on Race Day – April 17 th and 18 th, 2010 for the Low Country Cycling Team Race Weekend and SC State Criterium Championships in I'On and Hampton Park. We invite you to take a moment to review the following proposal to see how our organization can help meet your business's marketing needs.

Cycling has recently experienced a rebirth in popularity both nationally and locally due to the success of American athletes around the world. Cancer survivor/champion Lance Armstrong's record breaking seven Tour de France victories are a tribute to the work done at the local and regional levels to develop up and coming talent. Regionally, racers from the Low Country Cycling Team have climbed to the top of podium at every level of racing. Locally, group rides and bicycling interest is at an all time high – especially with the new Arthur Ravenel Bridge being complete.

Simply put, wherever there are bicycles in the southeast you can now expect to see the familiar "Blue Train" of the Low Country Cycling Team. This invitation to join our team for RACE DAY offers you a unique opportunity for high-profile, positive public exposure while supporting your community in a healthy, growing sport.

Take a moment to review this short proposal and consider sponsoring one of the many races throughout the day. I'll explain what I mean in the following proposal.

Thank you for cooperating in keeping America in great health and God bless,

***Scott Holcombe, President***  
**Low Country Cycling Team**

## **The Opportunity:**

The weekend of April 17th and 18th, 2010 - the Low Country Cycling Team will play host to the SC State Criterium Bicycle Racing Championships. Saturday's race – the weekend's signature event – will be held at I'On in Mount Pleasant. Saturday's race will have multiple "presented-by" sponsors whose businesses will be highlighted during the various races. There are races starting with beginners in the morning, going all the way up to professionals in the afternoon – and many events in between.

For instance, if your company wants to sponsor the PRO RACE, during the PRO RACE, we would have our professional announcer use your name repeatedly and give you a chance to introduce/profile your business during the race. These events will be high-visibility and it will be great local exposure for your company. Hundreds of spectators will be on-hand, as well as over 300 racers and their families. This will provide great publicity in front of your target market. There will be newspaper and radio coverage.

## **Sponsorship Levels:**

Below are the categories of races we will be offering, and the investment amounts they carry.

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### **TIER THREE (Four Spots Available):**

Juniors (10-14 and 15-18 years of age)

Women Category 4

Men Category 4/5

**MARKETING INVESTMENT: \$250.00**

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### **TIER TWO (Two Spots Available):**

Masters 4/5

Masters 1/2/3

Kids Race

Category 2/3

**MARKETING INVESTMENT: \$750**

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### **TIER ONE (Only One Spot Available – Exclusive):**

Category 2/3

Category 3/4

Women Open

Men Pro/1/2

**MARKETING INVESTMENT: \$1,250.00**

What is the advantage of sponsoring a higher tier? The higher tiers occur later in the afternoon and considered to be more valuable because they are closer to the main events of the race day. There will be more spectators at the race – thus more exposure for you. The earlier morning races still provide great visibility, but the closer you get to the Pro-level races, the more exposure your company will get. Also, no matter what level of sponsorship you choose, we encourage you to give us a banner/sign (as many as you have) to post at the start/finish of the race.

For more information, please contact David Epstein at David@southcomp.net or 843.224.6783. Thanks for considering this opportunity and we'll see you on RACE DAY!

**[WWW.LOWCOUNTRYRACING.COM](http://WWW.LOWCOUNTRYRACING.COM)**