

# Verrazano Team Racing

## Sponsorship Proposal

As a business owner, you understand how difficult it can be to stand out. Conventional advertising is costly, and is now less effective at reaching consumers. Please consider partnering with our cycling team as a low-cost way to provide greater visibility for your brand – both at racing events and on social media.

### About Us:

Verrazano Team Racing is an active and dedicated road cycling team with 18 strong and committed riders racing 2-3 days a week every season. We are growing in both numbers and experience and achieving many podium finishes. For the 2019 season we have a great potential – going in with intense winter training, new talent, and the hunger to win. We are on track to win, but more importantly, we strive to be ambassadors of the sport we love. There are only 3 teams in New York City that run official bicycle races open for everyone and our team is one of them.

### Sponsorship:

Verrazano Team Racing wants to be an ambassador for your brand. First, we will wear your graphics on our team uniform – which we will wear during races and training for on-the-road advertisement all around New York City and big races in other states. In addition, we have an active presence on social media for exposure online.

We race on the road, track and cyclocross 2-3 days per week for 10 months out of the year (March-December), and train as often as 3-4 days per week year around. For each race and ride we make sure to post video and photos to Facebook and Instagram, and credit and tag our sponsors. This adds to your company's visibility both in-person and on social media - marketing to the contemporary, discerning consumer.

As an amateur team, each member covers their personal costs - we race because we love the sport. With your financial support or merchandise, you can help us to cover additional costs that will allow us to grow and race even more than last year. You can help

us pay for coaching, jumpstart the racing careers of young talented athletes, and travel to compete in spectacular multi-day racing events. Team members can also be reimbursed for race registration fees – if they place in the top 10%. This provides a fun incentive for the riders to perform (the prize is to break even!). In addition, we can provide emergency assistance to our team members in the instance of a crash or injury.

We request a contribution of \$150 per rider, or equivalent in goods and services, to help cover these necessities. With your help, we could focus completely on training, racing and winning.

We are confident that in return for your sponsorship, we can offer you on-the-road advertising by daring and talented ambassadors on bikes. Our members ride daily and the amount of exposure is unlimited. Together, we can be a winning formula in 2019.

## **Team History**

Verrazano Bikes is formed from a group of riders who have raced together since 2010. Our members have come together from every borough of New York City, New York State, and from abroad. We are diverse in background but also in racing talent. This mixture brings undeniable teamwork and comradery.

Every year we have a success in the intermediate category since 2015. Our teammates start racing elite races since 2016 and had great results in elite fields since 2017. In 2018 our team decided to organize our own officially sanctioned races at 2 locations in New York City to support competitive cycling by offering more racing opportunities for everyone during the season and even free racing to juniors and ladies.

## **How We Support Our Sponsors**

First of all, we have a dedicated tab on our website just for our sponsors. We have each sponsor logo and a short description of business with a link to your website.

Also, we have a list of sponsors on our team Facebook page with links to your websites or Facebook page.

All posts on any of the social media outlets will be followed by a list of our sponsor's hashtags. All team members required to do so.

Every race or team event, we take multiple pictures and post them on Instagram. Each picture is followed by hashtags of our sponsors.

We are very active on Strava. It is very popular within the cycling and running community. Every picture we post on Instagram during our group rides will concurrently show up on Strava.

Throughout the season, we have a few team photo shoots. The entire team gets together at both sponsor store fronts and scenic areas around the city.

### **Team Management and Contact Information**

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Verrazano Team Capitan

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### **Team Resources**

**Instagram:** [@VerrazanoCap](#)

**Facebook:** [Verrazano Team Racing](#)

**Strava:** [Verrazano Bikes](#)

**Website:** <http://verrazanocycles.com/team/index.html>