

William and Mary Cycling

...Ahead of the Pack



Sponsorship Information:

2009 - 2010

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About William and Mary Cycling

The William and Mary Cycling Team is a club sport at the College of William and Mary. In the United States there is no varsity cycling organization, so the best collegiate cyclists in the nation compete through club teams. Competition is overseen by the National Collegiate Cycling Association and sanctioned by the United States Cycling Federation. William and Mary Cycling competes in Division II of the Atlantic Coast Collegiate Cycling Conference.

The William and Mary Cycling Team exists to promote the sport of cycling under the authority of the United States Cycling Federation. Members of the team work together to help each other improve and become stronger, better, and more competitive cyclists while promoting cycling to the general community.

The Team actively rides and races throughout the year. Specifically, the team competes in mountain bike season in the fall and road racing in the spring. Member schools of the Conference alternate turns hosting weekend races throughout September and October for mountain bike races and March and April for road racing. Sponsorship funds give cyclists the best opportunity for personal improvement and encourage club growth.

Any current William and Mary student may join the Cycling Team. The members of the team are a mix of abilities ranging from new riders who recently have discovered the joys of cycling to experienced racers looking for top conference finishes. While the team highly supports racing, many members also enjoy cycling on a purely recreational level and use the team as a resource to find other riders like themselves.

Collegiate Cycling in the United States is becoming a mainstream sport with over 215 teams and over 2,500 racers across the country. A significant portion of collegiate cycling is funded by commercial and non-profit donations.

Facts and Results

- The William and Mary Cycling has grown considerably in recent years. Over the last two years, the William and Mary Cycling Team doubled in size.
- Tribe Cycling has sent members to the Collegiate National Championships in both mountain and road disciplines.
- Team members organize group training or recreational rides every week throughout the year. As well as other events, such as Fix-It-All fundraisers to help the campus community.
- William and Mary perennially finishes 1st as a team in the Conference Standings for the Division II Mountain Bike Season and always has a high showing in the Division II Road Bike Standings
- The William and Mary Cycling club promotes two major events each year. In the fall, we are part of the ACCC Mountain Bike Season and host a weekend of mountain bike races. In the spring, the club sponsors the annual Tidewater Winter Classic Road Race and Time Trial Race weekend as part of the ACCC Road Season. This offers a great opportunity for the club to promote W&M cycling as well as promote the sponsors advertised at each race event.

Why Sponsor Tribe Cycling?

Your sponsorship helps to:

- Support a challenging, exciting, and ecologically healthy sport at the best small public school in the nation
- Help students grow personally as a result of training, being involved in a team sport, and competition
- Promote your business or organization
- Support William and Mary students who make up a large percentage of the consumers in Williamsburg and to continue the great relationship between the College and Williamsburg area businesses

Your logo will appear on our team jerseys for the Spring and Fall of 2010 which is purchased by students, alumni, and on sale at local retailers. In addition to being highly visible on the road ways, at collegiate races throughout the Mid-Atlantic and at local races in the Hampton Roads Area.

Your business or organization logo and a link to your website will also be posted on our club website (www.wm.edu/so/cycling).

As a Sponsor, your donations and support will go to help in the following ways:

- Finance travel expenses for races held at other colleges within the conference
- Subsidizing the cost of necessary team equipment, parts, and accessories
- Encouraging new team members to experience racing by helping pay for racing licenses and race fees
- Supporting the team's mission to grow and expand by allowing for Team events and activities

Sponsorship Packages

Gold Sponsor:

- Minimum contribution of \$500
- Receive large and highly visible positioning of organization's logo on team jersey or shorts
- Receive a complimentary team jersey and shorts
- Receive a team photo and signed letter of appreciation
- Get updates from the team in the form of a bi-yearly newsletter
- Be listed as a sponsor on the Team's website with links to your business or organization's website

Green Sponsor:

- Minimum contribution of \$250
- Receive highly visible positioning of organization's logo on team jersey or shorts
- Receive a complimentary team jersey
- Receive a team photo and signed letter of appreciation.
- Get updates from the team in the form of a bi-yearly newsletter
- Be listed as a sponsor on the team's website with links to your business or organization's website

White Sponsor:

- No minimum contribution, includes discounts for Team members or other forms of support
- Have organization's logo visible on team Jersey or shorts
- Receive a team photo and signed letter of appreciation
- Get updates from the team in the form of a bi-yearly newsletter
- Be listed as a sponsor on the team's website with links to your business or organization's website

Contact Information

If you would like to sponsor the William and Mary Cycling Team or you would like more information, please contact:

Cory Scott, President

cmscot@wm.edu

(804) 519-9098

Or

Adam Harris, Vice-President

atharris@wm.edu

(540) 383-6511

Thank you very much for your time and consideration. The William and Mary Cycling Team strives to continue its recent growth and that would not be possible without the help and support of local businesses and other organizations. Thank you again.

Sincerely,

Cory Scott