

## WHY BECOME A SPONSOR

### Positive Brand Exposure

The Greater Houston Cycling Foundation (GHCF) operates Alkek Velodrome which attracts athletes who come to enjoy their passion for competitive cycling. In 2021 we plan to host Track, Short Track XC MTB and Cyclocross racing.

*Sponsoring us not only introduces your brand but makes it part of the experience.*

### Non-Profit 503(c)(3) Status

The GHCF EIN: 52-2214357 has held this status since 2001

*All donations are Tax Deductible.*

### Cycling Advocacy

If you are in the Cycling industry you'll know the hardest part in growing the sport is getting people started. Through our new rider clinics and junior rider development programs we offer a safe, low cost place to ride and access to equipment that many find cost prohibitive.

*Your contributions will help us grow your client base.*



### Uniqueness

Alkek Velodrome is the only Velodrome in Texas and one of less than 30 in the USA. 2021 is an Olympic year and Track Cycling will be the marquee cycling event. The USA have significant interest including gold medal potential in the Women's Team Pursuit which would be USA's first track cycling gold since 2000.

*You can be part of it.*

## AUDIENCE AND BRAND ASSOCIATION TARGETING

### Affluent/High Disposable Income

Many riders at Alkek Velodrome are accomplished Professionals. You can tell this from the quality of the equipment! Exposure to your brand is likely to turn them in your direction.

*By selecting the correct ways to advertise we can target your exposure to the right audience.*

### Youth Sports

Sport is healthy and considered by many to be essential in youth development. We run a wide array of programs to meet the needs of every rider from peewee peddlers to Olympic hopefuls. Our riders and their families appreciate this and see those associated in a very positive light.

*A quick scroll through our social media platforms show the value there in what we do.*



### Gender or Age Specific Target Markets

Our program includes events for young and old, men and women.

*We can make sure you're visible to your target audience.*

### Positive Environmental Impact

Cycling is considered one of the most environmentally friendly activities and cyclists are often environmentally conscious people. Alkek Velodrome is set to undergo several infrastructure improvements providing opportunities from energy efficient flood lighting to local infrastructure improvements to make Alkek Velodrome more accessible by bicycle.

*We can help showcase your company in a unique way*



### Creating Opportunities for All

Competitive cycling is seen as confusing and inaccessible to many with the perception of being a forum for affluent people to play with complicated, expensive toys. However, track cycling at Alkek Velodrome is different, we strive to break down those barriers and create a diverse community. To do this we run free junior programs (including bikes) and put on the most economically friendly racing options in the area with categories to suit all riders. Track bikes are a lot cheaper and less complicated than bikes in most other disciplines and for those that don't have their own bike we have a rental fleet. Because we run several shorter races per event it's spectator friendly too with friends and family able to watch and socialise.

*You can help us give people opportunities they never thought possible.*

## SPONSORSHIP OPPORTUNITIES

We have many opportunities and can provide a package that suits your needs. Here is a selection of ways we can help each other:

- Advertising Boards
- Event, Series or Track Record Sponsorship
- Prize or Prize Fund Donation
- Equipment or Infrastructure Naming
- Services in Kind
- Junior Cycling Sponsorship Program
- Social Media Exposure
- Demo Days



## JUNIOR CYCLING SPONSORSHIP PROGRAM

### What is it...

It is an opportunity to provide cycling for junior riders through Alkek Velodrome programs at no financial cost to the rider while educating the athletes in not only cycling but business partnerships.

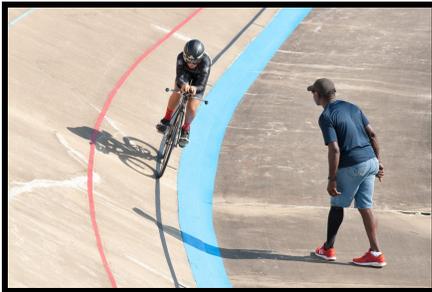


### What's in it for you...

Families of supported riders will think of your brand very highly when considering future needs, you will help grow cycling and receive positive brand exposure.

### Why do we do it...

Firstly, the Greater Houston Cycling Foundation has a passion for track cycling and we love to share this with the next generation of riders. Secondly, the success of our Youth Cycling Program is tied very strongly to that of our own as it is a key driver in maintaining rider numbers at a level we can continue to operate.



### How it Works...

Every sponsorship created is open to application from Junior riders. Allocation of sponsorships can either be done by GHCF or yourself. You can add conditions to the sponsorship also such as a minimum number of races, social media presence, photo's or provide a jersey for them to wear etc.

### How much does it cost...

The Lawson Craddock Youth Cycling League and Youth Summer Camps are free for riders including bike rental. Organised racing is discounted for juniors to as little as \$15 per event however given that we plan to run over 50 events during the year this adds up so we offer a season pass for \$250 covering all events for U18's and \$450 for U23's which includes training and bike rental.

*For as little as \$250 a junior rider can have full use of the track for a year.*

*Any sponsor donating over \$500 will be eligible to purchase a track wall sponsor board (approx \$250) and for any sponsor donating over \$1500 a complementary track wall sponsor board will be included.*

*If there are any unallocated sponsorships the funds will be used to enhance junior programs by providing coaching, equipment, events and purchasing prizes.*

## PRICING GUIDELINES

### On Site Placement

- Track Wall Board Minimum \$500 + \$250 for board  
(Included with sponsorships of \$1500 or more)
- Painted Logo on Apron \$2000
- Painted Logo on Track \$5000
- Podium Sponsor \$750



### Title Sponsorships

- Series/Youth Cycling League \$2000
- Championship Event \$1000
- Single Race Night \$500
- Single Race Category \$250
- Rider of the Year Competition \$2000
- Rider of the Year Category \$500
- Track Records \$1000
- Track Record Category \$250



### Junior Rider Sponsorship Program

- U18 Rider \$250
- U23 Rider \$450



## ONLINE PRESENCE

[www.alkekelodrome.com](http://www.alkekelodrome.com)

<https://www.facebook.com/AlkekVelodrome>

<https://www.instagram.com/alkekvelodrome/>