



REVOLUTION CYCLING CLUB

SPONSORSHIP
PROPOSAL

2004



Mission Statement:

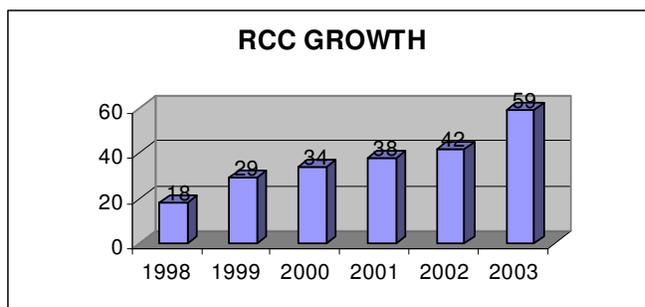
The Revolution Cycling Club exists to promote cycling at all levels and to increase community awareness and interest in the sport.

What is Revolution Cycling Club ?

Revolution Cycling Club (RCC) is a group of cyclist who are involved in our community because of cycling. Aside from the race team of approx. 20 riders we currently have approx. 30 additional “club” members. Members come to RCC with a passion for cycling which is clearly visible in their dedication to the promotion of the sport both at the racing level and the community level. Members of RCC include both the recreational cyclist and the serious racing cyclist. The team brings together not just individuals, but families from a multitude of backgrounds. Our team includes college students, accountants, engineers, skilled trades, and many other professions. This diversity allows our team to be involved in our communities in many unique aspects. RCC is continuously growing, as we encourage the young and old to become involved in cycling in order to realize the many benefits it has to offer to the individuals and community.



Revolution Cycling Club at the 2004 Spring Addison Oaks





Major Taylor State Championship Road Race

History: This race, going on its sixth consecutive year, commemorating Marshall W. "Major" Taylor, who was the first African American cyclist to become the world champion. Taylor dominated both the national and international races from 1896 to 1910 in spite of the social hardship he endured during this time. Taylor is recognized as one of America's greatest cyclist. For 2003 the Major Taylor State Championship race will also be a Lance Armstrong Junior Olympics Race (LAJOR) as it has been for the past 2 years. This will be one of only two LAJOR in the Midwest.

Race proceeds: Over the past five years profits made from the Major Taylor have been used to help promote cycling and fitness in the greater Flint area. We have made (2) \$2000.00 donations to help new mountain bike trails in Grand Blanc's Bicentennial Park, Bicycles were bought for the Grand Blanc Police Dept., Donations to the Holly/Flint chapter of the Michigan Mountain Biking Association and proceeds from this past years race will go towards a portable de-fibulator kit for the Grand Blanc Police Dept.

Nearly \$8000.00 have been approved from 2002-3 race proceeds to be donated to the City of Grand Blanc Police Dept., Genesee County Sheriff Dept., Flint River Trails, Holly/Flint chapter of the Michigan Mountain Bike Association, as well as help with local trail development and kids bicycle safety seminars.

Marketing: Revolution Cycling Club, since it's conception six years ago, will continue to be the host of the Major Taylor Michigan State Road Race. While the race sponsorship is separate from team sponsorship all of Team Revolution's sponsors are invited and encouraged to participate in this annual event.

2003 Team Sponsors

- Giant Bicycles
- Bueker Development Inc.
- Cycle Fit
- Assenmacher Cycling Center
- Genessee Valley Tennis and Fitness
- Remer Inc.
- Saturn Electronics and Engineering, Inc.
- Potential Energy
- Rudy Project
- Timberline Emergency Medicine
- Prince Ruelan Back & Neck Care Center
- Prestige Automotive



After a successful 2003 racing Elite, RCC's Sue Schubel will be racing Pro in 2004



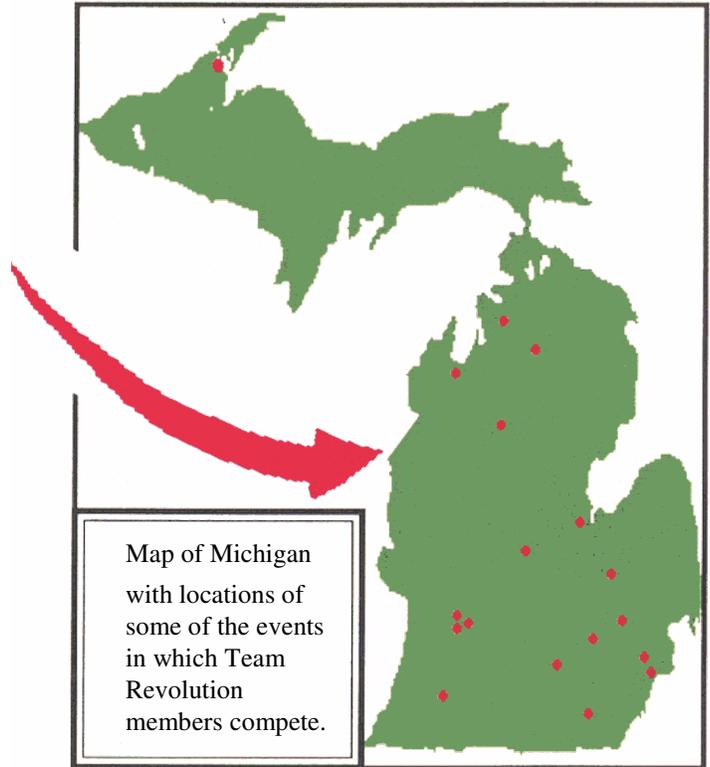
Additional Team Revolution Activities:

Racing

Approximately 40 cyclists participate in approximately 20 focused events, mainly mountain and road cycling. These events take place throughout the state.

With 7 different competitive racing point series within Michigan alone, there are races from January to November giving our sponsors year round exposure.

New for 2004 Revolution Cycling Club is developing a Cyclocross and Track Cycling team.



RCC Contacts:

Tony Hersberger RCC President (810) 606-0765

Lee Frantz RCC Vice President (810) 232-2994

Ron Stack RCC Vice President ((810) 750-2348

David Connor RCC Secretary (810) 695-9038



RCC's Craig Picket, Dave Hollis and Don Jurvelin leading out the Expert Men 40-49 field.



Racing Results for 2002-2003

2002 Mountain Biking

Michigan Team Overall Standings

2nd

MMBA Point Series

1st Expert 25-29

1st Beginner 19-24

2nd Expert 45+

2nd Tandem

Michigan MTB Time Trial Series

2nd Tandem

2nd Sport 55+

Iceman MTB Race

1st Sport Men 19-24

3rd Expert Men 30-34

3rd Sport Tandem

2002 Mountain Biking

- **MMBA Championship Point Series**
- Susan Schubel, Elite Women, **1st**
- Libby Ford, Expert Women, 5th
- Tony Hersberger, Expert Men 30-39, 9th
- David Hollis, Expert Men 40-49, 5th
- Craig Pickett, Expert Men 40-49, 6th
- Chuck Buckalew, Expert Men 50+, **1st**
- Kyle Stange, Sport Men 14 & under, **2nd**
- Dave Sprague, Sport Men 35-39, 8th
- Harold Snyder, Sport Men 40-44, 9th
- Matt Hallwood, Sport Men 45-49, **3rd**
- David Connor, Tandem, **1st**
- Russ Turner, Beginner Clydesdale, **1st**
- Teresa Hallwood, Beginner Woman 30+, **1st**
- Cory Stange, Beginner Men 11-14, **3rd**
- Jamie Forrest, Beginner Men 30-34, **3rd**

- **Tailwind Michigan MTB TT Series**
- Susan Schubel, Elite Women, **1st**
- Libby Ford, Expert Women, 9th
- Tony Hersberger, Expert Men 30-39, 10th
- Craig Pickett, Expert Men, 40-49, 5th
- Chuck Buckalew, Expert Men 50+, **1st**
- Dave & Kevin Connor, Tandem, **3rd**
- Matt Hallwood, Sport Men 45-49, 5th
- John Guynn, Sport Men 40-44, 5th
- Harold Snyder, Sport Men 40-44, 9th
- Ron Guynn, Sport Men 35-39, **1st**
- Kyle Stange, Sport Men 14 & under, 4th
- Russ Turner, Beginner Clydesdale, **2nd**
- Teresa Hallwood, Beginner Woman 30+, **3rd**
- Dave Bade, Beginner Men 35-39, 7th



Why Sponsor Team Revolution?

With your involvement, support, and contribution, we can reach the community by promoting cycling at races and community events. Although racing bicycles is important to Team Revolution, community activities and events are how we plan to make a difference. Our communities will remember the Revolution Cycling Team and its sponsors as being an active part of their community. Included in this proposal is a listing of the activities and events hosted by Team Revolution. These activities range from bike safety classes to the State Championship road race. Each of these events is a unique marketing opportunity for your business. Also, each member of the team has committed to promoting all sponsors throughout the state as they compete in various cycling related events. And last, but not least, one of the most effective means of promotion is by “word of mouth” advertisement by each member and their friends and family.

What is Team Revolution seeking in sponsorship?

The team is seeking sponsorship to support the RCC’s racing team. Both product sponsorship and monetary sponsorship our important to the success of Team Revolution. Our first priority is to offset the out of pocket costs of uniforms which has an annual cost of approximately \$7,500.00. Any monies received above and beyond our \$7,500.00 goal will go towards additional equipment, entry fees, and travel expenses.

We have set a minimum contribution of \$500 to earn an advertising spot on the team’s custom made jersey. The placement of company logos is determined by the sponsorship contribution.

*Team Revolution is a charitable non-profit organization, tax exempt under section 501(c)(4) of the Internal Revenue Code. Contributions are tax deductible to the extent permitted by the IRS. Our Federal Tax ID can be provided if needed for tax purposes.



RCC member, John Gyunn, discussing proper bicycle maintenance and safety to Fenton area Boy Scouts.

2001 Logo Placement



2003 Logo Placement



- Title Sponsor: \$5000: Sponsor's logo will be the approximate size of the "Team Revolution" logo and be placed prominently above or below the team logo or on the back panel of the shorts. Co-Title of Revolution Racing Team. Priority exposure at all media events. RCC members available to participate in Sponsor's own community charitable events.
- Co-Sponsor: \$2,500: Co- Sponsor's Logo will be displayed on the upper front or back in the yellow area or side panels.
- Secondary Sponsor:\$1000: Sponsor's logo will be displayed on the lower front or back in the yellow area.
- Support Sponsor \$500: Sponsor's logo will be displayed on the lower front or back in space available.
- Product Sponsors: Sponsor's logo will be displayed on the front or back in space available.
- All logos will be reviewed and finalized once sponsors are approved and prior to uniform order (target completion date is 12/31/03)

2004 will be RCC's 8th year in existence. Our club and uniform has grown to become very prominent and respected in Cycling throughout Michigan, not only at the races but the many weekly group rides and organized tours.

RCC always welcome and encourage the involvement of our sponsors with marketing and management of the events organized by RCC.