

DOYLESTOWN BIKE WORKS P/B FRED BEANS CYCLING TEAM 2019 SPONSORSHIP PROPOSAL



DOYLESTOWN
BIKE WORKS
POWERED BY FRED BEANS



THANK YOU for your consideration of partnership with us. We are proud to present one of the nine USA Cycling Association (USAC) Domestic Elite Team/Pro Road Tour Cycling (DET/PRT) Teams in the United States. We are also recognized by the Union Cycliste International (UCI) for international competition. Our team is comprised of elite men, amateur men, amateur women, and junior bicycle racers from the Central Bucks community competing in all disciplines of cycling. As such we are continuing a legacy of competitive cycling that stretches back to the turn of the last century in our area. We believe that cycling is a lifetime activity that can contribute to the health of the individual and to our community at large. We believe that athletic competition can instill values and self-discipline that contribute to the physical and moral development of our youth.



OUR MISSION

To promote active, healthy lifestyles in our community through bicycle racing. We do this by providing a team program that encourages diverse participation and is sustained through partnerships with local institutions and businesses.

OUR 2018 ACCOMPLISHMENTS

- 1 Alisa Vinogradova (Newtown, PA) won the Junior (U15) Women's Championship in the Mid-Atlantic Super Series (Mountain Bike).
- 2 Zach Shearon (Lansdale, PA) won the Pro Category 1 Enduro Mountain Bike Championship in the Mid-Atlantic Super Series.
- 3 Michael Bowe (Doylestown, PA) won the Endurance Master's Men Championship (Aged 45+) in the Mid-Atlantic Super Series.
- 4 Ian Whaley (Bronx, NY) 3 rd Place in the Pro Men's Street Sprint at the Tour of the Somerville.
- 5 Chris Meacham (Perkasie, PA) 1 st Place in the Pro Men's Criterium at the Historic Riverton Criterium. 1 st Place in the Pro Category 1 Race at the Carpenter Cross Race.
- 6 Fielded Doylestown's first Pro/Elite Cycling Team since the 1950's with representation in the 2018 Thompson Bucks County Classic Pro Men's, and Amateur Men's Race.

OUR 2019 GOALS

- 1 To increase the diversity and representation of Central Bucks athletes competing in the National Interscholastic Cycling Association (junior mountain biking), the Pennsylvania Cycling Association (road cycling), the Mid-Atlantic Super Series (amateur mountain biking), the World Series of Bicycling (track cycling), and the Mid-Atlantic CycloCross Series (cyclocross racing).
- 2 Individual and Team Championships in the Pro, Amateur and Junior categories in road, mountain bike, track and cyclocross races and racing series with a special focus on the Thompson Bucks County Classic Pro Race on September 8, 2019 in Doylestown.
- 3 To increase the awareness of the role of bicycling in a healthy, active lifestyle and the importance of bicycling safety in our community through involvement with the Doylestown Bike Committee's "ABC Curriculum" in the Central Bucks School District, the "Learn to Ride" programs through the Thompson Bucks County Classic Pro Race, and through a partnership with the Brain Injury Association of Pennsylvania.

SPONSORSHIP BENEFITS



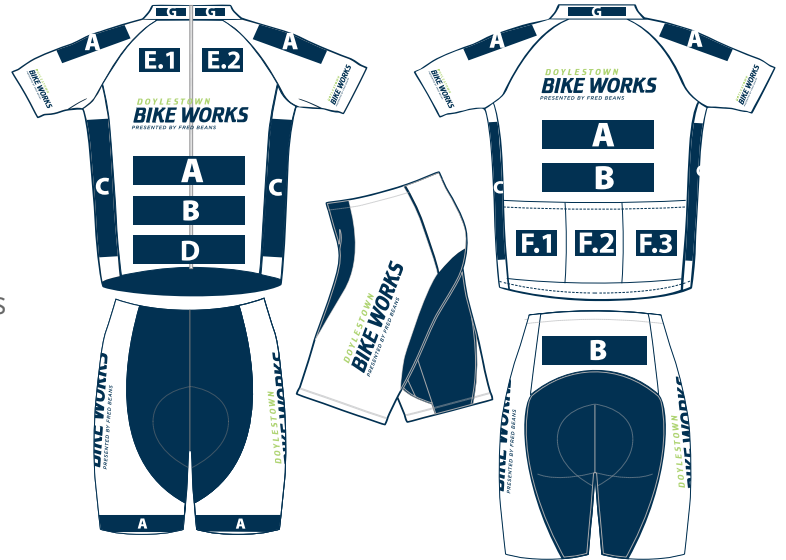
When you join our team you are allying with businesses and institutions that have deep connections in our community. At Doylestown Bike Works we are proud to have been voted as the Daily Intelligencer “Best of Bucks Bicycle Shop” for the Years 2012-2018 inclusive. We support dozens of community events and causes. Our annual Cranksgiving Ride event raises over 8,000 lbs. of non-perishable food items for the Bucks County Housing Group Food Pantry per year. Our title sponsor, the Fred Beans Family of Auto Dealerships is one of the largest employers in our community and a benefactor of our community’s cultural, educational, charitable, and community health institutions. We command a social media audience of over 6,000 followers through channels such as Facebook, Twitter, Instagram, Tumblr, and Mailchimp. Our current team sponsors include other like-minded businesses: Dr. Rob Riesenberger, Clemons Richter & Reiss PC, Doylestown Brewing Company, McBrick Building Group, Advanced Sports Chiropractic, Wealth Advisory Services of Doylestown, Giant Bicycles USA, and ARCCA Forensic Engineering Experts.

They say that Cycling is the new Golf. The United States boasts over 20 million cycling enthusiasts. The elite cycling fan base is medium age 38, average income of \$80,000+, and 90% are college graduates. It is a sport that promotes life-long activity, is environmentally friendly, is technologically innovative, has a rich history in our nation, and lends itself to mass media because it is photogenic, dramatic, athletic and has mass appeal.

SPONSORSHIP LEVELS

PACKAGE A

Our title sponsor is the Fred Beans Family of Auto Dealerships, a family-owned and operated business with a focus on high quality automobiles, high quality service and friendly customer service through fourteen auto dealerships representing nineteen automotive brands throughout southeastern Pennsylvania. The Fred Beans Charitable Fund benefits cultural, charitable, and community health initiatives and organizations both in our community and nationally. Fred Beans shares our love of the Bucks County community, speed, and motion.



*Brand placements are for reference only.
Actual jersey design may vary.*

PACKAGE B

- Business logo visible on the "B" location on the jersey torso (front and back), and sacrum area of the bibs/shorts.
- Business logo displayed on team website (link to sponsor website) and on all social media channels.
- On-site educational and/or promotional appearances by team representatives.
- Business logo displayed in all printed materials, team soft apparel goods, team vehicles, and team tents.
- VIP invitations to team events: Bucks County Classic, Goldsprints, Team Camp.
- Printed photograph material generated at business location with elite team.
- In bike shop discounts on new bicycles and parts/accessories for business employees.
- Package price is \$10,000 annually.

PACKAGE C

- Business logo visible on the "C" location of the jersey (side panels).
- On site-educational and/or promotional appearances by team representatives.
- Business logo displayed on team website (link to sponsor website) and on all social media channels.
- VIP invitations to team events: Bucks County Classic, Goldsprints, Team Camp.
- Printed photograph material generated at business location with elite team.
- In bike shop discounts on new bicycles and parts/accessories for business employees.
- Package price is \$5,000 annually.

PACKAGE D

- Business logo visible on the "D" location of the jersey (front only).
- Business logo displayed on team website (link to sponsor website) and on all social media channels.
- VIP invitations to team events: Bucks County Classic, Goldsprints, Team Camp.
- Printed photograph material generated at business location with elite team.
- In bike shop discounts for business principal.
- Package price is \$2,500 annually.

PACKAGE E

- Business logo visible on the "E1" or "E2" location of the jersey (upper chest area).
- Business logo displayed on team website (link to sponsor website) and on all social media channels.
- VIP invitations to team events: Bucks County Classic, Goldsprints, Team Camp.
- Printed photograph provided to business featuring elite team.
- In bike shop discounts for business principal.
- Package price is \$1,500 annually.

PACKAGE F

- Business logo visible on the "F1," "F2," or "F3" location on jersey (rear pockets).
- Business logo displayed on team website (link to sponsor website) and on all social media channels.
- VIP invitations to team events: Bucks County Classic, Goldsprints, Team Camp.
- Printed photograph provided to business featuring elite team.
- Package price is \$1,000 annually.

PACKAGE G

- Business logo visible on collar of jersey.
- Business logo displayed on team website (link to sponsor website) and on all social media channels.
- VIP invitations to team events: Bucks County Classic, Goldsprints, Team Camp.
- Printed photograph provided to business featuring elite team.
- Package price is \$750.00.

Please contact **Brian Boger (Director Sportif)** directly at brian@doylestownbikeworks.com with your interest in partnering in our team's mission.