



# Sponsorship

## Southern Colorado Velo

Founded in 2010 as an inclusive bicycling club and race team. Our members include riders of all ages, ability levels and cycling disciplines.

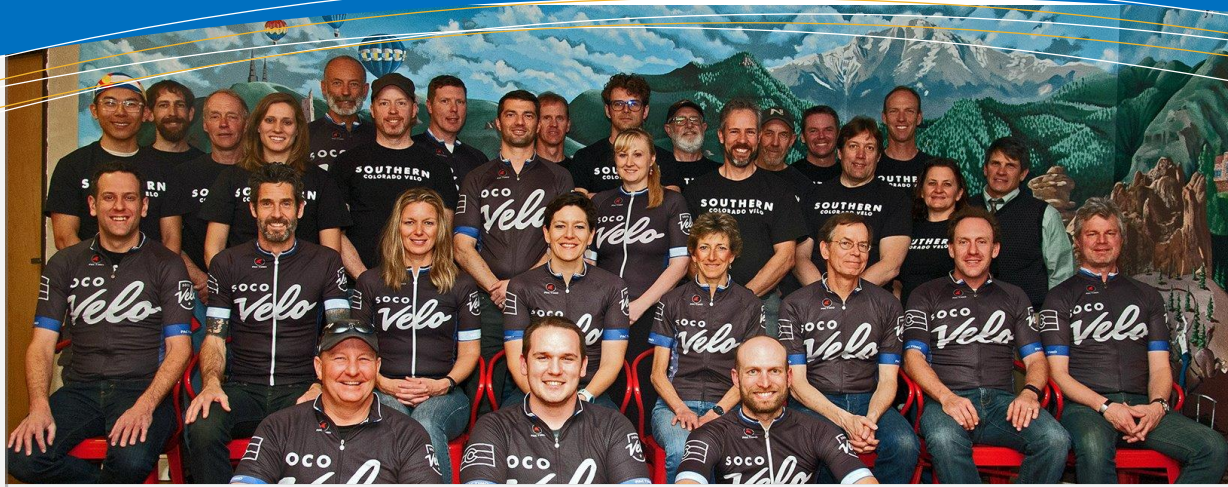
We are a giving team where experienced riders can share their passion and experience.

We are a team that develops community through racing, riding and volunteering. Most importantly, SoCoVelo is a club that gives back to the sport we love.

We are an USAC, & BRAC registered Club.

**Check Out**  
**Socovelo.com**

**Like us on Facebook**  
**@facebook.com/SoCoVelo**



### To Potential Sponsors -

Your organization's sponsorship of Southern Colorado Velo is the perfect way to support a local nonprofit and make a positive impact for the Pikes Peak region.

Sponsorship of SoCoVelo allows your organization to contribute to a club of passionate cyclist who can generate exposure for your brand. It also comes with the benefit of contributing to a 501(c)3 nonprofit group. This provides tax benefits for your group while allowing us to do what we do best.

SoCoVelo has a positive impact throughout the community.

- Our club supports local racing. Our club assisted with the Pikes Peak Hill Climb race and put on our own series of 6 criterium style races.
- Our club helps to connect and support other local non-profits. Members help build trails with Medicine Wheel trail advocates or support Kids on Bikes to help children get active outdoors.
- Our club leads a standing Hump Day group ride each Wednesday in the warmer months from Criterium Bicycles for all levels of cyclist. In addition to other group rides during the year.

Thank you for taking the time to consider supporting SoCoVelo. It's a sponsorship that truly will pay it forwards one pedal stroke at a time.

**Southern Colorado Velo**

## Sponsorship Levels

A majority of sponsorship dollars will be allocated towards administrative fees that help us keep the lights on. These include USA Cycling dues, Bicycle Racing Association of Colorado dues, club insurance, and cycling kit set up fees. Some of the fees will go to support key club activates during the season as well. This allows our members to continue turning the pedals and making our community better.

### Sponsorship Package Levels

**A: Title & “Powered By” Sponsorship \$1,000+** – This level is limited to our top 2 sponsors each year. Title sponsor(s) will have a prominent logo placement on the club website and that year’s cycling kit. They will have open access to promote their business on the club website, email group, and social media. If a sponsor has other needs we are open to working together to meet those in any way we can support your brand.

**B: Member Level Sponsorship: \$500+** This sponsor level includes logo placement on the cycling kit and on the club’s website but in a less prominent location than the title sponsor level. They will have some access to advertising opportunities through the club website, group email list, Facebook page. This level does not retain the right to be the only sponsor of this type.

**C: Supporting Member Package: \$250.00:** Unlimited sponsorship available at this level. It includes recognition on the club’s website and limited advertising opportunities through the club’s email and social media.

**D: Product Sponsorship Package:** Our team welcomes sponsorships from cycling product manufacturers or any other type of organization looking for an association with an active cycling club. This package is extremely flexible to allow both our club and your group to get the most out of a partnership.

**Thank you for your interest and we look forward to partnering with you in 2018**

If you have additional questions please contact:  
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 Scott Sheehan – (989) 615-7199

Or email: [info@socovelo.com](mailto:info@socovelo.com)

*2017 SoCoVelo Kit Below*

