

TS Racing Team – Vankru

2013 Sponsorship Proposal



The Team

The TS (or Teesside) Racing Team - Vankru is a new team for 2013 comprising of riders from the 2012 Velo29 – OTR – Vankru Racing Team and the Velo29 Development Team.

This new team is built on the principles and ethos on which the original Velo29 Cycling Team was based. The team's 'raison d'être' includes the following:

1. To be a team that facilitates racing for all team members regardless of ability
2. To have an environment that helps riders reach their potential, with a clear route for progression to higher levels of racing
3. To allow talented riders the opportunity to race at a National Level
4. To have regular team meetings to help promote continuous improvement of both the riders and the team organisation
5. To promote at least one road event per year that is open to all categories and that is 'not for profit'
6. To encourage riders, helpers, family and friends to participate in social events as well as competition so as to develop a strong community feel within the team.

The team is democratically run by the riders and its helpers for the benefit of both riders and sponsors.

2013 Season Aims

Premier Calendar Series

To have a team of at least 3 riders for all Premier Calendar Events

Tour of the Reservoir	27-28 th April
University of Lincoln GP	12 th May
Beaumont Trophy	30 th June
Stockton Velo29 GP	7 th July
Grand Prix of Wales	14 th July
Ryedale GP	28 th July

National Championships

To have representation at both the National Road and Criterium Champs

UCI Events

To have a team for the UCI Melton Cicle Classic
To put riders in a composite team for at least 1x UCI 2.2 stage race

NE Region

To be ranked number 1 NE Team in 2013

Potential Benefits to the Sponsor

The team has a website that is regularly updated; all sponsors have a page dedicated to their brand / service

The team provides material to allow sponsors to carry out PR with British Cycling, VeloUK, etc.

Sponsor name can be included in team name. E.g. TS Racing Team – Vankru

Sponsor logo can be added to team jersey (positions to be agreed)

Sponsor can provide (or pay for production) of magnetic logo for use on cars going to all events throughout the 2013 season

Sponsor may use all available photos / videos of riders / team for their own publicity

Other Sponsors

Velo29.com Online Bike Shop will continue to sponsor the team for 2013. There is however a reduced presence on the team kit, and there will be no reference to Velo29 in the team name.

TS Racing Team - Vankru Colours

TS Racing Team - Vankru will retain the base colours previously used by the Velo29 Cycling Team.



The Team for 2013



Dan Smith

Ex-continental rider Dan will captain the team on the road. Dan is about to start his 25th year of racing and is still motivated enough to keep an Elite licence.

DOB: May 1979

Home Town: Saltburn



Rob Carter

One of the best athletes in both the North East and the UK, Rob will race the premier calendar series in 2013. Best result to date is top 30 in the National RR champs in 2011.

DOB: Aug 1974

Home Town: Middlesbrough



Mike Dales

Mike is currently adjusting to fitting racing around his new work life. If all goes to plan, Mike will again be racing at the top level in 2013. Time will tell how much is possible.

DOB: Nov 1989

Home Town: Cambridge

Martin Axon

Despite being relatively new to the sport, Martin is one of the wildest riders in the NE peloton. Big things are expected in the coming couple of seasons. He is a good bet for being capable of riding Premier Calendar Events by 2014.

Home Town: Middlesbrough

For more information contact Dan Smith on 07779 909097

Mike Smart

The brother of a rider who has finished 6th in a Premier Calendar can only be talented. Like Martin, he can be expected to be racing at the highest level in a couple of years.

Home Town: Middlesbrough

Mike Guymer

Mike has been racing at regional level for many years and is an excellent role model for new and young riders as they progress through the ranks.

Home Town: Redcar

Chris Wood

Chris has developed into an excellent team member since he started racing in 2008. In 2013 Chris will take part in road, TT and also triathlon events.

Home Town: Middlesbrough

Mark Lawrence

A former Royal Marine, Mark has what it takes to push himself to the limits. Still very new to the sport, Mark is hoping to push up the categories once again in 2013.

Home Town: Guisborough

Sponsorship Proposal

The following is intended to form the basis for discussion.

In return for a minimum £1000 contribution the sponsor will receive:

1. Logo space of their choice on the team jersey
2. Integration into the team name
3. Sponsor specific monthly newsletter to Velo29 distribution list of over 3000

Extras

Any services / products that could be provided as sponsorship will be considered by the team. E.g. Team clothing, bottles, energy food, etc. There are many further possibilities.

The Expenditure

Financial contribution will initially go to the following expenses:

1. Clothing Setup Costs
2. Affiliation to BC (including charges for title sponsor)
3. Affiliation to RTTC

Contact

We would be happy to consider approaches from any company / business / individual interested in being associated with the TS Racing Team – Vankru.

For an informal chat please contact Daniel Smith

Email: daniel.smith@velo29.com

Tel: 07779 909097