



## 2012 Sponsorship Opportunities



## Foreword

To many people sport is everything. From the television programmes we watch to the activities we do on a weekend and the heroes we idolise over a beer, sport is in all of our lives.

For us cycling is The Sport and our passion. The Tour de France and Premier Calendar Series which are brought to us live on British television and everything else from local amateur events to first time leisure rides are bringing more and more of the British public into this colourful and exciting sport.

Velo29 is a Cycling Team that competes in all of the UK's top events. The Team of 8 Elite riders are all dedicated to their lives as athletes and take to the roads of Britain every day of the week. Between them, literally hundreds of thousands of miles are covered each year in racing and training.

Every mile covered gains coverage for the brands associated with the team, be it on the road training, at events, on TV or in the National & Local Press following our many races.

Sport will never be more prolific than the Olympic year of 2012 and Cycling promises to be one of our most successful events. Velo29 gives you a great value opportunity to be involved in this success.

I'm delighted to invite you to be part of this exciting Racing Team and the following pages detail the opportunities available to you and your companies.

Yours in Sport, Richard Williamson - Team Director Velo29

## About Velo29

Velo29 is an Elite Cycle Racing Team based in the North East of England consisting of 8 full time racing cyclists, coaches, management staff, mechanic and helpers.

The name comes from the title sponsor, Velo29 Online Retail, who have supported us since conception and remain fully involved for 2012.

The Team is ran by Team Director Richard Williamson, a former Elite Cyclist and successful business man and Team Manager, Daniel Smith, a former Continental Professional with a life time experience of Cycle Racing at the highest level.

The Ethos of Velo29 is to develop riders to the absolute maximum of their ability and through the passion, experience and connections of the team, open all the doors possible in the World of Cycling.

2011 was our 3rd and most successful year; with over 30 wins under our belt there is no question of that! The ambition for 2012 is to push this success higher and to realise victory at the highest level at home and abroad.

The team is financially stable and the support to repeat the success of 2011 is already in place. However, this does not match our aims. Any new investment will allow us to increase the strength of the squad, provide better rider support, and importantly, get to more races and reach a wider audience.

I'm not aware of another team like Velo29 in the UK Peloton, where the team spirit is so high, the racing so successful and where every member of the squad and its supporters is so involved and having so much fun. "This Team will be seen at the very top of the Sport in only a few years, definitely one of the top UK Teams this year and a credit to cycling, world beaters!" Former Continental Pro - (Super) Sid Barras.

## Velo29 in the Press

Velo29 receives regular coverage from many areas. Domestic TV coverage at the national series events, regular local radio interviews, regular local press reports, coverage in national press and magazines, and also international exposure at the foreign tours we ride.

Velo29 has gained itself and its backers tremendous positive exposure. Our links both locally and nationally have gained us a very strong position with the media and we are a regular in all the national cycling publications; we've even featured in a global advertising campaign!

Away from the obvious exposure from our excellent race results and thousands of miles on the road in training, Velo29 Elite Team has gained exposure off the bike attending community events. These include charity events, school appearances and a corporate function.

Velo29 Elite Racing Team represents itself and its backers in the most professional sporting manner and brings a great association to all our partners.

See the next page for a small sample of some the coverage that we have already received.

## Velo29 Press Cuttings



## Current Velo29 Partners

Velo29 has a number of existing sponsors, including leading UK cycle retailer Velo29.com and household name Subway. All of our current partners are delighted with the return they see on their investment and not one of them has jumped ship!

The following sponsors are involved at present and in total, their contribution was worth £30,000 in 2011.

*Velo29.com*: title sponsor and major backer

*Vankru Performance Cycles*: bike supplier and technical advisers

*Subway North East*

*RW retail*: international IT project

*OTR*: supplier of carbon racing wheels

*Velo29 events*: organiser of events for all



## New for 2012

*Velotex UK: clothing supplier*

*Il Sasso: coaching and overseas accommodation*

*Bike Rat: winter training bikes*



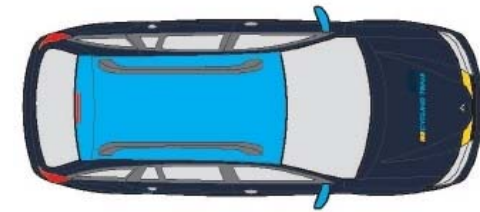
The Champion's Choice

## Join us for 2012!

Opportunities exist for title sponsors and also for much smaller contributors. The above sponsors have already committed for 2012. Any new partners will help us to increase the number of events we ride, bring in more new young riders to develop and also help keep existing stars in an increasingly competitive market.

Velo29 is a financially sound organisation with good cash flow and no debt. Any future investment goes directly into the running of the Velo29 Elite Racing Team

## Kit and Marketing Space



## The Elite Racing Team



### **Dan Smith**

Ex-continental rider Dan is the team leader on the road. An impressive career spans back to his days in the National Junior and Espoir team when he was lottery funded. A winner at all levels.

DOB : May 1979  
Home Town : Saltburn



### **Rob Carter**

Rider of the year 2010 for Velo29, Rob is one of the most feared hard-man of the UK Peloton. A dedicated athlete who gets better every year.

DOB : Aug 1974  
Home Town : Middlesbrough



### **Alex Bottomley**

Alex joins us for 2012 as Junior National Road Race bronze medallist and one of the country's most promising young riders. Alex goes straight into the Elite Squad and will race in the Premier Calendar Series and UCI Tours with Velo29.

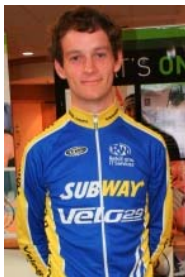
DOB : Sept 1997  
Home Town : Whitby



### **Chris Mark**

One of the UK's most experienced riders with over 100 Premier Calendar races under his belt. Chris's hat trick of wins in 2011 came as no surprise. An amazingly consistent and well prepared athlete.

DOB : Jan 1980  
Home Town : Middlesbrough



### **Joe Norledge**

Joe is fast emerging as one of the UK's most promising riders. Trained by top professional Dave Clarke, Joe's name will be a regular one on the Velo29 team roster in 2012.

DOB : May 1990  
Home Town : Leicester



### **Mike Dales**

Mike is a "rouleur" in the truest sense. He had 6 victories in 2011 and was a regular top 3 finisher. On his day he is a hard man to beat.

DOB : Nov 1989  
Home Town : Leeds



### **Jack Rees**

Jack climbs as well as he sprints. Always a contender and strong team player. Several good wins this year add to Jack's Palmares

DOB : May 1989  
Home Town : Middlesbrough



### **Nick Busst**

New to the UK scene, Nick is an all-rounder and represents Velo29 as a reserve in the Premier Calendar Series. He enjoys regular success in the South Eastern Events

DOB : June 1984  
Home Town : London

## 2011 Results

Results are everything for any cycling team at any level. Winning gains exposure for the sponsors, rewards for the riders and credit for the management.

2011 was a tremendous year for the Velo29 Elite Team and at writing we have notched up a remarkable 34 wins! This is something of which we are extremely proud. Headline results from 2011 include:

1 <sup>st</sup> .	National 8km Grass Track Championship	Richard Meadows
1 <sup>st</sup>	National Criterium Champion M1 Category	Daniel Smith
1 <sup>st</sup>	National Criterium Champion M2 Category	Rob Carter
1 <sup>st</sup>	BBM Road Race	Chris Mark
1 <sup>st</sup>	Martyn Dobson Memorial Series (Overall Winner)	Mike Dales
2 <sup>nd</sup>	Martyn Dobson Memorial Series (2nd overall)	Richard Meadows
1 <sup>st</sup>	Wakefield CC Road Race	Chris Mark
1 <sup>st</sup>	Yorkshire Cycling Festival	Rob Carter
2 <sup>nd</sup>	North East Division Road Race Championship	Rob Carter
2 <sup>nd</sup>	Tour of the Border Stage 1	Dan Smith
2 <sup>nd</sup>	Tour of the Border Stage 2	Rob Carter
2 <sup>nd</sup>	Tour of the Border Stage 4	Jack Rees
1 <sup>st</sup>	Southport Circuit Race	Jack Rees
1 <sup>st</sup>	Windymilla Classic Road Race	Joe Norledge



## 2012 Race Programme

The Velo29 Elite Team racing programme is a full and ambitious one. The team races in the televised British Premier Calendar Series and also takes part in the International Professional Tours of Morocco and Bulgaria. The team of riders and support staff are on the road pretty much every weekend of the year from March through to October.

The season opens with the Team Launch. This is a corporate event held at a sponsor's premises where the local press and fans get to meet the riders and backers.

Following a training camp at the il Sasso facilities in Italy, the riders return and race in the North East Trophy season opener before jetting off to Morocco for the professional 10 day stage race.

Upon the team's return, the racing week is full and we race in the North of England every Tuesday and Thursday. At the weekends we attend the major events of the Premier Calendar and National Town Centre Series.

Mid-summer sees a trip to Northern France for an intense 10 days of racing in preparation for the British National Championships at the end of June.

The season wraps up in September with the Professional Tour of Bulgaria, one of the longer tougher International Tours.

It's a long tough season for the Velo29 Elite Team and staff, who cover literally thousands of miles both on the bikes and in the cars.

The race programme is key to the backers and also for the riders to get the right blend of preparation, success, and of course exposure for the sponsors locally, nationally and even internationally!

## Velo29 Development Squad

Outside of the scope of this proposal but very much a part of Velo29 is the Development Squad.

This is where we scout for talented riders and bring them through the ranks with the ultimate goal of them joining the Velo29 Elite Racing Team.

This dedicated team of around 15 athletes benefit from all the same coaching and support that the Elite Team enjoys. They train with the Elite riders though rarely do they race together due to the category system in cycle racing.

In this squad at present are some of the nation's best young riders, including 2 National Champions!

Supported financially by Velo29 Events, which is a part of the Velo29 Retail Group, this exciting young team ensures our organic growth for years to come, as well as giving opportunities to committed riders of all ages.

This is a value add in terms of association and a real credit to the ethos of the Velo29 Team.



## Get Involved

We've sent you this brochure today to invite you or your company to become involved with Velo29.

Our current sponsors are all involved in different ways; some make a small contribution, others are very hands on, others provide a service / product for free or at a reduced cost. And of course there's the contribution of Velo29, without whom we would not be able to compete at the level we do already.

There is space for sponsors at all levels / types of contribution and we would be happy to discuss our potential partnership further. This brochure has only been sent to a select number of north east companies.

We care about our brand and the existing backers and we feel the few companies and individuals we have invited to become involved in 2012 will add to this and enjoy their involvement whilst seeing a return on any investment they make.

If you are interested than a simple email to [richard.williamson@velo29.com](mailto:richard.williamson@velo29.com) or a call to 01287 625 394 will start the ball rolling.

I thank you dearly for taking the time to read this brief insight into our team and hope you will join us for our 2012 successes.

