



Dear Potential Sponsor,

Thank you very much for considering becoming a sponsor for Team Clark Logic starting in the 2019 season. The support of our sponsors is of paramount importance to the continued success of the team.

Team members are proud to represent businesses such as yours in a variety of cycling and fitness events and community outreach activities across Southwest Michigan and the Midwest. This included such events as: road races and criteriums, fat bike races, community fundraising cycling events, cyclocross races, weekly group rides, mountain bike races, and ultra-distance racing. We also represented our sponsors during countless tours, local group rides and well-publicized charitable events like Wish-A-Mile, Tour de Taylor, and ODRAM. Team members compete in several states throughout the Midwest: Michigan, Indiana, Ohio, Illinois and Iowa, and throughout the country: Vermont, North Carolina, Texas, Washington, Arizona, and Kentucky. Cyclists from Team Clark Logic occasionally compete in National Championship races as well. Several team members have ridden across the country, documenting their experience on social media. In addition to the above, Team Clark Logic has been proud to represent the greater Kalamazoo area in community events such as Kalamazoo Bike Week, partnering with the Kalamazoo Strong foundation, and many other outreach programs such as Open Roads, the Maple Hill Trail project and much more.

Your contributions help us to continue representing Kalamazoo and develop cyclists and fitness enthusiasts as they grow and achieve greater success.

As a team, we strive to stand out among the community for our sportsmanship and positivity, and we seek opportunities to give back with our time and experience in a variety of volunteering commitments.

We would be grateful to receive your support in the upcoming seasons and would love to hear from you if there is ever an opportunity to increase the value that a sponsorship has for your business.

Thank you again for your interest in supporting *Kalamazoo's Race Team*.

Your Friends at Team Clark Logic

## **TEAM MISSION**

Team Clark Logic Racing is a Southwest Michigan based group of competitive cyclists that aim to promote quality leadership and positive advocacy for cycling both in races and throughout the community.

## **2019 SPONSORSHIP OPPORTUNITIES**

For the 2019 season, we are again offering a range of Sponsorship levels. Public recognition, visibility and exposure of your company or business with Team Clark Logic Racing can be a win/win for both Team Clark Logic and the sponsors. Sponsors have the unique opportunity of direct sales and marketing to members in multiple areas: Health-conscious businesses, restaurants, bike sales, accessories, clothing, maintenance, general fitness equipment, nutrition, professional services, community outreach/representation, and many more. Please take the time to review what we have to offer.

## **SIGN UP EARLY!**

There are benefits to early sponsorship such that your business will get the most exposure the earlier you make the commitment, you can have your logo on club clothing (limited to certain levels), and included on event promotional items.

## **CLARK LOGIC CLOTHING**

Clothing designs are updated once a year and can vary from hats, t-shirts, sweatshirts, etc. However, racing kits (the official team uniform) will be given a 2-year turnover. We are ordering new kits in September, 2018 for the 2019 season to reflect the new sponsors.

## **HOW LONG IS YOUR COMMITMENT?**

Sponsorship runs for a 2-year commitment. Sponsors who want a longer commitment may request to do so with the sponsorship representative handling sponsor accounts. In the event a sponsor decides to withdraw sponsorship or change the type of sponsorship, they must do so in writing and have it approved by the TCL Board. Products and services will be discontinued upon approval of the sponsorship account representative of the withdrawal notification.

## **SPONSORSHIP LEVELS**

### Package A: \$2,500

- Large logo with premium placement on jersey/jackets (see kit example)
- Premium logo placement on additional team clothing e.g. t-shirts, sweatshirts, etc.
- Premium logo placement on appropriate flyers, social media activities, and event materials
- Premium website logo placement with direct link to sponsor's website/social media page
- Blog and media recognition on website
- Team plaque with yearly recap and results
- Complimentary Team Clark Logic recognition gift at the end of the race season

### Package B: \$1,500

- Medium Logo with complementary placement on jersey/jackets (see kit example)
- Logo placement on additional team clothing e.g. t-shirts, sweatshirts, etc.
- Logo placement on appropriate flyers, social media activities, and event materials
- Logo placement on website with direct link to sponsor's website/social media page
- Blog and media recognition on website
- Team plaque with yearly recap and results

### Package C: In-kind Services Discount

- Logo placement on additional team clothing e.g. t-shirts, sweatshirts, etc.
- Logo placement on appropriate flyers, social media activities, and event materials
- Logo placement on website with direct link to sponsor's website/social media page
- Team plaque with yearly recap and results

## **STILL HAVE QUESTIONS?**

Please feel free to contact us at [tstewart@hurleystewart.com](mailto:tstewart@hurleystewart.com)



Team Clark Logic Racing  
2 Year Sponsorship Agreement Form  
Company Information

Company Name: \_\_\_\_\_

Company Representative (Contact): \_\_\_\_\_

Title: \_\_\_\_\_

Company Address: \_\_\_\_\_

Business Phone Number: \_\_\_\_\_

Alternative Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Yes, we would like to sponsor Team Clark Logic Racing at the following level (please check the level):

Package A - \$2,500: \_\_\_\_\_

Package B - \$1,500: \_\_\_\_\_

Package C – In-kind Services: \_\_\_\_\_ (% discount)

**2019 Sponsorship Payment DUE: December 15<sup>th</sup>, 2018**

**2020 Sponsorship Payment DUE: December 15<sup>th</sup>, 2019**

**All checks payable to:** Kalamazoo Bicycle Club Race Team

**Send checks to:** 8433 Kaleb Kove St., Kalamazoo, MI 49009

Accepted by:

Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

(Print Name)

\_\_\_\_\_  
(Sign Name)

Team Representative: \_\_\_\_\_ Date: \_\_\_\_\_

(Print Name)

\_\_\_\_\_  
(Sign Name)

