

cycle logic



...was formed in 2006 by five friends, passionate about bike racing. Since that humble beginning, the team has expanded, produced results and is now a contender. Cycle Logic is...

HERE TO STAY



WHAT WE DO

WE RACE. WE TRAIN. WE RIDE. WHY? BECAUSE WE LOVE THE SPEED, THE COMPETITION, THE PHYSICAL FITNESS AND THE PURE BEAUTY OF THE SPORT.

WHAT WE'VE DONE

OUR FIRST FEW YEARS HAVE BEEN A GREAT SUCCESS. MUCH OF THIS IS A DIRECT RESULT OF THE SUPPORT FROM OUR SPONSORS, AS WELL AS OUR TEAMMATES, FRIENDS AND FAMILIES. AND WHILE OUR RACE RESULTS HAVE BEEN SIGNIFICANT, WE ARE MOST PROUD OF OUR IMPACT ON THE COMMUNITIES WHERE WE LIVE, TRAIN, AND RACE.

- Cycle Logic participated in the Take Stock in Children 100 mile bike ride in both 2007 and 2008, which helped support the organization to provide educational scholarships to troubled and at risk youth.
- Cycle Logic members volunteered for the 2007, 2008, and 2009 Santa Fe Century, which benefits the Boys Club of Alachua County.
- Cycle Logic members have provided volunteer assistance to the 8th Street Elementary School PTA for their annual bicycle rodeo, which addresses bicycle safety and teaches safe cycling skills and habits to children.

WHERE WE DO IT

Based in North Central Florida, we train on roads throughout Alachua, Baker, Bradford, Citrus, Clay, Columbia, Duval, Gilchrist, Lake, Levy, Marion, Putnam, and Sumter counties. Racing, group rides and charity events take the team throughout Florida and locations in Georgia, Alabama, the Carolinas, and Tennessee. Team members have also sported the distinctive Orange and Grey Cycle Logic apparel at national venues in Massachusetts, Colorado, Oregon, Kansas, and Virginia. The Cycle Logic jersey was even spotted at the 2009 Tour de France!

WHAT WE CAN DO FOR YOU

Team Cycle Logic sponsors gain an association with a community oriented racing team whose members attend highly visible events and training sessions throughout the Southeastern United States. In addition to exhibiting the logos and names of our sponsors on our apparel, sponsor information may be displayed on banners*, the team web-site, event fliers and other promotional items.

Every Cycle Logic Team Member shares the same high level of commitment to our sponsors and acts in good faith to promote our sponsors' businesses and interests responsibly.

**Note: When made available by sponsor.*



RACES & EVENTS

Racing is the number one focus of our team, and this is where exposure is greatest due to top finishes and podium places by team members. Cycle Logic begins each calendar year by hosting the "Bring it On!" series of races in Alachua, Florida. In addition to kicking off the Florida race calendar, the "Bring it On!" events have gained a lot of popularity in the racing community, and routinely draw racers and their families from Florida, Georgia and the Carolinas.

There is always a diversity of people attending and competing in bicycle races. Between racers and spectators, the attendance can range from hundreds to thousands of people. Your company logo placed on our team jerseys will be exposed to all of these people throughout a full day of racing.

Besides races, Team Cycle Logic participates in other events throughout the United States. Attendance at these events can range from 800 to well over 3,000 cyclists! Those cyclists, combined with the many local residents, fans, spectators, and volunteers provide an unbelievable exposure opportunity for your company.

TRAINING

Training on an almost daily basis is necessary for any endurance sport and cycling is no exception. Every one of our members logs many hours of training every week throughout the North Central Florida area. Team members often set out from their places of employment wearing team apparel, riding through rush hour traffic enroute to more scenic roads best suited for training. Consequently, as our members are training, your business receives exposure to commuters and their families, cyclists and many others who value and respect physical fitness and those who support it.

SPONSORSHIP LEVELS

SPONSORSHIPS FOR THE 2010 SEASON WILL BE ACCEPTED THROUGHOUT THE YEAR SO IT IS NEVER TOO LATE, OR TOO EARLY, TO MAKE A COMMITMENT TO THE TEAM. HOWEVER, SPONSORS WHO COMMIT BEFORE OCTOBER 15TH, 2009 WILL BE ABLE TO INCLUDE THEIR LOGO ON TEAM APPAREL. CLOTHING DESIGNS ARE UPDATED ONCE A YEAR, AND SPONSORSHIP RUNS FOR ONE CALENDAR YEAR (JAN - DEC).

TITLE SPONSOR

1 available title sponsor

Commitment: \$3,500 minimum.

BENEFITS:

- Title Sponsor logo on the front and back of each jersey above team logo (approximately 7" x 7") and along each side of the shorts.
- The team will be identified by the name of the title sponsor, providing increased exposure in results listings and media coverage.
- The Cycle Logic Team will be available to provide appearances/volunteer assistance for select benefit events held by the Title Sponsor throughout the year.
- Display of sponsor banner at team events (sponsor provides banner).

Any organization wishing to take on the prestigious Title Sponsorship will have their name directly associated with the team, which will give your organization maximum exposure. Team/Title Sponsors throughout Florida include Bike America/Champion Porsche, Orlando Velo/Volvo Cycling, Atlantic Shores Velo/Gold's Gym, and West Coast Cycling/Allstate Insurance.

PARTNER SPONSOR

4 available Partner Sponsors

Commitment: \$1,750 minimum.

BENEFITS:

Partner Sponsor logo on one of the following:

- Shoulders of each jersey (approx 2" x 6" on each)
- Sides of each jersey (approx 2" x 9" each side)
- Back pocket of each jersey (approximately 3" x 3")

AFFILIATE SPONSOR

3 available Affiliate Sponsors

Commitment: \$500 minimum.

BENEFITS:

Affiliate Sponsor logo on the front or back of each jersey, ranging from 2" in length to 4" in length, or if space allows, sponsor logo on collar.

SUPPORT SPONSOR

6 available Support Sponsors

Commitment: \$250 minimum.

BENEFITS:

Team Cycle Logic will include Support Sponsors company name or logo on printed material, such as banners, and race flyers, in order to provide exposure for the sponsor.

**All Sponsors will receive a framed team photo to display in their place of business, and will receive recognition on the Cycle Logic web-site.*

**All Sponsors must provide print-ready logo art formatted as needed for printing (.eps or .ai). Artwork must be submitted as either a one or two color design. Our designers may need to adjust the colors in order to appropriately fit the Cycle Logic color scheme.*

HAVE YOU HEARD?

• Cycling is the #1 fitness and health activity among many professionals, including doctors and lawyers, over the age of 40.

• Cycling is the 2nd most popular recreational activity behind sport walking. It's the only one of these 2 which readily lends itself to commercial sponsorship.

• During the spike in gas prices in the summer of 2008, bicycle sales in the United States soared as people looked for alternative forms of transportation.

• Cycling is a healthy, low-impact activity that people can enjoy well into their eighties and nineties.
• 17 million bicycles are sold in the U.S. each year.

CONTACT US



ON THE WORLD WIDE WEB:

CycleLogic.org

BY WAY OF E-MAIL:

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