



# The New Raleigh Professional Road Racing Team

**2010 Season April - September**



**SPONSORSHIP & BRAND PARTNER PROPOSAL**



# The UK race season starts end of April to end September

## Team Raleigh will be competing in the following :

### Premier Calendar Road Races

- Sun 18-Apr Reserved date-Premier Calendar
- Sun 09-May Abstraction Lincoln Grand Prix Lincoln
- Sun 30-May The Doonhamer Dumfries, Scotland
- Sun 06-Jun Ryedale Grand Prix Helmsley, North Yorkshire
- Sun 13-Jun Beaumont Trophy Ponteland, Northumberland
- Sun 04-Jul Tour of Blackpool Grand Prix Road Race
- Sun 18-Jul East Yorkshire Classic Beverley, E.Yorks
- Sun 01-Aug Richmond Grand Prix, North Yorkshire



### National Elite Circuit Race Series – Town Centre

- Fri 28-May Dumfries Grand Prix Criterium Dumfries, Scot.
- Wed 23-Jun Otley Criteriums Otley, W. Yorks
- Wed 30-Jun Rochdale GP Rochdale, Lancs
- Fri 02-Jul Tour of Blackpool Grand Prix Circuit Race
- Wed 07-Jul Stafford Town Centre Races Stafford
- Wed 14-Jul Colne GP Colne, Lancs
- Wed 21-Jul Blackburn GP Blackburn, Lancs
- Sun 08-Aug Preston City Centre Grand Prix Preston, Lancs.



### TV City Criterium Races (exact dates to be confirmed)

- May : Milton Keynes, Exeter
- June : Woking, Peterborough, Blackpool, Southport, Stoke-On-Trent, Colchester, Chester, Southend-On-Sea

2/3 Races to be added including Salisbury



# Investor / Sponsor Packages

## Headline Investor

- Naming rights in conjunction with Raleigh;

## Raleigh / **[YOUR BRAND]**

- Prominent branding throughout on / off race

## Second Tier Investor

- Combination of financial commitment and VIK product - Branding on team livery.

## Third Tier Investor

- Product only
- VIK - branding to be discussed depending on VIK commitment

**Clothing, Sport Nutrition, Transportation, Sports Medicine, Sunglasses, Helmets, Wheels, Tyres, Seats, Bike Computers, Accessories, Shoes**





# Investor / Sponsor Returns

- Corporate and product branding opportunities on team race clothing for both the riders and support staff (Managers, Mechanics, Doctors)
- Corporate and product branding on the team cars and vans / mini-buses which transport the riders, Team Managers, Doctors, Directors to and during the races
- Corporate and product brand product placement opportunities at all races and the subsequent stages of each race (both at the start line and the finish line)
- Merchandising opportunities in conjunction with the team - Sales of team clothing at bicycle retail outlets throughout the UK (Evans Cycles and Halfords Bikehut) and through independent retailers, bicycle accessory distributors, and Raleigh promotions
- Website exposure on specialist cycling websites - The team's website, individual race websites.
- Specialist cycling media exposure - Cycling Magazines / Newspapers / Websites.
- The sport of cycling, both professionally and recreationally, overcomes the demographic, social and gender barriers that the majority of other sports (and subsequent sporting sponsorship activities) can create, and appeals to all age groups.
- The sport of cycling addresses one of the major lifestyle issues and worldwide Governmental concerns that dominate global society today - Health and Fitness – and is in synch with important societal trend.
- The sport of cycling remains at the forefront of the alternative transportation debate and the environment remains at the forefront of global corporate and social responsibility - cycling is a green sport that doubles as a primary mode of transportation yielding CO2 reduction benefits



## Raleigh – an opportunity to be an investor of the most exciting cycling team!

The iconic cycle brand will launch a racing team called Team Raleigh in 2010 with the goal of competing in the Tour de France in five years. The Nottingham-based manufacturer won the world's most famous cycle event back in 1980.

- **2010** will see the formation of a new Raleigh cycling team and registration as a UCI Continental team. The aim is to gain an invitation to the Tour of Britain.
- **2011** – Tour of Britain and Ireland a target on calendar
- **2012/2013** - Formation of UCI Pro-Continental registered team to compete on the second tier European race calendar to include UCI and ASO races
- **2014** - Formation of a UCI Pro-Elite registered team to compete in elite professional cycling races including Giro d'Italia, La Vuelta, Week long races Paris-Nice, Terreno Adriatico, Belgian One-Day Classics, Amstel Gold Race, Milan-San Remo - UCI and ASO races
- **2015** – Tour de France





# The New Raleigh Professional Road Racing Team



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