

Lightning Velo Sponsorship Levels - 2009

- **Platinum/ Title Sponsor** – Minimum \$1,500 in cash to Lightning Velo. Sponsor receives from Lightning Velo:
 - Prominent display of sponsor logo(s) on jersey and shorts. This would typically include side panels of jersey and rear of shorts but is negotiable.
 - Logo and contact info on Lightning Velo website
 - Opportunity to give 5 - 10 minute pitch at one club meeting
 - Opportunity to set up promotional booth and/or display promotional banner at annual club race (booth/banner to be provided by sponsor)
 - Featured in 'Sponsor Spotlight' sent to club members
 - Copy of Lightning Velo membership list
 - One free family membership (or two individual memberships) to Lightning Velo
 - Two free individual Lightning Velo memberships to invite new members to join
 - One free jersey
- **Gold Sponsor** -- \$500 in cash or minimum \$750 worth of products or services donated to Lightning Velo (or a combination thereof). Sponsor receives from Lightning Velo:
 - Prominent display of sponsor logo on upper front or sleeve area of jersey
 - Logo and contact info on Lightning Velo website
 - Opportunity to give 5 - 10 minute pitch at one club meeting
 - Opportunity to set up promotional booth and/or display promotional banner at annual club race (booth/banner to be provided by sponsor)
 - Featured in 'Sponsor Spotlight' sent to club members
 - Copy of Lightning Velo membership list
 - One free family membership (or two individual memberships) to Lightning Velo
 - Two free individual Lightning Velo memberships to invite new members to join
 - One free jersey
- **Silver Sponsor** -- \$250 in cash or minimum \$375 worth of products or services donated to Lightning Velo (or a combination thereof). *Corporate cycling related sponsors may also qualify for this level by offering deep discounts on helmets, shoes, etc.* Sponsor receives from Lightning Velo:
 - Display of sponsor logo on rear of jersey
 - Logo and contact info on Lightning Velo website
 - Opportunity to give 5 - 10 minute pitch at one club meeting
 - Opportunity to set up promotional booth and/or display promotional banner at annual club race (booth/banner to be provided by sponsor)
 - Featured in 'Sponsor Spotlight' sent to club members
 - Copy of Lightning Velo membership list
 - One free family membership (or two individual memberships) to Lightning Velo
- **Bronze Sponsor** – discounts offered on products or services purchased by club members. Sponsor receives from Lightning Velo:
 - Logo and contact info on Lightning Velo website
 - Mentioned in 'Sponsor Spotlight' sent to club members
 - (Logo will NOT appear on jersey)

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- **Official Bike Shop Sponsor** – Sponsorship package to be negotiated that will include benefits for the club and club members such as discounts on bikes, parts and repair services as well as items donated for raffle at club meetings, clinics on bike maintenance, discounts on prepaid bulk orders of helmets, shoes, etc. Sponsor receives from Lightning Velo:
 - Prominent display of sponsor logo – typically on rear of jersey
 - Logo and contact info on Lightning Velo website
 - Opportunity to give 5 – 10 minute pitch at one club meeting
 - Opportunity to set up promotional booth and/or display promotional banner at annual club race (booth/banner to be provided by sponsor)
 - Featured in ‘Sponsor Spotlight’ sent to club members
 - Copy of Lightning Velo membership list
 - One free family membership (or two individual memberships) to Lightning Velo
 - Two free individual Lightning Velo memberships to invite new members to join
 - One free jersey

Notes:

- With the exception of corporate cycling related sponsors such as helmet manufacturers, discounts on products and services offered to club members by Gold and Silver sponsors are greatly appreciated, but will not count towards qualifying for the Gold or Silver sponsor level.
- For Gold and Silver sponsors, \$1.50 in services or products donated to the club is the equivalent of \$1 cash. To determine the cash equivalent of a product or service donation simply divide the retail value by 1.5.
- All sponsorship arrangements are subject to the approval of the Lightning Velo Board of Directors.
- All sponsorship agreements/commitments should be finalized prior to the beginning of the sponsorship year and in time for the corresponding club clothing order to ensure proper logo placement. Sponsorship that begins mid-year will not have jersey logo placement until the following year.