



“IT NEVER
GETS
EASIER,
YOU JUST
GO
FASTER”

—Greg LeMond

FROM THE PRESIDENT

The Case Cycling Team, comprised of 30 student athletes from Case Western Reserve University, is committed to excellence in the classroom and on the bike.

As we enter the 2014 season, we would like to take a moment to tell you more about our team, share our recent accomplishments, and explain what your sponsorship will mean to us.

In the pages that follow, we hope to share our passion for cycling and explain the value of partnering with us as we spend the upcoming season traveling to races and hosting several of our own.

Should you have any questions or wish to get in touch, the sponsorship form enclosed contains our contact information.

Sincerely,



Eric Silverman
PRESIDENT, CASE CYCLING



OUR MISSION

As an entirely student-run organization, Case Cycling is built on the passion and dedication of its members. Our goal is to send riders to 20 races across three disciplines this year. Without your support this is not possible. For the 2014 season, our target is to raise \$10,000 to subsidize travel, lodging, entry fees, and equipment for collegiate races. With your help, we can secure the future of cycling at Case Western Reserve University.



GIVING BACK

In addition to leading rides from our campus, we assist the community in charitable causes and local events.

Members of Case Cycling worked in conjunction with Bike Cleveland to run a bike safety seminar, ensuring that community bikes were safe for National Bike to Work Day.

Between an on-call Fix My Bike service and a biannual bike tune-up event for the University Circle residents, club members repaired over 100 bikes and instructed attendees on basic principles for proper bicycle maintenance.

After co-hosting last year's two-day Halloween cyclocross festival in Chagrin Falls with Fast Track Cycling, we plan to team up with them again to host this year's Northeast Ohio Cyclocross Season Finale on December 14th. We are also working towards hosting our first collegiate track race in the fall and a collegiate road race in the spring. These events will provide our team with valuable racing and leadership experience and offer additional sponsorship opportunities.

HISTORY

Established in 1999, the Case Cycling Club has always been led by committed students. Focused primarily on the road season, we have had our share of successes within the Midwest Collegiate Cycling Conference (MWCCC) and other USAC sanctioned races over the past season:

ROAD

- 1st place, Road Regionals Team Time Trial (M)
- 1st place, DePauw Criterium (M)
- 1st place, Michigan State University Road Race (W)
- 2nd place, University of Michigan Road Race (W)
- Numerous top 5 finishes
- Qualified for USA Collegiate Nationals

TRACK

- 1st place, 2012 Collegiate Division II Track Regionals Omnium
- 1st place, Ohio State Track Championship 2012 Omnium (W 17-18)
- 1st place, Ohio State Track Championship 2012 Omnium (W 19-34)
- 3rd place, Ohio State Track Championship 2012 Omnium (M 19-34)
- 1st place, Ohio State Track Championship 2013 Omnium (W 19-34)

CYCLOCROSS

- 3rd place, NEOCX 2012 Omnium (W)
- Qualified for USA Collegiate Nationals





NEW ADDITIONS: TRACK AND CYCLOCROSS

2012 marked Case Cycling's first foray into the disciplines of cyclocross and track. Despite this being foreign territory for most of our racers, Case won the Division II title at the MWCCC Track Regionals in Indianapolis, IN and competed at Collegiate Cyclocross Nationals in Madison, WI. With cyclocross booming throughout the Midwest, we see this discipline as a key area of growth. In the years to come, we hope to expand participation and continue to excel at races, building on our strengths and creating a national-caliber cycling program.

GOALS

In the world of collegiate cycling, few schools have top-ranked academics and nationally-recognized athletics; we plan to excel in both. Last year, Case's cycling program saw immense growth and development, becoming the number-one-ranked collegiate team in Ohio and achieved its first ever national ranking in the team's 14 year history. As the program continues to expand, our goal is to recruit students with a passion for both academic endeavors and cycling.

SPONSORSHIP LEVELS

This year we are excited to offer several levels of annual sponsorship. Your contributions will allow us to maintain our current activities as well as expand and remain competitive. Please note that we will be happy to work with you to find a sponsorship package that best suits you.

GC: \$3,000 AND UP

- Limited to one sponsor
- Title logo on team jersey
- Logo on team tent
- Plus, all benefits included in the breakaway sponsorship level

BREAKAWAY: \$1,000

- Primary logo on team jersey
- Company sign at races
- Primary logo placement on flyers and posters
- Primary logo placement and link on team website
- Active social media promotion and video features
- Complimentary team jersey
- Signed team photo

PELOTON: \$500

- Company sign at races
- Secondary logo placement on flyers and posters
- Secondary logo placement and link on team website
- Signed team photo

TEAM SUPPORTER: NON-MONETARY OR LESS THAN \$500

- Acknowledgment on team website

Team Jersey Sponsorship Deadline:
September 15th, 2013

SPONSORSHIP LEVELS

This year we are excited to extend special levels of annual sponsorship for small businesses. Your contributions will allow us to maintain our current activities as well as expand and remain competitive. Please note that we will be happy to work with you to find a sponsorship package that best suits you.

BREAKAWAY: \$500

Select two of the following:

- Primary logo on team jersey
- Company sign at races
- Active social media promotion and video features
- Complimentary team jersey
- Signed team photo

PELOTON: \$250

Select one of the following:

- Primary logo on team jersey
- Company sign at races
- Active social media promotion and video features
- Signed team photo

Also included with Breakaway and Peloton:

- Primary logo placement on flyers and posters
- Primary logo placement and link on team website

TEAM SUPPORTER: NON-MONETARY OR LESS THAN \$250

- Acknowledgment on team website

Team Jersey Sponsorship Deadline:

September 15th, 2013

SPONSOR CASE CYCLING

If you are interested in supporting Case Cycling, please contact David Takahashi at sponsorship@casecycling.com or 859.230.5342 to open a conversation about the possibilities for your involvement.

If you are ready to support the team, please fill out and return the form below.

Name	<hr/>
Company	<hr/>
Phone Number	<hr/>
Address	<hr/>

Level of Participation

- GC (\$3000+) Peloton (\$1000)
 - Breakaway (\$500) Team Supporter
 - We would like to be a product or discount sponsor.

Product description and total value:

Total amount enclosed (a written letter of receipt can be provided for tax deductions)

I hereby authorize Case Cycling to publish our company logo on their website, newsletters, jerseys, posters, and other items for commercial use.

Signature

Date

Please make checks payable to Case Cycling

Case Cycling
Veale Center
10900 Euclid Ave.
Cleveland, Ohio 44106-7223

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If you are ready to support the team, please fill out and return the form below.

Name _____
Company _____
Phone Number _____
Address _____

Level of Participation

- Peloton (\$500) Breakaway (\$250) Team Supporter
 We would like to be a product or discount sponsor.

Product description and total value:

Total amount enclosed (a written letter of receipt can be provided for tax deductions) _____

I hereby authorize Case Cycling to publish our company logo on their website, newsletters, jerseys, posters, and other items for commercial use.

Signature _____ Date _____

Please make checks payable to Case Cycling

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THANK YOU FOR YOUR SUPPORT!