

think:cycling

[www.casecycling.com](http://www.casecycling.com)

# meet the team



## a letter 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 2013 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 share what motivates us to spend our weekends traveling from Cleveland, Ohio to races throughout the Midwest, and explain the value of partnering with the cycling team from Ohio's highest-ranked University.

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

Sincerely,

A handwritten signature in black ink that reads 'Tyler Young'.

Tyler Young  
President, Case Cycling

# our mission



## what are we trying to achieve?

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 each year. Without your support this is not possible.

For the 2013 season, our target is to raise \$15,000 to subsidize travel, lodging, and entry fees for collegiate races. With additional funding, we would like to invest in the following team supplies:

- Tools
- Event canopy
- Training equipment
- Nutrition

With your help, we can secure the future of cycling at Case Western Reserve University.





## past, present, and future

### 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) over the past two years:

- 1st place, men's team time trial at Notre Dame
- 2nd place, men's team time trial at Road Regionals
- 1st place, men's road race at Ohio State University
- 1st place, women's road race at Notre Dame
- 2nd place, men's criterium at University of Michigan
- 1st place, women's criterium at University of Michigan
- Numerous top 5 finishes

### 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 is now home to more than one top finisher in Ohio's State Track Championships. 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. As Case's cycling program continues to expand, our goal is to recruit students with a passion for both academic endeavors and cycling, recognizing that healthy lifestyles and educational achievement go hand-in-hand.





# giving back

## community involvement

Our team leads campus rides that encourage health and fitness. In addition, we assist the community in charitable causes and local events.

Every year, our team helps to raise awareness and money in the fight against cancer by participating in Case's Relay for Life. As a show of support for relay participants, our members ride rollers and trainers through the night. Relay is one of the University's most popular and successful charity events and we are proud to play a substantial role.

To augment our fundraising efforts for Relay, each year we host an indoor triathlon in the athletics center on campus, from which all proceeds are donated to the American Cancer Society. Case students, faculty, and staff alike swim the pool, run the track, and pedal stationary bikes to win prizes.

Our team's biannual bike tune-up is a popular event across the entire University Circle area. For a nominal fee, members of the team fix bicycles brought in by students, faculty, and local riders. This fall, we repaired over 50 bikes, and instructed attendees on basic principles for proper bicycle maintenance.

This season, we will co-host the 7th Annual Chagrin River Cyclocross Challenge on October 27th and 28th. We are also working towards hosting our first collegiate road race in the spring. These events will provide our team with valuable racing and leadership experience and offer additional sponsorship opportunities.

# sponsor

## 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.

### **Title Sponsor: \$3,000 and up**

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

### **Gold Sponsor: \$1,500**

- 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

### **Silver Sponsor: \$1,000**

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

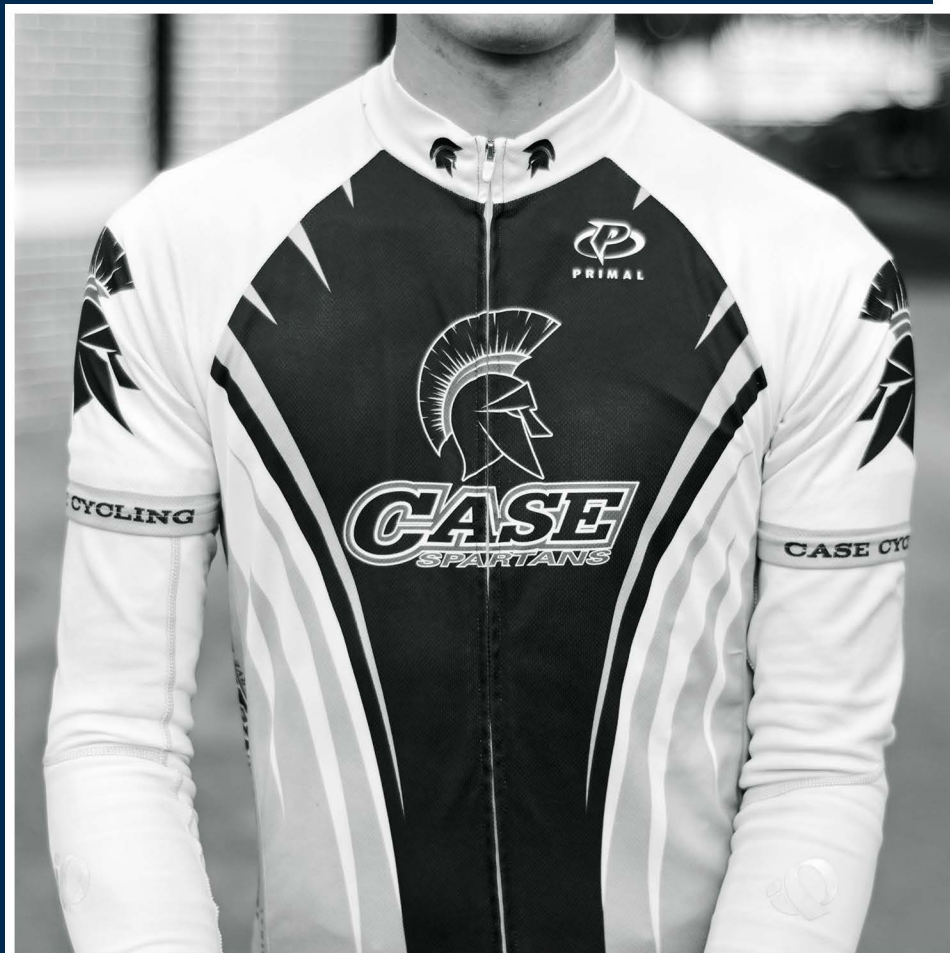
### **Bronze Sponsor: \$500**

- Logo on team jersey
- Logo and link on team website
- Signed team photo

### **Team Supporter: Non-monetary or Less than \$500**

- Acknowledgment on team website

**Team Jersey Sponsorship Deadline:  
November 24th, 2012**





# join the



## sponsor case cycling

If you are interested in supporting Case Cycling, please contact our sponsorship coordinator David Takahashi at **dk21@case.edu** 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 \_\_\_\_\_  
Company \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

### Level of Participation

- ☐ Title Sponsor  
☐ Gold Sponsor      ☐ Silver Sponsor  
☐ Bronze Sponsor      ☐ 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

**Thank you for your support!**



photography by daniel segal and david takahashi

**fall 2012 - spring 2013**  
**[www.casecycling.com](http://www.casecycling.com)**