



# mock orange likes

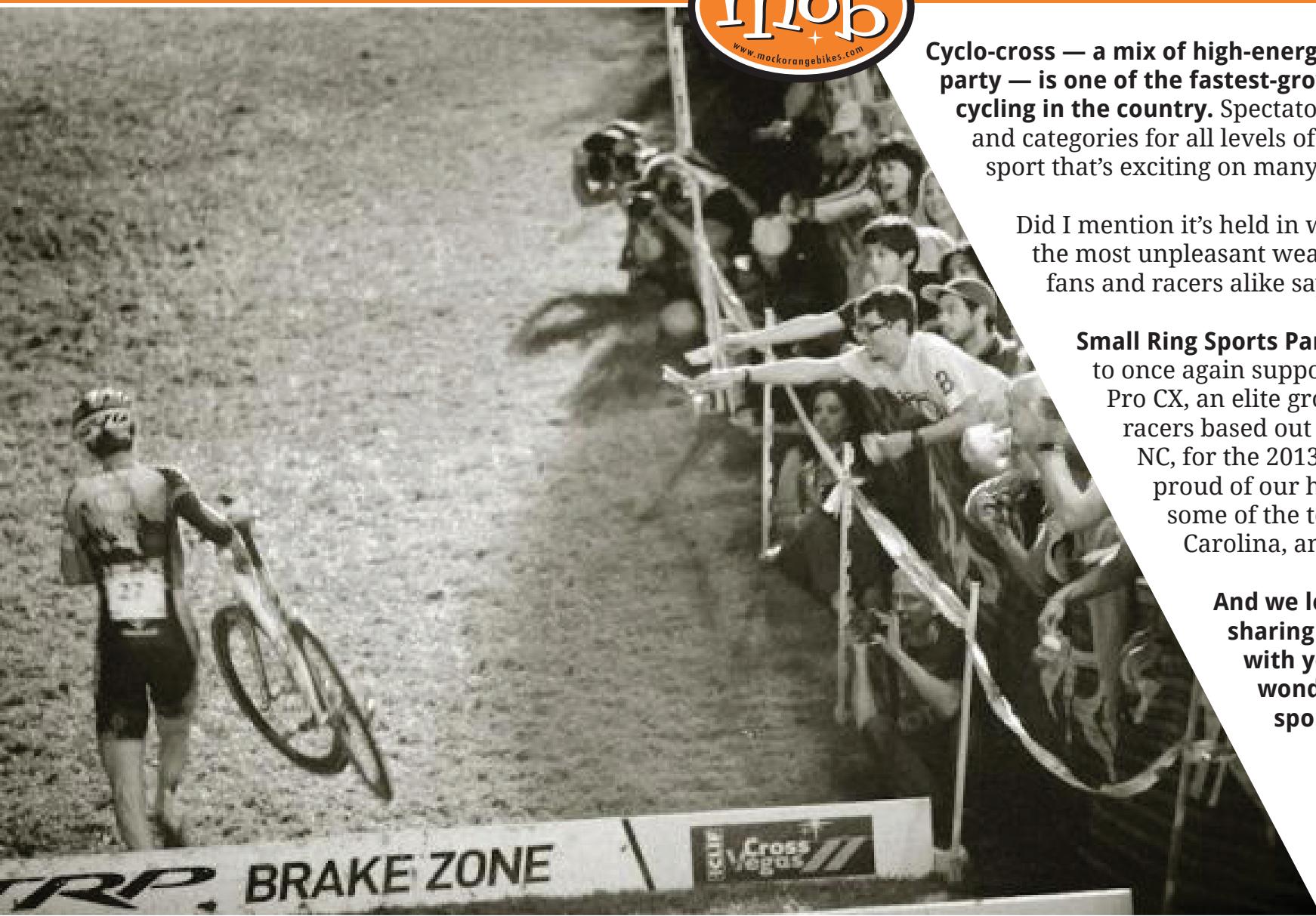


**Small Ring Sports Partners**

**2013 /14 Professional Cyclo-cross Team**

*Sponsorship Proposal*

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Cyclo-cross — a mix of high-energy bike racing and a party — is one of the fastest-growing disciplines of cycling in the country. Spectator-friendly courses and categories for all levels of racers make it a sport that's exciting on many levels.

Did I mention it's held in what's traditionally the most unpleasant weather of the year? As fans and racers alike say: "Bring it!"

**Small Ring Sports Partners** is excited to once again support Mock Orange Pro CX, an elite group of cyclo-cross racers based out of Winston-Salem, NC, for the 2013-2014 season. We're proud of our history supporting some of the top cyclists in North Carolina, and the country.

And we look forward to sharing the opportunity with you to be part of this wonderful program, and sport of cyclo-cross.

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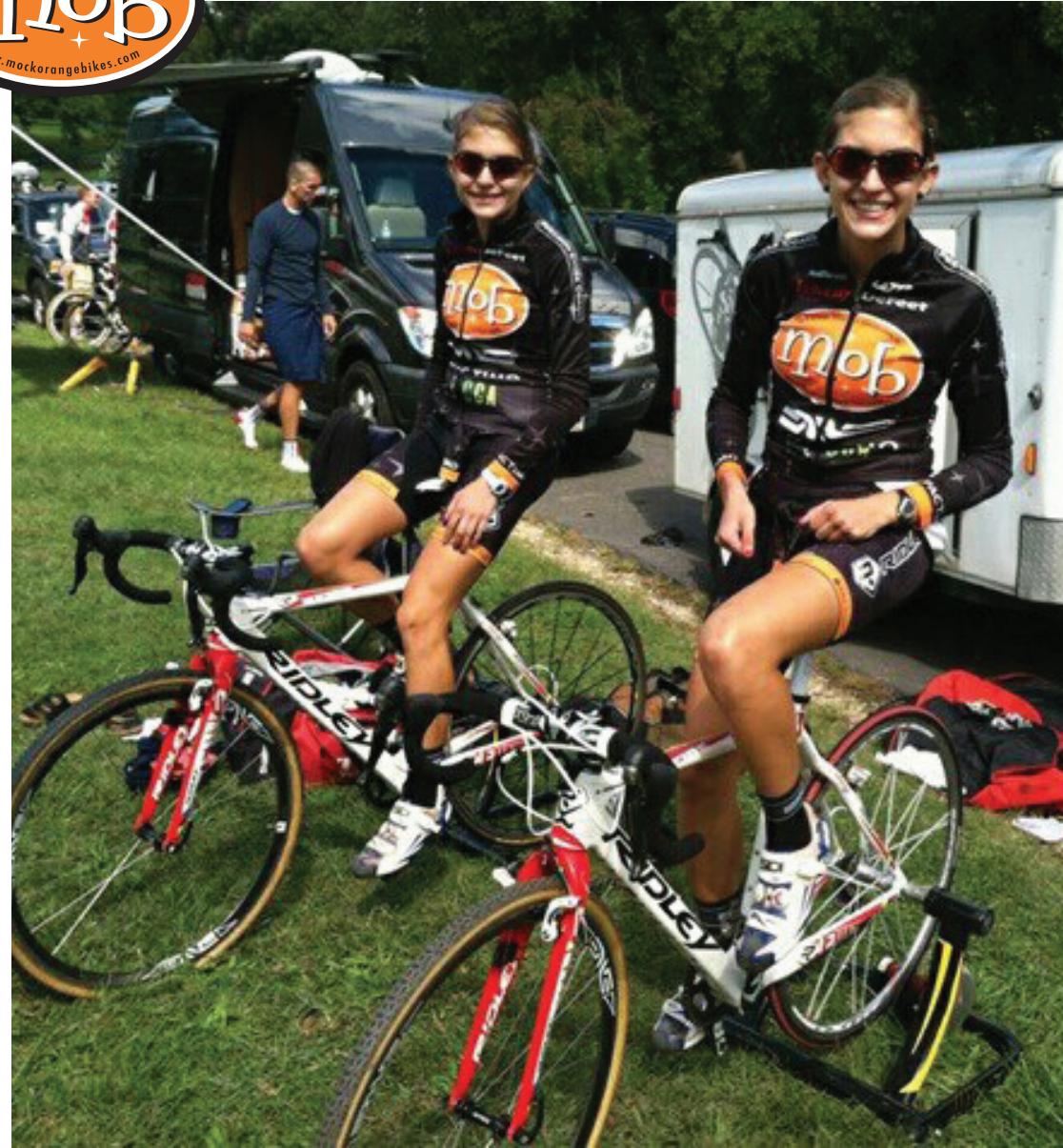
## OBJECTIVES

*Our primary objective for the 2013-2014 season is to continue to develop and support some of the top young cyclo-cross racers in North Carolina.*

### OUR OTHER OBJECTIVES INCLUDE:

- » Provide value to our sponsors by representing them in a professional manner to add value to their brand.
- » Remain a unique, exciting and eclectic feature in the racing community.
- » Continue to create and expand our brand awareness through social media and traditional media coverage.
- » Win the men's and women's elite divisions in the North Carolina state cyclo-cross series.
- » Podiums at regional and national UCI races, including the national championships in Boulder, CO.
- » Podium at the national collegiate cyclo-cross championships.
- » Contribute positively to regional community.

*We need your help  
to meet these objectives.*



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## OUR NEED



*Cyclo-cross is hard on your body, and bike.* Our budget for the 2013-2014 season aims to provide for equipment, clothing, entry fees and travel for our racers and support staff.

**Equipment (i.e. bikes, components, clothing, etc): \$9,500**

**Travel (i.e. gas, vehicle maintenance, etc): \$4,000**

**Salaries: \$7,000**



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## BENEFITS TO YOUR ORGANIZATION

*Because of the significant popularity of cyclo-cross racing, your organization stands to benefit in many ways should you choose to support our racers.*

### These benefits include:

- » Your organization's logo on team vehicles, travel gear, clothing (on and off the bike), website, social media pages and more
- » Association with men and women of exceptional character promoting your organization and brand
- » Promotion in cycling media including velonews.com, cyclingnews.com, cyclingdirt.org, Cyclo-cross Magazine, USA Cycling, cxmagazine.com and more

### SPONSORSHIP LEVELS

**Title sponsor:** \$10,000

**Title co-sponsor:** \$5,000

**Associate:** \$2,000

**Donor:** \$500 (suggested)

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## RACER BIOS

### KATHERINE SHIELDS

**Home:** Banner Elk, NC

**Age:** 20

**Racing category:** Elite Women

**2012-2013 season highlights:** 4th U23 USA National Championships, 4th NCCX Series Final, 8th USA National Collegiate Championships, 7th Chicago Cyclo-cross Cup New Year's Resolution, 3rd Supercross Cup Weekend, 4th NCCX State Championships, 2nd Crossroads Grand Prix, 3rd Lion Cross 2012, 1st MSG No. 5

### EMILY SHIELDS

**Home:** Banner Elk, NC

**Age:** 20

**Racing category:** Elite Women

**2012-2013 season highlights:** 2nd NCCX Series Final, 3rd U23 USA National Championships, 10th USA National Collegiate Championships, 3rd Chicago Cyclo-cross Cup New Year's Resolution, 3rd North Carolina Gran Prix, 2nd NC State Championships, 2nd NCCX Durham, 1st Salisbury Cyclo-cross, 1st Cyclo-cross in the Sandhills, 2nd MSG No. 5



### KERRY WERNER

**Home:** Banner Elk, NC

**Age:** 22

**Racing category:** Elite Men

**2012-2013 season highlights:** 1st New York Super Cross Cup Weekend, 1st North Carolina Gran Prix, 5th Chicago Cyclo-cross Cup New Year's Resolution, 6th U23 Nationals, 1st Cyclo-cross Collegiate D1 Nationals

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## RACER BIOS



### PATRICK BEESON

**Home:** Winston-Salem, NC

**Age:** 33

**Racing category:** Elite Men

**2012-2013 season**

**highlights:** 4th overall NCCX series, 4th NCCX Series Final, 3rd NCCX Celtic Cross, 4th NCCX Five County Cross, 5th NCCX Cross Festivus, 6th NCCX State Championships, 4th NCCX Durham, 4th Wilkesboro CX Festival, 4th MSG No. 1



### ALEX RYAN

**Home:** Clemmons, NC

**Age:** 25

**Racing category:** Elite Men

**2012-2013 season**

**highlights:** 2nd SECCA No. 1, 1st BHB CX No.1, 1st Asheville CX No. 1, 1st SECCA No. 2, 1st Cross and Waffles, 4th NCCX No. 1, 5th NCCX Series Overall (2011-2012)

## RACE SCHEDULE

### OUR RACERS INTEND TO COMPETE IN THE FOLLOWING RACES FOR THE 2013-2014 CYCLO-CROSS SEASON:

North Carolina state cyclo-cross series (Various, NC)

MSG cyclo-cross series (Tri-Cities, TN)

**USA UCI races (Various) [see next page]**

USA National Championships (Boulder, CO)

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## 2013-14 UCI RACE SCHEDULE



SEPT. 7-8	NITTANY LION CROSS.....	BREININGSVILLE, PENNSYLVANIA
SEPT. 18	CROSSVEGAS.....	LAS VEGAS, NEVADA
SEPT. 21-22	USGP OF CYCLO-CROSS..... SUN PRAIRIE CUP	SUN PRAIRIE, WISCONSIN
SEPT. 28-29	GRAN PRIX OF GLOUCESTER 1 & 2.....	GLOUCESTER, MASSACHUSETTS
OCT. 5-6	PROVIDENCE CYCLO-CROSS FESTIVAL .....	PROVIDENCE, RHODE ISLAND
OCT. 12-13	USGP OF CYCLO-CROSS..... SMARTWOOL CUP	FORT COLLINS, COLORADO
OCT. 26-27	GATEWAY CROSS CUP .....	ST. LOUIS, MISSOURI
NOV. 1	CINCY3 DARKHORSE CYCLO-STAMPEDE ....	COVINGTON, KENTUCKY
NOV. 2	CINCY3 LIONHEARTS.....	MASON, OHIO INTERNATIONAL D CROSS AFTER DARK
NOV. 3	CINCY3 HARBIN PARK .....	CINCINNATI, OHIO
NOV. 9-10	USGP OF CYCLO-CROSS DERBY CITY CUP ...	LOUISVILLE, KENTUCKY
NOV. 23-24	SUPER CROSS CUP 1 & 2 .....	EAST MEADOW, NEW YORK
DEC. 7-8	USGP OF CYCLO-CROSS .....	BEND, OREGON — DESCHUTES BREWERY CUP
DEC. 14-15	NORTH CAROLINA GRAND PRIX.....	HENDERSONVILLE, NORTH CAROLINA — RACE 1 & 2
JAN. 5	KINGSPORT CYCLO-CROSS CUP .....	KINGSPORT, TENNESSEE
JAN. 11-12	USA NATIONAL CHAMPIONSHIPS .....	BOULDER, COLORADO

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## NEXT STEPS

*Our cyclo-cross racers depend  
on the support of your organization.*

Please contact team manager  
**Zach Lail** at [zach@mockorangecross.com](mailto:zach@mockorangecross.com)  
for information on how you can play  
a critical role in our success this season.

**Thank you!**

