



Landis/Trek

White Mountain Road Club

Amateur Road Racing Team

2013 Sponsorship Proposal





**Men's team at NRC race
Redlands Bike Classic**

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**Valley of the Sun
Professional Criterium**

Introduction

As one of the most popular sports in the world, bicycle racing is enjoying a renaissance in the United States. The numbers of riders and races and the value of prizes and sponsorship all have increased dramatically in the past ten years. The Landis/Trek team and White Mountain Road Club based in Phoenix, Arizona, has become one of the largest and most visible amateur cycling organizations in the United States. It is estimated that members of the team logged in excess of 500,000 miles in 2012 while wearing the Landis/Trek team jersey.



**Valley of the Sun
Kids Bike Race**

A sponsorship of the Landis/Trek team and White Mountain Road Club is an excellent tool to market your company's products and/or services. Many top companies such as the RadioShack, Nissan, Garmin, Chipotle, Exergy Development Group, Nature Valley, and United Health Care have recognized the value of an association with bicycle racing.

**Travis McCabe finishes 15th
4th Amateur at
Nature Valley Grand Prix**



The Cycling Market

Cycling is one of the hottest outdoor active sports in the country

Cycling had 35.6 million participants in 2006*

According to the National Sporting Goods Association (NSGA)

Bicycle riding, as an activity, is larger than most mainstream sports.

Cycling is the seventh most popular recreational activity in the U.S. In 2002 there were 19.1 million participants in road biking, a 30% increase compared to 1999. According to the NSGA, consumer spending on bicycles and supplies grew to 5.3 billion in 2002.

Who are Road Cyclists?

56% are Male and 44% are Female

Median age is 30.3 years

Greater than 50% of those above 30 years of age are college graduates. A majority have pets and a majority have children

Greater than 60% are homeowners

* National Sporting Goods Association,
2006 Consumer Sports Participation Survey

33% report household income of over \$105,000+

94% have internet access

82% are college educated

28% have a post graduate degree

87% are between the ages of 25-54

* American Marketing Association,
2006 TYPES Demographic Survey



**Women's team at NRC Race
Tour of the Gila**

**Men's team at NRC Race
Tour of the Gila**



Who is White Mountain Road Club?

White Mountain Road Club is a non-profit (501c3) organization based in Phoenix, Arizona. Since 1997 this club has been registered with the State Corporation Commission of Arizona as a non-profit club. The club is affiliated with USA Cycling (USAC) which promotes professional and amateur bicycle racing in the United States.

White Mountain Road Club has four main interests:

1. To promote cycling at all levels in the State of Arizona.
2. To promote White Mountain Road Club and its sponsors.
3. To follow the guidelines and interests of the USAC.
4. To support its membership in a friendly, encouraging team environment.

White Mountain Road Club is proud to have been named 2001 **USA Cycling Division I Club of the Year**. The club was also awarded the 1993 District, Regional, and Sectional club of the year.

**Race Promotion does not
happen without Volunteers.**



White Mountain Road Club has a close relationship with our USAC District Representative and the USAC itself, thus providing members with a good understanding of USAC rules, regulations, and racing ideology.

White Mountain Road Club promotes itself and its sponsors as a positive and growing organization in the cycling community, stressing a clean, competitive image at all events.

We are very proud of our sponsors and display their logos on all clothing, race announcements, newsletters, and other club related material. We mention our sponsors on our website where we publish news about the club, training rides, USAC races, or other club and USAC events. In addition the White Mountain home page (<http://www.wmrc.org>) has additional club information with links to our sponsors' home pages.



Racing Programs

White Mountain Road Club supports all levels and categories of its racing membership including junior, women, and senior divisions. We develop new racers through education in training and racing. We support both new and established racers with clothing and equipment discounts.

Women's Racing

WMRC is developing a strong women's racing program. We support all levels of riders, from juniors, to beginning road racers, to masters, up to experienced USAC category 1-2-3 women. We are particularly seeking women with leadership skills who would be willing to mentor others in the sport of cycling.

Junior Development Program

The development of junior cycling is very important to the White Mountain Road Club. The club is dedicated to getting more children and young adults involved in bike racing. The program offers training rides for all levels of junior cyclists as well as a mentoring program with a Men's or Women's Elite Team Member. The club also has many coaches who assist junior cyclists in goal setting, nutrition and proper training techniques.

Regional Domestic Elite Teams

The White Mountain Road Club Domestic Elite Teams offer the opportunity for category one racers to compete against the top professionals at NRC (National Racing Calendar) events. Domestic Elite Teams are above a club but not yet a UCI-registered team. The team is designed to create a stepping stone to the professional level.

Men's and Masters Racing

The White Mountain Road Club Race Teams are open to any White Mountain Road Club member. From beginners to the Category 1/2 Regional Men's team, WMRC is highly visible at local and regional races, and consistently places riders on the victory podium.

Frequent Racer program

All White Mountain Road Club team members are encouraged to race often through the frequent racer program. This program helps to insure that White Mountain Road Club maintains a high profile in the cycling community of Arizona.



2012 LANDIS - TREK REGIONAL TEAM SCHEDULE



<u>Date</u>	<u>Race</u>	<u>Location</u>
January		
21	U of A, Criterium	Tucson, Arizona
22	Avondale, Criterium	Phoenix, Arizona
28	Bike Haus, Criterium	Phoenix, Arizona
February		
4	Boulevard Road Race	Campo, CA
5	Red Trolley, Criterium	San Diego, CA
4	McDowell Circuit Race	Fountain Hills, Arizona
10 to 12	Valley of the Sun, Stage Race	Phoenix, Arizona
26	Avondale, Criterium	Phoenix, Arizona
March		
2 to 4	Tucson Bike Classic Stage Race	Tucson, Arizona
10	South Mtn Bike Classic, Circuit Race, Hill Climb	Phoenix, Arizona
11	Focus Criterium	Phoenix, AZ
16 to 18	San Dimas, Stage Race	San Dimas, CA
17	Old Pueblo Grand Prix, Criterium NRC	Tucson, Arizona
18	Tumacacori, Circuit Race	Tumacacori, Arizona
22 to 25	Redlands Bicycle Classic Stage Race, NRC	Redlands, CA
31	San Tan, Criterium	Phoenix, Arizona
27	Hungery Dog, Criterium	Phoenix, Arizona
April		
1	Underground, Criterium	Phoenix, Arizona
14	Colossal Cave Circuit Race	Tucson, Arizona
21	AZ State Road Race Championships	Prescott, Arizona
28 and 29	AZ State Criterium Championships	Scottsdale, Arizona

<u>Date</u>	<u>Race</u>	<u>Location</u>
May		
2 to 6	Tour of the Gila Stage Race, NRC	Silver City, NM
19	Crit at DC Ranch, Criterium	Scottsdale, AZ
28 to 30	Iron Horse, SR	Durango, CO
June		
8 to 10	Saint Francis Tulsa Tough, Criteriums NRC	Tulsa, OK
13 to 17	Nature Valley Grand Prix, Stage Race NRC	Minneapolis, MN
16 and 17	Bike the Bluff	Show Low, AZ
20 to 24	Juniors, U23, Elite National Championships	Augusta, GA
July		
6 to 7	Single Track Omnium	Flagstaff, AZ
17 to 22	Cascade Classic Stage Race, NRC	Bend, OR
August		
14 to 16	<i>USA Cycling Elite Crit Championships</i>	<i>Downers Grove, IL</i>
26	Mormon Lake Road Race	Flagstaff, AZ
September		
9	AZ State Team Time Trial Championships	Arizona City, Arizona
16	AZ State Time Trial Championships	Arizona City, Arizona
30	AZ State Hill Climb Championships	Safford, Arizona
October		
	Tour de Scottsdale	Scottsdale, AZ
November		
	El Tour de Tucson	Tucson, Arizona

Bold Races = Team priority races

NRC = USAC National Racing Calendar races



Community Service

Team members donate their time and services to the community in a variety of ways. Members find it personally rewarding to be able to help others by participating in these activities.

Senior Olympic Cycling Promotion

White Mountain Road Club members work with the City of Phoenix Parks and Rec. Department to promote the Arizona Senior Olympic Cycling events. Since 1997 a WMRC member has been the event commissioner and other members have helped organize this event. WMRC has developed a great relationship with all the participants of the event. This event has also established a strong affiliation between WMRC and the City of Phoenix Parks and Rec. Department.

Charity Cycling Events

Many White Mountain Road Club members participate in various charity events including the MS150 which benefits the Multiple Sclerosis Society, Tour de Scottsdale which benefits the McDowell Sonoran Conservancy and El Tour de Tucson which contributes to selected charities.

Safe Kids Coalition of Maricopa County



Bike Rodeo

White Mountain Road Club members partner with the Safe Kids Coalition of Maricopa County to develop a Kids Bike Rodeo and Race as part of the Valley of the Sun Criterium in downtown Phoenix. Phoenix Police Officers from the City of Phoenix, Pedestrian and Bicycle Safety division conduct a helmet fitting clinic and bicycle rodeo. The rodeo teaches children proper bicycling safety.



**Valley of the Sun
Kids Bike Race Start**

Kids Bike Race

After attending the bicycle safety rodeo, children ages 3 to 10 participate in a bike race with children their own ages. They take pleasure in the experience to ride their bikes on the same city streets as the professional bike racers. Every child is a winner in the race and receives an award for participation. The Kids Race has become an exciting part of the VOS and continues to grow each year.

A portion of the proceeds from the John Earley Memorial Valley of the Sun Stage Race is donated to the Safe Kids Coalition which is dedicated to the prevention of childhood injuries through community awareness and educational activities focused on bicycle safety.

DC Ranch School Visit



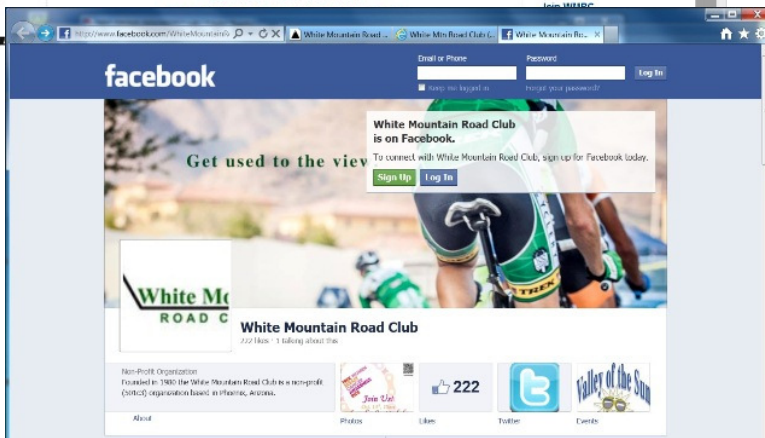
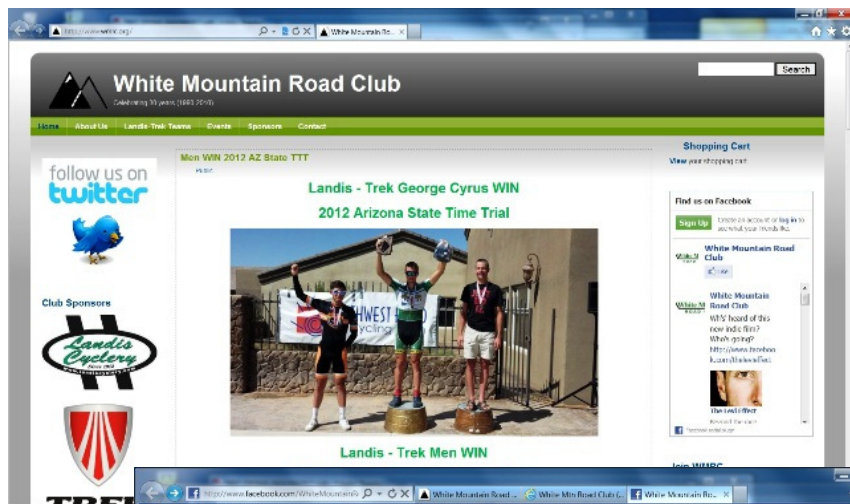
Landis/Trek team members and Susan Bookspan of the Phoenix Children's Hospital, Pedestrian and Bicycle Safety division conduct school visits to educate children on cycling safety and to always wear a helmet. Educating children about the fun and also safety of bike riding is a priority with White Mountain Road Club.

Adopt-a-Highway

White Mountain Road Club members are committed to pick up litter along a two-mile stretch of State highway at least two times a year. This provides a clean environment that gives civic pride to the community, serves as a reminder not to litter and saves the taxpayers money.



**WMRC Adopt a Highway
cleanup team**



Club Activities

White Mountain Road Club offers a wide variety of activities for the racers and their families. These activities are a key reason for club success, and the reason for White Mountain Road Club's continued growth since its 1980 inception.

Meeting

White Mountain Road Club holds monthly meetings for members and guests. The meetings are used to discuss WMRC business/news and hold clinics presented professionally by club members and guest speakers. These clinics include such topics as race tactics, exercise physiology, training, and physics of bicycling.

Web Page www.wmrc.org

The White Mountain web is the place to go for all WMRC information. The web contains club information for anyone interested in joining and also all the information on races WMRC promotes.

The web also has a sponsor page with each sponsor's logo and a link to the sponsor's home web page.

The web is also an effective way to bring members in contact with each other and their common interests. Members receive a personal login ID and Password to stay up to date on WMRC news and activities. Members also create and share content with each other to plan training rides and race travel and strategy.

Social Media

Social media is used to reach the masses to share club news, activities and race promoting information.

Facebook

<http://www.facebook.com/WhiteMountainRoadClub>

Twitter

http://www.twitter.com/wmrc_az

Valley of the Sun

Stage Race

John Earley Memorial



Race Promotion

White Mountain Road Club is very active in promoting races throughout Arizona. WMRC promotes over ten days of racing which is more than any other cycling club in Arizona.

Valley of the Sun Stage Race, John Earley Memorial

White Mountain Road Club is very proud of the Valley of the Sun Stage Race that was renamed in 1994 in memory of John Earley. John Earley was one of our founding members who passed away in 1994. The stage race, which was first promoted in 1992, has become one of the largest grass roots stage races in the US. It is heavily attended by national and international teams and United States National Teams. The race offers all categories and attracts almost 900 racers and thousands of enthusiastic spectators.

Arizona State Road Race Championship

White Mountain Road Club promotes one of the few remaining road races in the state. The State Road Race course is held between Hillside and Bagdad on a challenging course that produces a true State Champion.

South Mountain Bike Classic

White Mountain Road Club works in conjunction with the Phoenix Parks and Recreation Department to promote one of the few events held inside any Phoenix park. The South Mountain offers both a Hill Climb and a challenging two mile circuit race.

DC Ranch Criterium

White Mountain Road Club works with the DC Ranch Community Council to promote this criterium.



Sponsors

For
White Mountain Road Club



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October 2012

ROAD

THE JOURNAL OF ROAD BIKE CULTURE



ON A TREK TO THE PROS LANDIS-TREK

A pro cyclist riding through a forest of Douglas fir trees... The race starts on Monday, June 11, at 9:00 a.m. in the town of...

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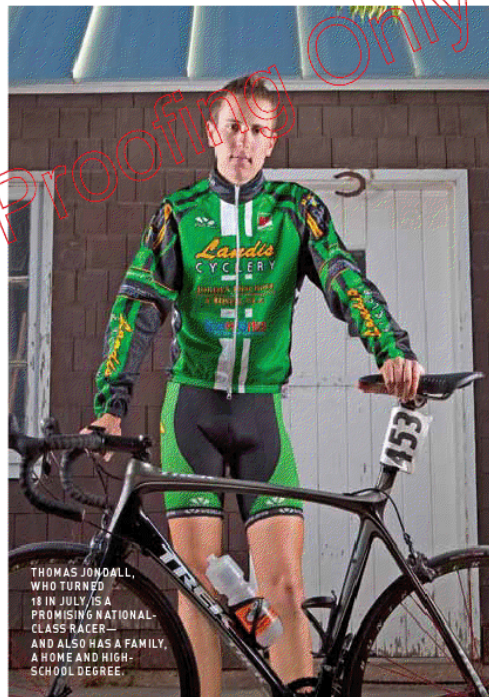
Raised **by the**

Pack

Eight years ago, a stringy, quiet, 10-year-old boy began

showing up at the start of the Shootout, a fast and hard weekend training ride for competitive cyclists in Tucson, Arizona. He rode an old, six-speed Schwinn, and no matter what the weather, always wore the same shorts and nondescript short-sleeve jersey. He'd ride as much of the route as he could with the group, then disappear. By the time he was 12, the kid was finishing the whole ride and the regulars, who'd gotten used to his presence, began to reconsider their opinions of him: He wasn't just good for his age, he was flat-out good. They tried to talk to him a little more, but the kid was still reserved and gave only vague answers about where he lived, his family, his school. Gradually, the cyclists realized that the kid who seemed to have a great future ahead of him didn't have much of a present. That's when the pack stepped in.

by Vicki Hart
photographed by Chris Hinkle



THOMAS JOMALL, WHO TURNED 18 IN JULY, IS A PROMISING NATIONAL-CLASS RACER—AND ALSO HAS A FAMILY, A HOME AND HIGH-SCHOOL DEGREE.



the Pack



Bill Young (top), a local businessman and friend of the Jonssens and Harts, was one of the first to encourage Thomas to take his cycling more seriously, along with Ralph Phillips (below), the owner of Tucson's Fair Wheel Bikes. Phillips let Thomas work around the shop, at first doing nothing more than sweeping, cleaning up and labeling boxes. The shop owner, who supplied Thomas with enough clothing and gear to get a serious start in the sport, says he didn't grasp the scope of Thomas's hardship until the boy showed up for a cold winter ride wearing a short-sleeve jersey.



Media

These days, when Thomas shows up for the Shootout, he is no longer the lost kid but a high-school graduate and sponsored rider who is set to attend a USA Cycling training camp and whose goal is to become a Pro Tour racer—and he's also a frequent winner of the training ride that changed his life. He met his mother for lunch in January 2009, the first time he'd seen her in more than a year. He hasn't seen her since. "I don't want to trash my mom," he says. "She couldn't even take care of herself, and so she couldn't take care of me. Now I ride because I want to, not just to get out." ❧



"I RIDE BECAUSE I WANT TO, NOT JUST TO GET OUT," SAYS THOMAS.

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ROAD RACERS TEAM UP

Pursuing Their Passion

...good teammates can help you become faster and stronger.

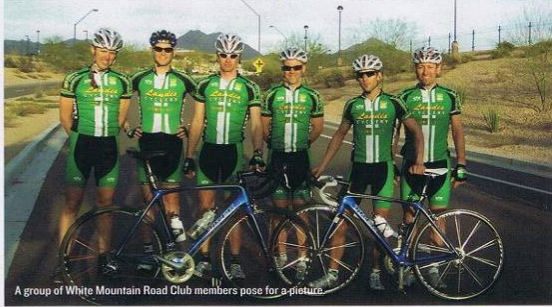
Brian Forbes Arizona Road Racer of the Year

By Nancy Knoche

A booming road racing club scene offers Zonie bikers a chance to pursue their passion to pedal with like-minded wheel heads. The Arizona Bicycle Racing Association or ABRA, the USA Cycling-recognized local organization, lists nearly 40 clubs throughout the state.

We're talking road racing here, which is done on relatively paved roads. A race usually consists of three separate stages; a time trial, criterium and road race. It can be in the city or through the desert and mountains or all of the above. Distances of 50 to 100 miles are common.

Brian Forbes, 36, Mesa, is the 2008 Arizona Road Racer of the Year. Competing for 16 years he



A group of White Mountain Road Club members pose for a picture.

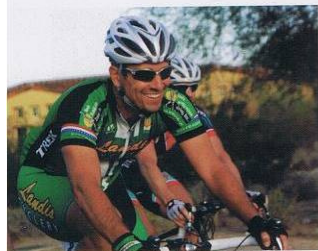
notes that, today, there are more racers wanting to participate but fewer competitive races. He does his part to contribute to the event options by directing the Cycling Fitness Performance Masters Racing Point Series. He says his favorite race is La Vuelta de Bisbee where he'll be riding a Somec bike, his team's current sponsor.

He says he enjoys riding on a team because good teammates can help you become faster and stronger. Forbes admits that races are not always fun. He finished last in one of his first pro races. But, that motivated him to pursue what he says is his passion in road racing—being the best.

Sean O'Brien, 59, Cave Creek, says he began cycling in the '80s because it gave

him a good workout without the stresses on his body he found with running. The dramatic successes of Greg LeMond and Lance Armstrong ignited his interest in competitions. A member of the ProCon team, O'Brien says that one of his most memorable training rides was with cyclists from Sweden, Ukraine and Canada. Arizona's brilliant blue sky and sunshine were perfect for a laid-back training spin for the Tour de Scottsdale.

O'Brien advises rookie riders to join regular group rides on weekends so they can become comfortable riding with a pack. The 30-year-old Arizona Bicycle Club offers groups for every fitness level and interest.



Brian Lemke racing for White Mountain Road Club

Dickson advises rookie riders not to purchase an expensive bike at first. She adds that as the body becomes fitter, a new bike will be a great reward.

Megan French, 36, Phoenix, started racing as a mountain biker in 1999. This wife, mother, freelance designer and now road racer includes two mornings each week of short intense training ride before getting the kids off to school. On Friday morning, she and her husband have a biking date while the kids are in school. Saturday's training is a hard group ride and Sunday is for rest and recovery.

French tells rookie cyclists to expect a steep learning curve and don't give up. She describes her cycling passion as loving to ride fast.

Teri Twarkins' first road race was in June of 2008. She says she appreciates being on the Tribe cycling team because the experienced women riders share their knowledge and skills. Twarkins, 33, Phoenix, says she loves her women's 53 Orbea bike. She rides twice a week either before or after work and does an endurance ride of 50 to 80 miles plus a shorter ride on the weekends. Twarkins says that a love for competition keeps her spinning.

Brian Lemke, 47, has been racing for 15 years. He comments that the racing scene in Arizona is becoming very competitive, espe-

cially among younger riders. He rides for the White Mountain Road Club sponsored by Landis Cyclery and Trek. Some of Lemke's favorite cycling memories are riding a professional race next to Greg Lemond and sharing the road with Lance Armstrong in the El Tour de Tucson.

He says he really enjoys introducing youth to the sport. His team, the White Mountain Road Club, sponsors one of the state's largest races—the Valley of the Sun. More than 900 racers competed in this year's February event.

Ralph Phillips, 58, owns Fairwheel Bikes in Tucson. With more than 25 years under his road racing tires, he is currently riding an Italian Willier cycle. He says bikes today are lighter and faster than when he began a quarter of a century ago.

He recalls riding in the La Vuelta de Bisbee race many years ago with a 16-year-old Greg LeMond and his father. Phillips laughs that they both beat him to the finish line.

His advice to rookie riders? Get a coach and learn correct techniques right away.

If you're feeling a little ember of interest in putting in some cycle time, check out the list of clubs and teams. Whether you're looking to learn about group riding or seeking the thrill of racing, there's a club and team with a jersey for you. ■

Media

Deaflympics gold in hand, Tucsonan aims to turn pro | www.azstarnet.com



Arizona Daily Star

www.dailystar.com www.azstarnet.com

Published: 09.30.2009

Deaflympics gold in hand, Tucsonan aims to turn pro

Schreiber, 28, back in town, balancing family with cycling

By Sarah Kezele

SPECIAL TO THE ARIZONA DAILY STAR

Nick Schreiber sinks into his reddish-brown couch and props his head up on his open palm.

Translation: The man is tired. It's no wonder why; the 28-year-old cyclist recently returned from the 2009 Deaflympics in Taiwan to a new house on the southwest side with wife, Cecelia, and their six children.

The Tucson native is a member of Landis/Trek Cycling, a Phoenix-based road racing team, and the United States Deaf Cycling team that he represented in Taipei, Taiwan, earlier this month.

Schreiber competed in four events at the Deaflympics. Three of those were letdowns, he said.

But the 50-kilometer point race was his time to shine, and he won the gold. A point race is done on a cycling track. The purpose is to cross the finish line first during designated sprint laps. Points are awarded for how the cyclists finish each lap.

Schreiber, who also competed in the 2001 Deaflympics in Rome, was among 2,500 athletes from 77 countries at this month's event.

"I was really excited for him, because he was bummed out things weren't going the way he expected," Cecelia Schreiber said. "I knew it would happen. I told him he was going to win on my birthday."

Schreiber, who's a mechanic at Empire Machinery, will ride in the 70-mile Tour de Scottsdale this weekend, and plans to race in El Tour de Tucson on Nov. 21.

He recently discussed his goals, how he fits training in with a big family, and what he focuses on during races:

Q: How was your experience in Taiwan?

A: I really enjoyed it. Their food and their way of life, their loyalty to their country and the way they treated the U.S. team was really heart-warming. It was a good experience for me. There were a lot of people watching.

Q: Is it unusual to have a lot of people watching?

A: Yeah, here there isn't much support. The crowd is mostly people that are cyclists themselves. But over there, there are fans, tons of people, even kids. After the race, people were coming up to me asking for my autograph. It was kind of cool.

Q: What are your goals for this year?

A: Now that the Deaflympics are over, my goals are just to keep improving in time trialing. I would like to meet up to the pro level. That's a really huge goal of mine, to be a professional time trialist.

Q: What do you need to do to achieve that?

A: My coach will look at the schedule, and if he sees a good race that scouts will be at, we'll plan to train for that particular race about two months before so I'll peak at the right time. We'll just train, train, train to get to my peak. It's just about endurance. You know in the Tour de France how they have those aerodynamic helmets and they get in that crouch position and they go really fast? They're going 30 mph, maybe 32 mph based on the flat time. I have a cute 28. 29 mph, maybe, so I

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SILVER CITY SPORTS

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SUN-NEWS

TOUR OF THE GILA

Friday, May 4, 2007 ■ PAGE 3B

Blickem takes long road back to top

By Mike Sievers
SUN-NEWS REPORTER

SILVER CITY — Imagine tearing down the highway on a bicycle, striking an object in the road and being catapulted into a guardrail, shattering a bone in your leg.

Now imagine it's a year later and you are back at the same race, riding along a 94.1-mile course that ends in a 2,100-foot climb into the Mogollon Mountains.

It's not impossible. It is the story of Las Cruces resident Ryan Blickem, a professional cyclist competing in the Ben D. Altamirano 21st Annual Tour of the Gila again, despite last year's accident.

Blickem, who rides for the Landis-Trek team, shattered his femur into about 10 different pieces just below the hip during the Tour of the Gila last year.

He said it happened on U.S. Highway 180 during the Fort Bayard Inner Loop Road Race with just a little way to go before making the turn toward Ft. Bayard.

"I hit something in the road, my hands came up off the handlebar and off into a guard rail I went," Blickem said. "I somersaulted in the air a couple times and landed sitting upright. I tried to move and I couldn't."

Blickem said he looked down and realized he had no control over his legs. He said he probably finished the Silver City to Mogollon stage near the bottom of the pack, but he isn't very worried

about it.

"I'm happy just to be here," Blickem said. Blickem said he would not have competed in this year's tour if it hadn't been for support from his family and fiancée.

"It took a lot of rehab last summer, and a lot of help from my parents and my fiancée just kind of staying on me," Blickem said. "I also had a lot of help from the Rehab Center of the Southwest. They hooked me up."

Today, Blickem will ride in the Inner Loop course again — hopefully this time without incident.

Stephen Slabodick, a resident of Chandler, Ariz., is a category 2 cyclist who rides for Landis-Trek along with Blickem. Slabodick said he read about Blickem's accident before they met and began riding with each other on the Phoenix-based team.

"He's come a long way. He gotten a lot stronger and he's done all the right things as far as helping the recovery," Slabodick said.

Slabodick rode with Blickem in two recent races, one a three-day stage race in Bisbee, Ariz. He said Blickem was surprisingly strong considering the injury he sustained last year, finishing in the top 20.

"There was a grueling climb at the end," Slabodick said. "He was up there, I mean he finished strong and that says a lot considering what he's had to go through to come back."

Mike Sievers can be reached at msievers@scsun-news.com



Sun-News photo by Mike Sievers

Ryan Blickem, pro cyclist for the Landis-Trek team, moves across the start line during the Tyrone Time Trial on Wednesday.

The Northwest's Leading Sports & Fitness Magazine

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COMPUTRAINER SWEEPSTAKES & IRONMAN COEUR D'ALENE PROGRAM



Regional Men's Elite Team 2012 Race Results

First Place

Race	Location
Arizona State Championships Criterium	Phoenix, AZ
Arizona State Championships Team Time Trial	Arizona City, AZ
Arizona State Championships Time Trial	Arizona City, AZ
Red Trolley Classic Criterium	San Diego, CA
Saint Francis Tulsa Tough U23 Omnium	Tulsa, OK
South Mountain Classic Circuit Race	Phoenix, AZ
Bike the Bluff Omnium General Classification	Show Low, AZ
Bike the Bluff Road Race	Show Low, AZ
Flagstaff Omnium General Classification	Flagstaff, AZ
Flagstaff Omnium Criterium	Flagstaff, AZ
DC Ranch Criterium	Scottsdale, AZ
San Tan Criterium	Phoenix, AZ
Not So Underground Criterium	Phoenix, AZ

Second Place

Arizona State Championships Road Race	Hill Side, AZ
Boulevard Road Race	Campo, CA
DC Ranch Criterium	Scottsdale, AZ
South Mountain Classic Circuit Race	Phoenix, AZ
South Mountain Classic Hill Climb	Phoenix, AZ
Morman Lake Road Race	Flagstaff, AZ
Flagstaff Omnium Criterium	Flagstaff, AZ
Flagstaff Omnium Hill Climb	Flagstaff, AZ
Flagstaff Omnium Road Race	Flagstaff, AZ

Results Continued

Third Place

Race	Location
Arizona State Championships Criterium	Phoenix, AZ
Arizona State Championships Road Race	Hill Side, AZ
San Dimas Stage Race Road Race	San Dimas, CA
Tucson Bike Classic Time Trial	Tucson, AZ
Flagstaff Omnium General Classification	Flagstaff, AZ
Flagstaff Omnium Road Race	Flagstaff, AZ
Bike the Bluff Road Race	Show Low, AZ
Bike the Bluff Criterium	Show Low, AZ

Fourth Place

Valley of the Sun Stage Race General Classification	Phoenix, AZ
Valley of the Sun Stage Race Road Race	Phoenix, AZ
Arizona State Championships Criterium	Phoenix, AZ
Tucson Bike Classic Time Trial	Tucson, AZ
South Mountain Classic Hill Climb	Phoenix, AZ
Bike the Bluff Omnium General Classification	Show Low, AZ
Bike the Bluff Criterium	Show Low, AZ
Flagstaff Omnium Road Race	Flagstaff, AZ
Flagstaff Omnium Criterium	Flagstaff, AZ
McDowell Mtn Circuit Race	Fountain Hills, AZ

Fifth Place

Race	Location
Tucson Bike Classic General Classification	Tucson, AZ
Valley of the Sun Stage Race Criterium	Phoenix, AZ
Flagstaff Omnium General Classification	Flagstaff, AZ
Flagstaff Omnium Hill Climb	Flagstaff, AZ
Bike the Bluff Omnium General Classification	Show Low, AZ
Bike the Bluff Road Race	Show Low, AZ
DC Ranch Criterium	Scottsdale, AZ
South Mountain Classic Hill Climb	Phoenix, AZ
San Tan Criterium	Phoenix, AZ
Bicycle Haus Criterium	Phoenix, AZ
Avondale Criterium	Phoenix, AZ

Top NRC Results

1st	Saint Francis Tulsa Tough U23 Omnium	Tulsa, OK
6th	Cascade Cycling Classic Awbrey Butte Circuit	Bend, OR
8th	Saint Francis Tulsa Tough Brady Village Criterium	Tulsa, OK
13th	Saint Francis Tulsa Tough Brady Village Criterium	Tulsa, OK
13th	Old Pueblo Grand Prix Criterium	Tucson, AZ
15th	Nature Valley Grand Prix Stillwater Criterium	Tucson, AZ
17th	Tour of the Gila Inner Loop Road Race	Silver City, NM
17th	Saint Francis Tulsa Tough River Parks Criterium	Tulsa, OK
19th	Nature Valley Grand Prix General Classification	Tucson, AZ
21th	Cascade Cycling Classic Cascade Lake Road	Bend, OR
22th	Saint Francis Tulsa Tough Blue Done Criterium	Tulsa, OK
23th	Cascade Cycling Classic Prologue	Bend, OR
25th	Redlands Bike Classic Beaumont Circuit Race	Redlands, CA

Financial/Investment

2012 Description of Expenses

Description	Amount
Race entries	
\$35.00 per race for 12 racers at 35 races	\$14,700.00
Travel Expenses	
12 racers @ \$30.00 per day for 50 days	\$18,000.00
Clothing	
24 jerseys @ \$60.00	\$1,440.00
24 Shorts @ \$80.00	\$1,920.00
12 skin suits @ \$110.00	\$1,320.00
12 accessories @ \$150.00	<u>\$1,800.00</u>
12 sets of clothing	\$6,480.00
Promotional Supplies	
Advertising	<u>\$4,000.00</u>
TOTAL	\$43,180.00

Available Levels of Sponsorship

Title Sponsor

\$30,000.00

Prominent placing of company name and logo on chest and back of jersey

Prominent placing of company name and logo on both leg panels of shorts

Team name to be company name

Company will have exclusive rights to use team members for advertising purposes and personal appearances

Team members will exclusively use sponsor's products and will endorse these products whenever possible

Sponsor solely named in all press releases and interviews

Sponsor name and logo will appear on all team vehicles

Sponsor name and logo will appear on all race equipment

Sponsor name and logo will appear on all White Mountain Road Club sponsored race literature



Co-Title Sponsor

\$10,000.00

- Share placing of company name and logo on chest and back of jersey
- Share placing of company name and logo on leg panels of shorts
- Team name to include company name along with other co-title sponsor
- Company will have rights to use team members for advertising purposes
- Team members will use sponsor's products and will endorse these products whenever possible
- Sponsor named in all press releases and interviews
- Sponsor name and logo will appear on all team vehicles
- Sponsor name and logo will appear on all race equipment
- Sponsor name and logo will appear on all White Mountain Road Club sponsored race literature

Primary Sponsor

\$5,000.00

- Company name and logo on sleeve panel, chest panel or side panel of jersey
- Share placing of small company name and logo on leg panels of shorts
- Company will have rights to use team members for advertising purposes
- Team members will use sponsor's products and will endorse these products whenever possible
- Sponsor named mentioned in press releases
- Sponsor name and logo will appear on all team vehicles
- Sponsor name and logo will appear on all race equipment
- Sponsor name and logo will appear on all White Mountain Road Club sponsored race literature

Corporate Sponsor

\$2,000.00

Company name and logo on small chest panel or small back panel of jersey

Company will have rights to use team members for advertising purposes

Team members will use sponsor's products and will endorse these products whenever possible

Sponsor name and logo will appear on all team vehicles

Sponsor name and logo will appear on some race equipment





Join our Team!

Help support the cycling community in Arizona. We would value the opportunity to meet with you to discuss White Mountain Road Club sponsorship opportunities.

Contact:

Brian Lemke
President
(602) 692-6790
brian@wmrc.org

Thank you for your consideration!

