

Stanky Creek Cycling



Sponsorship Opportunities



A great opportunity for you to support the cycling community and to provide an advertising outlet for your business.

Overview of Stanky Creek Cycling (SCC):

SCC is a Mountain Bike Club which promotes Mountain Biking as a sport, strives to improve the riding skills and capabilities of members, and support those in our club who have the ultimate goal of racing competitively.

As a strong member of the cycling community, SCC also supports cycling as recreation, transportation, and an approach to improved health, not only for our members but also for the community at large.

In addition, SCC supports the local cycling community by maintaining the current trail network and by working with the City of Bartlett to preserve the current trail system at Nesbit Park in Bartlett, TN (aka, Stanky Creek) for the purpose of mountain bike use.



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Overview (continued):

SCC is a STRICTLY a Mountain Bike Club whose focus is on Mountain Biking; however, all of our members also actively participate and support other cycling disciplines (i.e. Cyclocross, Road) and our members and jerseys are seen at all these events.

SCC currently puts on two races at Stanky Creek.

The Legend of Stanky Creek, XC and TT in AUG (2015 TN STATE CHAMPIONSHIP)
12 Hour of Stank in October

SCC members currently participate in XC and Endurance Races in the Tennessee Bicycle Racing association (TBRA) and National Ultra-Endurance (NUE) series, as well as, other local and national races.

Current Membership is 27 active members and growing.



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Future of SCC:

In addition to the two current races that SCC facilitates and promotes at Stanky Creek. SCC would like to begin promoting “fun” rides and small race series which would further promote Mountain Biking in our community.

- Short Track Races / Series
- Handicap Rides
- Beginner Rides
- etc....

SCC would like to further develop our riders to be competitive in the races and events that we participate.

SCC would like to be able to continue developing and strengthening our relationship with the City of Bartlett by actively maintaining the trails at Nesbit Park.

Grow our membership to increase our ability to promote mountain biking in the community.



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Sponsorship of SCC:

In order for SCC to be able to continue promoting the two races and Stanky Creek and to further develop SCC as a mountain bike club. It is important that we obtain sponsorship for our club and our events.

We offer Two Sponsorship Opportunities:

1. Sponsorship of our team.
2. Sponsorship of our events.



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Sponsorship of our team:

Team sponsorship shows that you and your business support cycling in the Memphis and Mid-South area. It also provides a way for you to advertise to the cycling community and to whoever we may ride by.

With the addition of the Shelby Farms Greenline, the renovations being accomplished at Shelby Farms, and all the bike lanes being added by the City of Memphis and the surrounding suburbs, people are jumping on their bicycles and riding. Health and Fitness is taking off in Memphis and the bicycle is leading the way.

Sponsorship of the team provides different advertising media depending on your sponsorship level.



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Team Sponsorship Options:

Bronze Level - \$500+ annual donation

Silver Level - \$1,000+ annual donation

Gold Level - \$2,500+ annual donation

Platinum Level - \$5,000+ annual donation

Bronze –

SCC will actively promote Company as a sponsor of SCC and will be listed as a SCC sponsor at all SCC events. This will be accomplished by the company logo being included on all SCC event flyers. Also will be listed as bronze level sponsor on our website.

Silver -

Same as bronze, but larger logos on flyers and website. In addition, we will actively advertise company via FB, word of mouth, pre and post race announcements, company banners hung at events (if provided), ambassadors for sponsor company .



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Team Sponsorship Options (continued) :

Gold -

Same as Silver. In addition, we would also welcome and encourage sponsor to be on-site at our events to sell our promote their produce.

With a Gold Level donation, we will also list the sponsor logo on our kit and team T-shirts. Kit is worn by all of our cyclists at all local rides and events and T-shirt is worn by all members who are volunteering for the event and for casual wear.

Platinum -

Same as Gold. In addition, SCC will be ambassadors for sponsor company, company logo would be added to EZ Up and ALL SCC promotional material. SCC would attend company sponsored events to speak on the benefits of cycling in the community and how the company supports cycling, etc.....



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Event Sponsorship:

If your not ready to commit to sponsoring the team, but would like to sponsor one of our events. Event sponsorship will provide you with advertisement to a large audience during a single day or weekend.

NOTE: The team sponsorship gets you the same advertising, but also has the benefit of advertising throughout the year.

Our Legend of Stanky Creek mountain bike race in June will draw approx. 125-150 riders and their families. These riders will be from the Mid-South area as well as from across the state of TN. We also attract riders from KY, MS, AL, AR, TX, IL, KS, and even had racers from MI and PA.

Our 12 Hour of Stank Endurance race in October will draw approx. 75-100 riders, these 75-100 riders will be in and out of the pit all day. Their family and support will be in the pit all day.



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Event Sponsorship Options:

Friend of the Event = \$50+ donation (unlimited)

Stanky Games Sponsor = \$250+ donation (up to 4 available)

Pit Sponsor = \$1,000+ donation (2 sponsorships available)

Presenting or Premier Sponsor = \$2,500+ donation (1 sponsorship available)

Friend of the Event -

Will be listed as a Friend of the Event on the registration page and at the event registration table/site.

Stanky Games Sponsor -

Same as Friend. In addition, listed and advertised as a supporter of the Stanky Games which is a family oriented game which is very spectator friendly.



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Event Sponsorship Options (continued):

Pit Sponsor—

Same as Friend. Plus, company will be listed on the event flyer and banner and any signage provided by sponsor will be displayed in the pit area. All banners and signs will be returned to sponsor after the event. All advertising and social media about the event will list the Pit Sponsors.

Premier Sponsor-

Same as Pit. In addition, the sponsor will be listed as presenting and full contributor of the event. All advertising will include the premier sponsor in larger print and list them as the presenting sponsor. All social media and pre and post event announcements will indicate the premier sponsor is presenting the event.



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Sponsorship of our team or one of our events is a win-win:

Cyclists are made up of professionals and small, medium, and large business owners, as well as numerous other trades and occupations. All of which require services provided by local and national business.

Seeing these local and national businesses supporting the local bicycle community will drive these cyclists (customers) to support the sponsoring company.

Cyclists support those that support cycling, it is a fact.



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Why we need event sponsors:

Example of Event Expenses:

USAC permit

Insurance

City of Bartlett Permit

Officials

Porta johns

Number Plates

Trail Prep and maintenance

Race supplies and trail markings

SWAG and T-shirts

Water and Food

Pay-outs

Example of Trail Expenses:

Tools

Bridge Lumber and Hardware

Gravel

Concrete

Gasoline

Water/Gatorade for helpers

Etc....

These Expenses are currently being realized by the individual members with no reimbursement.

Avg Expense for these events is approx.

\$7000



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Why we need team sponsors:

- Registration of SCC as active USAC and TBRA clubs.
- Group Training Rides
- Kit (uniform) reimbursements
- Annual License and insurance reimbursements
- Maintenance of Nesbit Park (Stanky Creek Trails)
- Travel to other events (which will provide additional advertising for sponsor).
- Additional assistance with promotion of our events.