

NORTHWESTERN CYCLING



Sponsorship Packet
2011-2012



1851

Northwestern Cycling

Patten Gymnasium · 2407 Sheridan Road · Evanston, IL 60208 · NUCycling@gmail.com

During our 2010-2011 collegiate cycling season, the Northwestern University Cycling club grew to a new high of 40 members. Throughout the racing season Northwestern was represented at every single collegiate race within in the Midwest Collegiate Cycling Conference (MWCCC), a division of the National Collegiate Cycling Association and sent two riders to collegiate road national championships.

Completely student-run, the Northwestern University Cycling club contains both undergraduate and graduate students. Our members range from recreational riders to nationally competitive category A-racers. Those members who choose to race during the college road season compete against teams from the Big-Ten universities and other colleges in the MWCCC. Most Northwestern racers only compete on the road but we are beginning to dabble with mountain, track and cyclocross racing as well.

Even though we had an amazing season, we know there is so much more to do. As a racing team we want to increase race attendance, especially at regionals and nationals, as well as increasing the number of women riders and racers.

We plan to organize more rides and events as a club as well as raise awareness and interest in cycling. We are also trying to give back to the community through charity. For starters, we helped to promote Chicago's Bike to Work week in June, plan to take part in the Wrigley Field Road Tour with World Bicycle Relief and sell LiveStrong® Bracelets.

Northwestern cyclists ride thousands of miles on North Shore and Chicago roads and trails while wearing the Northwestern cycling uniform with sponsor logos. Northwestern Cycling apparel is also worn by alumni and supporters who have purchased it from our website. As a sponsor, we will proudly display your logo on our club uniform, on banners at races, and on northwesterncycling.com.

Looking forward to the 2011-2012 collegiate cycling season, we invite you to become a supporter of the Northwestern University Cycling Club. Enclosed you'll find a sponsorship form.

Thank you in advance for your support,

NU Cycling Club Executive Board
NUCycling@gmail.com

Sponsorship Opportunities

Wildcat Purple: \$1000 and up

- Primary logo recognition on club uniforms
- Primary logo recognition on northwesterncycling.com with a link to your website
- Primary logo recognition on all marketing, advertising, and PR materials
- Northwestern Cycling team jersey and bib-shorts
- Various other Northwestern accessories

White: \$400 - 1000

- Secondary logo recognition on club uniforms
- Secondary logo recognition on northwesterncycling.com with a link to your website
- Secondary logo recognition on all marketing, advertising, and PR materials
- Northwestern Cycling team jersey
- Various other Northwestern accessories

Black: \$100 - 400

- Recognition on northwesterncycling.com with a link to your website
- Select logo recognition on marketing, advertising, and PR materials
- Various other Northwestern accessories

Non-monetary Support

- Recognition on northwesterncycling.com with a link to your website
- Select logo recognition on apparel, marketing, advertising, and PR materials.
- Various other Northwestern accessories

2011-2012 Contact List

President & Webmaster Joe Hooker josephhooker2013@u.northwestern.edu (610) 202-3878	Treasurer Nick Goossen nicholasgoossen2013@u.northwestern.edu	Sponsorship Chair Emil Klosowiak emilklosowiak2014@u.northwestern.edu (224)522-9039
Sponsorship Chair Aaron Jaffe aajaffe@gmail.com	Recruitment Chair Yannell Selman YannellSelman2012@u.northwestern.edu	Mailing Address Northwestern Cycling Patten Gym 2407 Sheridan Rd. Evanston, IL 60208 nucycling@gmail.com

2011-2012 Northwestern Cycling Sponsorship Form

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Amount: \$ _____

(Please make checks payable to "Northwestern University")

I would like my company's logo to appear on the club uniform (for
sponsorship amounts greater than \$500)

We will contact you to obtain your company's logo.

My company can offer non-monetary support.

Please describe: _____

Please mail this completed form to:

**Northwestern Cycling
Patten Gym
2407 Sheridan Rd.
Evanston, IL 60208**

www.northwestercycling.com

2010-2011 Club Sponsors

Our sponsors make this club possible, and we are very thankful for their support.

Varisport

Varisport offers various athletic training products that are used by pros, college teams, clinics, and individual athletes.

Starting with the handmade Ultraslide, which has been recognized as a necessity for lateral training, the company has expanded to offer a wider variety of products.



Varisport has been with us since the very beginning. Without their support, our team wouldn't be what it is today. [Visit Varisport.com](http://www.varisport.com).

Higher Gear Cycling Shop

Higher Gear offers cycling products and services in Wilmette, IL and Highland Park, IL. Their friendly employees build relationships with customers, and the shop wholeheartedly supports cycling of all types in the area.

Higher Gear is our bicycle shop of choice. Their sponsorship continues to boost our team to higher and higher levels. [Visit HigherGearChicago.com](http://www.HigherGearChicago.com).



Bluegrass

Bluegrass in Highland Park, IL offers the most delicious casual American cuisine on the North Shore. Everything on the menu is great and comes in nice portions, but make sure you save room for dessert! You can find one of our jerseys hanging up in the restaurant to show the restaurant's dedication for our team. [Visit BlueGrassHP.com](http://www.BlueGrassHP.com).



DDC Institute

Doug Close is one of the most dedicated supporters of our team.

Through his help, our team has state-of-the-art training facilities for all riders on the team. Also through his organization, he lends out select bikes and bike equipment to members of the team. Doug started helping out with the team last year and has become a coach and friend to many on the team. We are very appreciative for all of his hard work.

