



Team JDRF 2011 Proposal Race Across America (RAAM)

**World's Toughest Cycling Endurance Event;
Oceanside, CA. to Annapolis, Maryland.**

The Opportunity

Similar to the Tour de France, our team of experienced and determined endurance cyclists, and ten dedicated support crew members are set to compete against the world's best in the June 2011 Race Across America (RAAM), a 3,005-mile, non-stop bicycle race from Oceanside, California, to Annapolis, Maryland. Our team expects to complete the race in approximately six days.

RAAM is a valuable platform in presenting company exposure to an international market forum. In addition, the race and our team non-profit cause (JDRF) provides for increased publicity and an attractive, unique marketing channel to increase brand awareness in order to promote company goals throughout the year. Please support JDRF, a worthy cause, by donation to Team JDRF, a not-for-profit organization. Team JDRF's mission is to raise money and awareness for JDRF.org.

Team JDRF Site: www.teamjdrf.org

RAAM Race Site: <http://www.raceacrossamerica.org>

The Team JDRF 2011 Cause

Our team is dedicated to riding all year and Race Across America, HooDoo 500 and Furnace Creek 508 ultra distance cycling events in order to raise money and awareness on behalf of JDRF (Juvenile Diabetes Research Foundation), a worthy charitable cause, internationally chaired by Mary Tyler Moore. For more information and background please visit www.jdrf.org.
JDRF Los Angeles Charter Contact: Anna Sussman of JDRF at (626) 403-1480

The Team Credentials

Team Captain Tim Skipper with 9 RAAM finishes, tied for the most course records at 3, the most different team category victories in RAAM team competition history. Tim works for Medtronic Mini-Med, makers of a Diabetic Pump, as a Sr Manager for SAP Business Systems. Tim is a father of 17 year old triplets, 2 boys and a girl who also ride bicycles. Tim is dedicating this 2011 race effort to his father Peter Skipper, a diabetic.

Team JDRF have in total of about 30 RAAM race crossings. We have what it takes to put a very competitive entry into the RAAM 2011 field and gain coverage and exposure.

The Race Across America (RAAM)

The Race Across AMerica (RAAM), a 3,000-mile, coast-to-coast ultra marathon cycling race will kick off its 26th annual competition starting on June 18, 2011 in Oceanside, California. RAAM 2011 will again feature an international field of elite ultra cyclists in what Outside Magazine rated as the toughest endurance event in the world.

Team riders begin the race on Saturday, June 18 from the pier at Oceanside in early afternoon. Our team expects to cross the finish line in Annapolis, MD around Friday, June 24th.

RAAM will challenge racers to push their endurance to the absolute limits. By comparison, a marathon runner would have to compete in 50 marathons, back-to-back, to even come close to the rigors of Race Across America.

For team riders, RAAM constitutes one of the most challenging competitions in cycling. Averaging 500 plus miles a day, teams work to utilize each other's strengths in completing this cross-country journey in record time by doing 70 back to back time trials or Spinning sessions. Each team is entirely self-sufficient; responsible for their transport, support, navigation, medical and nutrition needs. The logistics and planning of the race can also challenge the sanity of any support team, with emotional highs and lows affecting everyone involved with the effort.

From start to finish, RAAM will put riders' endurance and athleticism on a 3,005-mile "roller coaster" route that traverses mountainous regions, high-altitude climbing sections and fast, flat and humid terrain. RAAM riders will climb 136,000 feet while going through 13 states that include California, Arizona, Utah, Colorado, Kansas, Missouri, Illinois, Indiana, Ohio, West Virginia, Maryland, Pennsylvania, New Jersey. RAAM volunteers will staff more than 50 time stations located along the route.

RAAM was started in 1982 by four friends John Marino, Lon Haldeman, Mike Shermer and John Howard racing from Santa Monica, California to the Empire State Building in New York City as an attempt to set a trans-United States cycling record. Reorganized in 2000 as an Arizona LLC under Lon Haldeman, and RAAM competitor Jim Pitre. The RAAM organization includes the Ultra Marathon Cycling Association (UMCA) which has over 1,400 members, sanctions qualifying events for RAAM and publishes a bi-monthly magazine dedicated to the sport. As few climbers scale Mount Everest, even fewer cyclists complete RAAM.

Sponsorship Paths:

There are several ways to support our Team JDRF mission and cause:

Donations for Team JDRF can be in several channels listed below:

1. Donate to Team JDRF using our team site (www.teamjdrf.org) provided, identifying the supported team JDRF team-mate.
2. Donate just to JDRF organization in our team's behalf through our team web site link to the JDRF.org web site finding Tim Skipper (team captain) as the walker/rider.
3. Another way to support our team JDRF is to purchase a race Time Station or State of several Time Stations. We are selling the time stations for \$50 on up and or purchase a whole state for \$500. When we get to their time station or state the sponsored, Team JDRF will call them and give them our progress of the race.
4. Pledge to pay for an team expense item such as entry, hotel, fuel
5. Purchase Team JDRF challenge coins, team hats, jerseys, shirts

Sponsorship Levels

Team Title Sponsor Level - \$10,000

By this level of sponsorship, your company would receive exclusive title sponsor rights and all benefits thereof to include, but not necessarily limited to:

- Team Naming Rights
- Corporate logo very prominently displayed on team web site, Team JDRF attire, equipment and vehicles
- Access to several JDRF corporate fund raising events through out the year
- Category exclusivity
- Recognition in all collateral material and media promotions
- Prominent recognition on team website
- Paths and ideas for sponsorship at this level: Total \$10,000 in combination of donations to JDRF on behalf of our Team JDRF and or support for team expenses such as: payment of team entry fee, rent/donate 2 vans for a period of two weeks, American Express/Gas company gift certificates for fuel purchase, start and finish line team rooms.

Platinum Sponsor Level - \$7,500

Your company would receive highly visible sponsor rights and all benefits thereof to include, but not necessarily limited to:

- Corporate logo very prominently displayed on Team JDRF web site, Team JDRF attire, equipment and vehicles
- Access to several JDRF corporate fund raising events through out the year
- Category exclusivity
- Recognition in all collateral material and media promotions
- Recognition on team website
- Paths and ideas for sponsorship at this level: Total \$7,500 in combination of donations to JDRF on behalf of our Team JDRF and or support for team expenses such as: payment of team entry fee, rent/donate 2 vans for a period of two weeks, American Express/Gas company gift certificates for fuel purchase, start and finish line team rooms.

Gold Sponsor Level - \$5,000

Your company would receive visible sponsor rights and all benefits thereof to include, but not necessarily limited to:

- Corporate logo displayed on team web site, Team JDRF attire, equipment and vehicles
- Access to several JDRF corporate fund raising events through out the year
- Recognition on team website
- Paths and ideas for sponsorship at this level: Total \$5,000 in combination of donations to JDRF on behalf of our Team JDRF and or support for team expenses such as: payment of team entry fee, rent/donate 2 vans for a period of two weeks, American Express/Gas company gift certificates for fuel purchase, start and finish line team rooms.

Silver Sponsor Level - \$2,500

Your company would receive sponsor rights and all benefits thereof to include, but not necessarily limited to:

- Corporate logo/stickers displayed on team web site, attire, equipment and vehicles
- Recognition on team website
- Paths and ideas for sponsorship at this level: Total \$5,000 in combination of donations to JDRF on behalf of our Team JDRF and or support for team expenses such as: payment of team entry fee, rent/donate 2 vans for a period of two weeks, American Express/Gas company gift certificates for fuel purchase, start and finish line team rooms.

Bronze Sponsorship Level/In-Kind Sponsors \$500

The team also may elect to pursue in-kind equipment and supplies. These contributors would be significantly less than those offered the higher sponsorship levels, benefits thereof to include, but not necessarily limited to:

- Corporate/Company sticker displayed on team vehicles (Smallest stickers).
- Honorable mention on team web site.

Paths and ideas for sponsorship at this level: \$500 GAS/Cash gift certificates, various equipment and nutritional products, team attire.

The Opportunity Demographics

Media coverage of RAAM is quite extensive on cable TV and web cast coverage. The RAAM race organizer is planning on taping and showing the 2011 RAAM race in a 2-hour format. Cable television that covers the Tour De France, usually broadcasts a two-hour show featuring RAAM race footage and human-interest stories at least twice during prime time to its subscriber base of over 15 million viewers. American and International competitors often have a local television station following their entire race progress, documenting every pedal stroke. The race has been promoted in the magazines of USA Cycling and the National Sports Network and has received attention from national publications such as Outside Magazine, USA Today and Sports Illustrated. In addition, team websites often reach cycling enthusiasts and cause-based stakeholders if competing for a charitable benefactor.

The Audience You Would Reach

It goes without saying that few teams have the wherewithal to compete in a world-class sporting event of this magnitude with such broad media coverage. These parameters provide an excellent opportunity for team entrants to receive tremendous international media coverage.

Through this sponsorship vehicle, your company can reach a highly desirable targeted demographic of technically sophisticated, upscale, highly educated, adventurous, physically active television viewers and event spectators at minimal cost.

Middle to Upscale: Average income is over \$75,000.

Highly educated: 2nd highest percentage of viewer audience with a college degree.

Adventurous / Active: Category leaders in percentage of viewer audience that own high-ticket

sporting equipment (bicycles, kayaks, skis, exercise equipment, etc.)

Major Markets: Race coverage will be in all 210 major media markets from Los Angeles, CA, to Annapolis, MD.

The Audience Your Company Would Support

Although riding 3,000 miles in the world's toughest race is an ambitious endeavor in and of itself, the team feels that this should be much more than just a quest for personal athletic glory. We want to use the enormous potential of our RAAM entry to provide a lasting legacy of benefits to a worthy cause.

By capitalizing on this as a cause-based event as well as a sports marketing event, your company would realize an excellent opportunity to advance its corporate goodwill.

Company Commitment Required

Commitment: Financial and resource to plan and execute a marketing plan and campaign.

The cost to compete in RAAM is about \$39,000.

The Charitable Benefactor JDRF

The fund-raising annual goal for our team is \$50,000 for JDRF. This will be accomplished by direct charitable gifts to JDRF on behalf of our team, and by other contributions that may reduce team race expenses. Examples of expenses: Rental car companies donate team vehicles, gas company donations for team vehicle fuel, companies to buy gas gift certificates, team rooms donation or buy timestations.

Resource Commitment Public Relations and Promotion

We would envision needing a company public relations or communications person as the point person for pre-race media promotion, race team progress updates and post-race results press release generation. RAAM Public Relations staff and team members would be available to contribute to the PR aspect. After the race we will need to follow through on the media promotion in conjunction to other events like the ones held throughout the year by JDRF.

Resource Commitment Race Support

Your company may opt to provide and participate in the team race activity. This can be done by providing and or encouraging team support crew to augment the team support staff of 9-12 a voluntary contribution. Those that volunteer should be prepared to make a 4-10 day commitment to the effort.

Resource Commitment Race Auxiliary Events

We would like to invite up to three company employees to accompany the team and participate in pre-race activities in Oceanside, California (Press conferences, Start Banquet and Starting Line Festivities / Photo Ops) and post-race activities in Annapolis, Maryland (Press conferences, Awards Banquet and Finish Line Festivities / Photo Ops).

Promotional Considerations

Your company brand, corporate image and product offering could benefit significantly from media publicity, signage, promotional material distribution and sampling opportunities with an association with JDRF cause.

Media Publicity

An aggressive pre-race media campaign directed at all television, radio and print media outlets in these markets will generate pre-race coverage and daily race coverage. An equally aggressive campaign will be conducted in the other athletes' media markets. Media coverage can also be expected in Oceanside, California, and Annapolis, Maryland and in the 13 states en route.

Total estimated exposure impressions = 15 million

Web Publicity

Web publicity of this effort could occur via team and race site links with a 'Follow the Team's Progress Promotion on the Home Page' promotion, RaceAcrossAmerica.org (Race site) and company (Team JDRF site) both pre-race, during the race and after the race. Considering only the incremental impressions this opportunity would generate from the Race site, team site and incremental traffic to your company to follow the team, the following can be expected.

Total estimated exposure impressions from Race Site = 178,000
Total estimated exposure impressions from Team Site = 10,000
Total estimated incremental exposure U-Tube coverage = 50,000
Total estimated exposure impressions = 238,000

Signage

Signage on team attire, equipment and most significantly support vehicles will be seen on cable television coverage of the race. Expected 150,000 spectators that will either watch the race or see the support vehicles pass their homes / vehicles as it moves across 13 states.

Total estimated exposure impressions from cable TV Audience = 250,000
Total estimated exposure impressions along race Course = 150,000
Total estimated exposure impressions = 400,000

Promotional Materials / Sampling Opportunities

Promotional materials could be distributed to spectators along the race course. A company could accompany the team in a support vehicle. This could enhance the lasting value of the impressions gained through signage, but would not contribute additional impressions.

Sample Team Budget to Participate

Team

Race Entry \$16,000
Team Attire \$600
Food \$500
Bicycle Equipment \$750
Airfare to/from Race \$750
Hotel Accommodations \$1,500

Support Crew

Team Attire \$450
Food \$750
Airfare to/from Race \$1500
Hotel Accommodations \$2500

Transportation / Communications

Van Rental \$4,500

Communications \$750

Fuel \$9,000

Promotion / Marketing

Marketing / Logo / Signage \$500

Team Website Hosting \$500

Promotion / Marketing total \$1,250

Estimated Grand Total \$43,500

Contact Information

Call or email Tim Skipper with any questions or for more information.

Team Captain: Tim Skipper

e: timskipper@hotmail.com

c: 818.355.4814

JDRF.Org Contact: Anna Sussman (626) 403.1480

web: www.jdrflosangeles.org

e: losangeles@jdrf.org

f: 626.403.1488