

Team JDRF 2010 Sponsorship Proposal



Team JDRF Needs your support

Thanks for allowing me to include your company in this opportunity for sponsorship which supports a partnership and worthy charity JDRF (Juvenile Diabetes Research Foundation). The purpose of the 2010 sponsorship request is to allow Team JDRF to race several of the 2010 ultra distance cycling races, like RAAM, RAW, HooDoo 500, Furnace Creek 508, while supporting local cyclists in Team JDRF in training.

Your company promotional goals can be enhanced by supporting our cause JDRF and our team, Team JDRF. Your corporate good will through support of a team and charitable cause could be advanced through association with this RAAM entry and other Team JDRF scheduled events for 2010. I am committed to assisting your company in using this as a win for JDRF, our team and your company.

We need your sponsorship support to enable us to reach our goal of raising \$100,000 for JDRF in 2010.

Sincerely,

Team Captain – Tim Skipper

Introduction

Race Across AMERICA (RAAM) a non-stop bicycle race from Oceanside, CA to Annapolis, MD, 3,010 miles. Our team will start from Oceanside, CA in June 2010 and expects to complete the race in about six days time.

Our team consists of several experienced ultra distance cycling athletes, with an abundant RAAM specific experience. Team JDRF does have pending non-profit (501-C3) status, directly supporting the mission of JDRF (Juvenile Diabetes Research Foundation). As the anchor 2010 event, RAAM-RAW, Team JDRF will be running in three categories: 4 tandem mixed team, solo mixed tandem Race Across the West (RAW) and solo male RAW entries. Due to this we think that our team is likely to enjoy some additional race media coverage.

Tim Skipper works for Medtronic Diabetes and recognizes the value of the JDRF mission. Tim is an 8-time Team RAAM finisher and holds 3 RAAM records, tied with Pete Penseyres and will be the captain of the team. Tim is also the most versatile team RAAM rider in RAAM history.

The Opportunity

Team JDRF is experienced and determined endurance cyclists, dedicating themselves to the worthy cause of JDRF and in preparation for RAAM and other 2010 events. Team JDRF will be racing and supporting several 2010 events ranging across the United States, focusing on the California, Texas, and Utah markets.

RAAM has attracted extensive media coverage through web casts, local TV news coverage, and Team JDRF web site (www.teamjdrf.org). Historically, RAAM has reached millions of people in 210 U.S. media markets, through TV coverage, or cable media, or DVD. In 2009, this race site received over 17 million hits during the two-week period of the race! A fiercely loyal cycling audience, sports fans, Americana, human interests will be among those watching the 2010

coverage. The RAAM media will deploy reporters, photographers and video-graphers along the route, to feed current race reporting to update the website cast on an hourly basis during the race.

Specifically, our team, Team JDRF is an appealing human-interest angle offered, as our Team JDRF will support Juvenile Diabetes Research Foundation (JDRF) charitable worthy cause. Although riding 3000 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, along with several other ultra cycling 2010 events, to provide a lasting legacy of benefits to a worthy cause, JDRF.

Sponsorship Exposure Opportunities

Exposure Categories:

- Marketing Campaign – Include in company marketing / communications plan; additional marketing events can be planned and coordinated jointly at JDRF or other related events
- Media Publicity – Press releases and conferences; coordination through RAAM media office representative
- Web Publicity – RAAM organizational web casts; team JDRF and company web site links
 - www.raceacrossamerica.org; In 2009, this race site received over 17 million hits during the two-week period of the race! The RAAM media will deploy reporters, photographers and videographers along the route, to feed current race reporting to update the website on an hourly basis during the race.
 - www.teamjdrf.org
 - Company web site links
- Team Attire and Signage on Support Vehicles
- Company Team Building Opportunity by team participation

Team JDRF Sponsorship Benefits

Your brand, corporate goodwill and product offering would benefit significantly from the event through media publicity, signage, promotional material distribution and product sampling opportunities. We offer the specific benefits:

- **Not for profit charity support for JDRF (Juvenile Diabetes Research Foundation)**

- Marketing Campaign – Include in company marketing / communications plan; additional marketing events can be planned and coordinated jointly at JDRF or other related events
- Recognition in collateral and media promotions
- Corporate Logo on Team Website
- Corporate Logo on team uniform / support vehicles

A variety of promotional possibilities can be made available offering the flexibility necessary to create a unique package for your particular marketing needs.

Team JDRF Sponsorship Levels:

A.	Platinum	Primary team apparel, web site, media events, category ownership	\$15,000+
B.	Diamond	Primary team apparel, web site, media events	\$10,000
C.	Gold	Team apparel, web site	\$5,000
D.	Bronze	Team apparel, web site, equipment,	\$2,500

Note: At the end of this document you can reference our team planned budget. This sponsorship proposal amount does not meet all team resource needs.

Team JDRF Event Schedule: www.teamjdrf.org

RAAM / RAW	Race across America www.raceacrossamerica.org	June 2010
HooDoo 500	Race through Zion-Bryce UT http://www.planetultra.com/Hoodoo500/index.htm	Aug. 2010
Furnace Creek 508	Race through Death Valley http://www.the508.com	Oct. 2010
Team JDRF in Training	Support local cyclist train for recreational events www.teamjdrf.org	2010

The Race Across America (RAAM) - Information

Race Across America 2010 Oceanside to Annapolis in less than 7 days

About Race Across America:

The Race Across America has run every year since 1982, and since 2008 will follow its current route from Oceanside, California to Annapolis, Maryland. Outside Magazine has called it "The World's Toughest Race", and others have described it as "The Tour de France done the American way". Top solo racers pedal roughly 330 miles per day, burning 9,000+ calories and sleeping just 90 minutes. Two-person and four-person relays comprising men and women race non-stop, covering as much as 500 miles per day. The RAAM has expanded its race to include a shorter race of about 900 miles, called the Race Across the West (RAW)

The race's senior management and ownership is in the hands of Race Director Rick Boething, current co-holder of the 2-person 55+ Team record, and Head Official Lon Haldeman, 2 time solo winner in 1982 and 1983. For further background and race history, contact Rick Boething (866) 460-4288 or please visit www.raceacrossamerica.org.

Most Frequently Asked Question about RAAM 2010

The Race Across America, or (RAAM), has established itself as a new and dramatic American tradition, respected worldwide for the sheer magnitude of its challenge. RAAM is the most recognized and longest endurance annual cycling event in our world today. Team competitors must travel over 3,010 miles in less than 7 days to be competitive. They do so by racing approximately 24 hours a day over mountains, across deserts and through the manifestation of pain and doubt the likes of which are unparalleled in almost any other athletic endeavor on earth.

Unlike other famous races like le Tour de France, RAAM has no stages. There is no drafting other teams or racers, and the race is live to the very end. From the start to the finish, it is a single stage race, a battle against the vast environmental conditions encountered and the rider's own mental and physical capacities. The men and women who compete as soloists or as team participants are dedicated and driven athletes who are comprised from an international field of professionals from all walks of life.

The Race Across America is an event so staggering that merely to finish is for most the accomplishment of a lifetime. RAAM inspires everyone that it touches. A monumental race contested with the utmost of sportsmanship and zeal, truly, RAAM is larger than life. A breeding ground for champions, a testing ground for elite riders and a shining example of the strength of human spirit.

General Race Information: www.raceacrossamerica.org

In mid June 2010 the 26th annual Race Across America which begins in Oceanside, California. Competitors climb over 110,000 feet while crossing 14 states in their 3,010 mile adventure race to the finish line in Annapolis Maryland. The course heads east out of Oceanside and immediately encounters several moderate climbs on moderately quiet roads. Next, the desert: its triple-digit heat will be compounded by the mugginess arising out of the Salton Sea. Further east, some of the best scenery in the southwest is presented going through Arizona, Utah and Colorado: the spires of world-famous Monument Valley, historic Durango, CO and the triple mammoth passes in central Colorado combine to inspire and challenge riders and crews alike. A real view of the American heartland expands for the middle one thousand miles of the race, passing near Dodge City, St Louis and Indianapolis. After crossing through the gentleman farms of Ohio, the Appalachian Mountains rise steeply and repeatedly to slow the racers progress. After passing through historic Gettysburg, one last series of Pennsylvania "rollers" remain to challenge the racers before they finish on the shores of the Atlantic Ocean in port of Annapolis, MD.

RAAM Exposure and Media Coverage

2010 media coverage is expected to repeat in 2009. In 2009 www.raceacrossamerica.org received over 17 million hits during the two-week period of the race! The coverage and exposure will include but not limited to major American TV network, local cable, race site web casting, local news and related magazine coverage. Most television, radio station and newspaper in the area of the start, finish and along the route will receive personal updates during the months and weeks before the race arrives. 2005 coverage included over 90 television news/sports reports in 14 US markets plus newspaper coverage with a circulation over 14-million. In addition a number of magazines with circulations totaling over 1 million published stories and articles about the race. Additionally European TV, press and includes coverage of similar scope and breadth throughout Europe. Receive RAAM Updates - sign up for online at our website. (www.raceacrossamerica.org) Sign up for the RAAM Newsletter & Daily News during the Race from the Front Page of our RAAM website, click on the link provided there to do so. **Video Promoting RAAM** - Check RAAM Website for video clips from previous races.

The Team Credentials

Combined Team JDRF RAAM and ultra distance cycling experience, significant and substantial:

- 40 RAAM finishes and 5 course records
- 2 Paris-Brest-Paris Ultra distance
- 86 Double Century's (200 miles) finishes
- 8 Triple Century's (300 miles) finishes

- Tim Skipper, is the Team JDRF Captain and holds the unique honor of being the most versatile team RAAM rider. Competing in 8-categories. 4-man Team, Men's Tandem Team, Mixed Tandem Team, 8-tandems, 4-man HPV Team, 4-man Recumbent Team, Mixed 4 person team and is tied with Pete Pyenseyres for most RAAM records.

Team JDRF Contact information

Name	Regarding
<p>Tim Skipper Team JDRF Captain</p> <p>e: tmskipper@hotmail.com</p> <p>c: 818.355.4814</p> <p>w: 818.576.5770</p>	<p>All aspects of RAAM, promotional ideas associated with the race & how we can execute this plan</p>

Team Budget: Estimated Costs to Participate in 2010 RAAM

Item	Cost
Athletes	
Race Entry	\$10,050.00
Team Attire, Jerseys	\$1,750.00
Food, supplements	\$2,500.00
Bicycle Equipment	\$.00
Airfare to/from Race	\$.00
Athlete Total	\$14,300
Support Crew	
Team Attire	\$750.00
Food	\$2,500.00
Navigational Equipment	\$500
Communications Equipment	\$750.00
Airfare to/from Race	\$850.00
Support Crew Total	\$5,350
Hotel and Transportation	
Hotel Accommodations	\$2,500.00
Support Vehicle Rental	\$6,500.00
Mini Van - Pace Vehicle	\$1,500.00
Fuel	\$8,500.00
Unexpected expenses	\$1,000.00
Transportation Total	\$20,000
Promotion / Marketing	
Marketing / Logo / Signage	\$500
Team Website	\$750
Promotion / Marketing Subtotal	\$..??
Grand Total	\$40,900

