



Clonard Road Club



Sponsorship
Proposal
(3 years)



Clonard Road Club



To our prospective partner,

We would first like to thank you for taking time out of your schedule to review this proposal. Clonard Road Club is dedicated to building relationships that will support our events, teams, athletes and members and most importantly support and endorse our sponsor's product. In order to accomplish our goals your help is needed in the next three years, 2016-2019 cycling seasons. Our club is looking towards the future with high goals and the determination for continued success.

The club is composed of over 80 members, male and female, who all present the club in road disciplines, whether Leisure or Cycling Races at home and abroad. In total, members participate in approximately 100 cycling events each year and the club organise two major cycling events during the year. Ras na Finian (March) and Tour of South Meath (September) and several local league events.



Clonard Road Club



Our Mission

Clonard Road Club is dedicated to promoting and growing cycling in the local community by providing a positive and safe environment for cyclists of all ages and abilities.

2016 - 2019 Season Goals (3 years)

Our expectations for the upcoming three years is to develop and promote youth riders, lady cyclists, Junior team, A4 and A3 riders, Beginners groups, Bike skills / handling and Additional disciplines such as cyclocross, track and mountain biking.

- To compete in stage races at home, abroad and further develop our racing members.
- To run Sprocket Rocket Junior training camps
- Compete in international road races, stage races and sportives
- Train members to compete for entry into An Post Ras 2018

Junior Tour Team 2015



Clonard Road Club



Sponsorship Benefits:

Cycling sponsorship provides access to a very attractive consumer demographic. Competitive cycling has everything your company needs for mass media attention: speed, drama and inspiring feats of athleticism, therefore it has the ability to reach a desirable audience. The result of this is a sport that promotes a lifelong activity that appeals to people of all ages making it possible to reach a broad audience that goes beyond the demography of other sports. Additionally, the sport of cycling offers those who are interested in a healthy, environment-friendly, and technologically innovative sport.



Promoting Your Brand:

Clonard Road Club has over 80 riders who train approximately 7-15 hours per week and race / sportives throughout the region every weekend. By sponsoring our club your company will gain exposure with over 1,000 advertising hours each week, year-round, in locations across the country. Clonard Road Club is literally a rolling billboard for your company. Through this opportunity your company will also gain exposure through links on the Club website, Facebook, Twitter, Instagram and many other promotional outlets provided by the Club.



This year our Junior team has been featured strongly on international (Eurosport) and national television (Tg4 / Setanta) at the Junior Tour and Suir Valley 3 day. Each cyclist understands the importance of being a representative for CRC and as a representative for your company. Representing and promoting our sponsors at all times when we travel and train is a core value of Clonard Road Club.





Clonard Road Club



How you can sponsor Clonard Road Club:

We want your company to be a part of the Clonard Road Club cycling community. We cannot do this alone and your support will help the club grow and succeed for years to come. Our budget relies on the generosity of our sponsors. The cost of participating in cycling – which includes licenses, race fees, travel, equipment and jerseys quickly absorbs any available club funds provided by the club members. Your support ensures that every club member will have an opportunity to compete in races and sportive. As previously mentioned, our goal is to make a positive impact on the local cycling community as well as promote our club and your contribution brings us that much closer to making our goals achievable. Our sponsors are crucial to the continuing success of our club.



Clonard Road Club
in the fifties



Clonard Road Club



Sponsorship Levels – (3 year's Sponsorship)

Junior Tour Team 2015

Package A (MAIN SPONSOR) – Jersey (shown as position A)

- Business logo will be visible on the Front, Primary area of the jersey
- Business will be advertised on clonardroadclub.com, including links to business website
- Club vehicle signage at all events*
- Logo on media releases associated with the club
- Branding on Social media posts (Facebook, twitter, Instagram)
- Sponsor Launch evening
- Logo on Club Banners / Signs
- Professional photos provided for Sponsor marketing purposes
- Submissions to Local media on Sponsorship

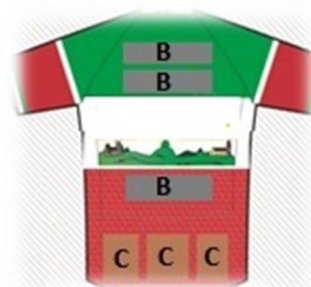
Package Price - €9000



Package B - Jersey (shown as position B)

- Business logo will be visible on back of Jersey
- Business will be advertised on clonardroadclub.com, including links to business website
- Club vehicle signage at all events*
- Professional photos provided for Sponsor marketing purposes
- Logo on Club Banners / Signs

Package Price - €2000





Clonard Road Club

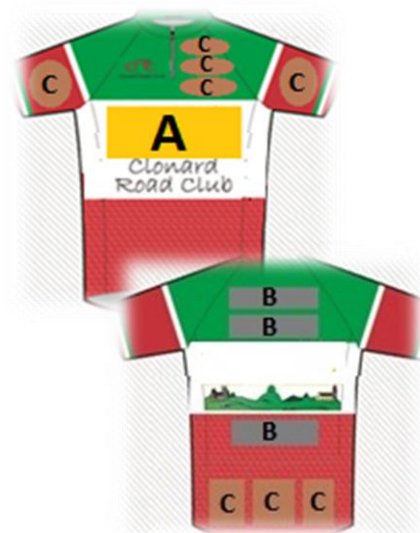


Package C - Jersey (shown as position C)

Business logo will be visible on top section on the front of the jersey or lower pockets on rear (smaller print area of B)

- Business will be advertised on clonardroadclub.com, including links to business website
- Club vehicle signage at all events*
- Professional photos provided for Sponsor marketing purposes
- Logo on Club Banners / Signs

Package Price - €1000



Package D – Club League

- Sponsors 3 Club league events
- Interview / prize presentation on the night
- Business will be advertised on clonardroadclub.com, including links to business website
- Professional photos provided for Sponsor marketing purposes
- Logo on Club Banners / Signs

Package Price - €500

Package E – Club League

- Sponsors 1 Club league event
- Interview / prize presentation on the night
- Business will be advertised on clonardroadclub.com, including links to business website
- Professional photos provided for Sponsor marketing purposes
- Logo on Club Banners / Signs

Package Price - €200

In addition to jersey sponsors, Clonard Road Club will consider any sponsorship to accommodate any level of support and marketing budget time frame.

If you are interested in becoming a sponsor with the Clonard Road Club please contact Alan Maye at secretary@clonardroadclub.com to discuss the details of sponsorship.



Clonard Road Club



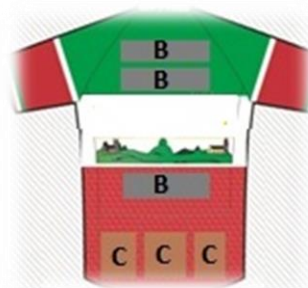
Car Sponsorship – 3 years

Three years sponsorship of Club Team Car, including Package B above.



Car Package (Includes Package B - Jersey)

- Business logo will be visible on back of Jersey
- Business will be advertised on clonardroadclub.com, including links to business website
- Club vehicle signage at all events*
- Professional photos provided for Sponsor marketing purposes
- Logo on Club Banners / Signs



Add on Pack

- To upgrade to Package A , (additional cost of €3000)





Clonard Road Club





Clonard Road Club



3 Years Sponsorship Agreement Form

Company Name _____

Company Contact _____

Company Address _____

Business Phone Number _____

E-mail Address _____

Web Address _____

We would like to sponsor Clonard Road Club at the following level (please check the appropriate box):

- ☐ Package A : €9000 JERSEY
- ☐ Package B: €2000 JERSEY
- ☐ Package C: €1000 JERSEY
- ☐
- ☐ Package D: €500 CLUB LEAGUE
- ☐ Package E: €200 CLUB LEAGUE

- ☐ Car Deal with Package B
 - ☐ Optional Add-on Package A: €3000

Notes:

Sponsorship is for the 2016-2018 cycling seasons, 3 years sponsorship.

Accepted by:

Sponsor _____ **Date** _____

Clonard Road Club _____ **Date** _____