



**VELO**

**L O N G B E A C H**

**ALLEGRO**

**SPONSORSHIP  
PROPOSAL**

The Velo Allegro Cycling Club was founded in 1987 by a group of bicycle racing and fitness enthusiasts. Beginning with just 20 members, this Long Beach-based Club has grown to regularly include more than 100 members per year. While the Club's membership numbers have certainly changed, one thing has always remained the same—Velo Allegro's mission to actively support and promote the sport of cycling.

## SPONSORING VELO ALLEGRO - BENEFITS

Sponsorship of Velo Allegro is a unique and rewarding sports marketing opportunity; a way to reach and message to Velo Allegro's large and diverse membership and the Southern California cycling community. Velo Allegro sponsors have multiple opportunities to showcase their products, services and brands.

Each sponsor's logo is displayed on the Club jersey. Jerseys are worn by the Club's members in competition, training, and during other events throughout the year, throughout Southern California and beyond. Sponsors benefit from the frequent exposure of their logos/brands to hundreds of thousands of people over the hundreds of thousands of miles Club members ride.



Velo Allegro regularly communicates with members and the cycling community through its printed newsletter (*Quick Release*), e-mail broadcasts, and website ([VeloAllegro.org](http://VeloAllegro.org)). In *Quick Release*, sponsor logos are displayed and each sponsor has the opportunity for a feature story profile throughout the year. E-mail broadcasts are used to provide timely information updates, making them excellent venues for sponsor promotional information. And via [VeloAllegro.org](http://VeloAllegro.org), Velo Allegro shares an abundance of cycling news and information along with sponsor logos/brands and offers.

Velo Allegro, through its racing and community interaction, is a well-known and respected organization. With all their activities, members generate significant exposure for the Club and its sponsors to the general community and especially the cycling community. Sponsorship of the Club is an excellent opportunity for

your organization to make a contribution to a worthwhile group, gain exposure for its products or organization, and support the sport of cycling.

## VELO ALLEGRO – ON THE ROAD

Velo Allegro membership has grown each of the past seven years, exceeding 150 in 2007. It is among the largest clubs in Southern California. Member activities encompass the entire range of the sport, from the heart-throbbing, adrenaline-pumping action of racing to long-distance endurance and recreational fun and fitness rides. Even though Velo Allegro is based in Southern California, members often travel throughout California, Nevada, and Arizona, and places beyond, to enjoy and participate in cycling events.



Many of Velo Allegro's members enjoy participating in challenging endurance rides, such as centuries (100 mile rides) and touring (scenic, lengthy road trips by bicycle). Velo Allegro has a growing contingent of triathletes looking to improve their cycling legs. Some members are competitive athletes of other sports who use cycling to strengthen or supplement their fitness, such as skiers and in-line skaters. Others are involved simply for regular fitness or for the camaraderie of the Club.

Velo Allegro is a recognized club of the United States Cycling Federation (USCF), an association of the national governing body for competitive cycling, USA Cycling.

Many members are current or former racers of varying disciplines (road, track, mountain bike) and categorization. Velo Allegro's strong, supportive racing program has produced numerous state, national, and world champions, helping to make the Club a two-time USCF District Club of the Year. Whatever the goals, Velo Allegro welcomes additional member growth, works to accommodate all member needs, and provides opportunities for members to enjoy cycling and improve their health and fitness.

## VELO ALLEGRO – IN THE COMMUNITY

Velo Allegro members have been and continue to be involved in activities and events that strengthen cycling and the community.

Every year, Velo Allegro organizes at least one of the largest and well-known USCF and CBR sanctioned races in the area, the Velo Allegro Criterium. It is known for its excellent prizes and fast paced racing. The event has earned a well-respected reputation, typically drawing over 500 competitors and several hundred spectators. Year after year the race draws an increased number of competitors, which speaks to the quality effort put on by the club and fantastic prizes provided by our sponsors.



Velo Allegro members are strongly involved as the Club's base city of Long Beach takes steps in 2009 toward becoming the most Bicycle Friendly City in the nation. Pat West, Long Beach City Manager and former Velo Allegro president, knows bicycling through the city is no easy task. So, he's enlisted the help of the city's most recognizable cycling professional and former Olympian, Tony Cruz, as the Bicycle Ambassador of Long Beach, and he's called upon Velo Allegro to support Tony as he makes the changes necessary to turn the city into a friendlier place to ride. The ambitious plan and changes will be chronicled on the websites of Velo Allegro and the City of Long Beach.

In 2003, Velo Allegro helped initiate a helmet safety awareness program for the children of several Long Beach Middle Schools. Our members generously contributed time at these schools to demonstrate the proper fit and benefits of wearing a helmet. City grants allowed us to distribute several hundred free helmets to the children.

## JOIN THE CLUB!

So now you're ready to join the Velo Allegro Cycling Club as a 2010 sponsor. Our sponsorship levels and associated jersey positions are shown below. Choose the sponsorship level that's right for you and let us know!



## PLEASE CONTACT:

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Sponsor Level	Location	Spaces Available
\$4,000	A	1
\$1,500	B	1
\$750	C	6
\$500	D	9

# VELO ALLEGRO 2009 SPONSORS

