



## CCC Sponsorship Overview

- **Sponsorship relationship basics:** Sponsoring businesses contribute capital, or in some cases goods and services, to support CCC's ongoing operations and events. In exchange, CCC will advertise and promote the sponsors' brand, products and services to the club and to the wider community.
- **CCC Sponsorship — sports marketing on a local scale:** Just as the Philadelphia Eagles may be sponsored by Big Insurance and Investment companies, CCC is sponsored by local companies. What do all of these companies know? Association with a much-loved sporting organization enhances brand image and develops strong bonds with fans and participants.
- **CCC sponsorship should be considered an advertising and marketing investment.** Sponsorship provides the benefits of traditional advertising and much more.

## Benefits of CCC Sponsorship

1. Reach a demographic of, active adults and families.
2. The loyalty effect & CCC's large and diverse membership.
3. Express corporate values through sponsorship.
4. Feel good. You are contributing to the growth of cycling.

### 1. Reach an affluent, active demographic with CCC sponsorship

Cyclists and triathletes tend to be young, affluent and active. CCC members are prime targets for your advertising. While demographic statistics are not kept for CCC, below are national cycling demographics:

### U.S. Cycling Demographics: \*

- 100 million cyclists in the US
- 65 million people attend competitive cycling events
- 6 million bicycle commuters
- 250,000 competitive adult cyclists in US
- 8.3 million Avid cyclists (those who ride at least 52 times/year)
- Median price for a racing bike: \$4,000

*\*Sources: Bicycle Business Journal, Bicycle Manufacturers Association of America, Sporting Goods Manufacturers Association.*

## 2. The Loyalty Effect & CCC's large & diverse membership

The loyalty effect is the phenomenon of loyal customers selectively choosing a preferred business's offerings over those of a competitor. Loyal customers are less sensitive to price competition, and are less receptive to a competitor's advertising.

**Do you want more loyal customers for your business?** CCC members know that sponsors make club programs possible. Therefore, when offered a choice, CCC members tend to choose sponsors over non-sponsors. With 200 active members who live, shop and dine locally, CCC's membership represents millions of dollars of income that will be spent locally.

## 3. Express corporate values through sponsorship

Cycling is a technologically-advanced sport that demands perseverance, hard work and attention to detail. Are these traits you would want associated with your business or your employees? By sponsoring CCC, your company's image will be positively influenced.

**By sponsoring NCC, you will also be seen as supporting these societal goals:**

- Fitness, health and active lifestyles
- Green Transportation

- The fight against childhood obesity
- Sharing the road
- Athletic excellence

## 5. Feel good: You are contributing to the growth of cycling

When you sponsor CCC you can feel good knowing your sponsorship will directly support cycling at the local, grass-roots level. CCC promotes bike safety, children's cycling programs and accessible cycling for beginners.

## CCC Sponsorship Programs Costs & Details

**Uniform Sponsorship:** In 2018, CCC members will high-quality, custom team clothing imprinted with sponsor logos. ***Club members ride 6 days a week for 7 months of the year, most of these in uniform.***

Conservatively, uniform sponsors receive thousands potential impressions per year within the cycling community, and many "spillover" impressions within the general community.

### Uniform sponsorships are highly cost-effective advertising:

**Premier sponsor** - Premium large logo placement \$1000

**Preferred sponsor** - Primary logo placement \$500

**Standard Sponsor** - Small Logo on Jersey \$250

All uniform sponsorships include:

- Logo on team uniform
- Sponsor logo online
- Ability to send special offers to CCC member email list and CCC Social Media
- (1) 2 yr CCC Family Club Membership

**Preferred sponsors also receive :**

¼ page advertising on Club Web page

**Premium Sponsors also receive:**

Full page advertizing with individual link on club website

2 tickets to annual CCC Holiday Party  
CCC Jersey

Online Only Sponsorship: \$100 /per yr

Logo on Club Website

1 yr free membership

Sponsor Name: \_\_\_\_\_ Sponsorship Level \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_



# Sample Club Facebook Page Ad

Secure | <https://www.facebook.com/groups/364871110566205/>

Cynergy CC

Eileen Home Find Friends

Cynergy CC

Closed Group

About

Discussion

Members

Events

Videos

Photos

Files

Search this group

Shortcuts

- Family only 1
- Cynergy CC
- Biking Friends 11
- You know you grew u... 4
- The Carlson's
- My Friends & Family

## FULL SERVICE OVERHAUL SPECIAL

NOW IS THE TIME TO FIX UP YOUR BIKE!

**SAVE BIG TODAY!**  
**ORIG. \$189.99**  
**SALE \$79.99**

- ✓ Frame & fork hand cleaned, polished, and waxed
- ✓ Safety check ALL components
- ✓ Tighten all threaded points to customer's specifications
- ✓ True wheels
- ✓ Inspect, disassemble, hand clean & polish, lubricate, and reassemble:
  - o Brake system
  - o Shifters & derailleurs
  - o Bottom bracket, cranks, & pedals
  - o Handlebars & headset
  - o Wheel hubs & bearings

Wheelies Bike Shop

Bicycle Shop

Wheelies Bike Shop

January 23

Send Message

Like Page

Evesham Town Talk

2,835 members

+ Join

Yard Sale

MARLTON/CHERRY HILL/BERLIN/VOORHEES ONLINE YARD SALE!

3 friends · 26,127 members

+ Join

SOUTH JERSEY YARD SALE

South Jersey Yard Sale

2 friends · 49,347 members

+ Join

South Jersey Cycling

5 friends · 234 members

+ Join

Pennsauken Talks

2 friends · 6,930 members

+ Join

[Eileen](#)
[Home](#)
[Find Friends](#)

---

[All](#)
[Posts](#)
[People](#)
[Photos](#)
[Videos](#)
[Pages](#)
[Places](#)
[Groups](#)
[Apps](#)
[Events](#)
[Links](#)

---

### Filter Results

**POSTS FROM**

- ☒ Anyone
- ☐ You
- ☐ Your Friends and Groups
- + Choose a Source...

**POSTED IN GROUP**

- ☒ Any group
- ☐ Your Groups
- + Choose a Group...

**TAGGED LOCATION**

- ☒ Anywhere
- ☐ Westampton Township, New Jersey
- ☐ Skillman, New Jersey
- + Choose a Location...

**Cynergy Cycling**

Community · 365 like this  
14+ Matching Posts

Cynergy Cycling is a road cycling club that represents riders from the South Jersey area.

[See All](#)

**Public Posts**

[See All](#)

**Cynergy Cycling**

March 11 at 2:49pm · 🌐

...[Cynergy Cycling](#) Club welcomes riders of all experience levels to join us for fun, fitness and camaraderie. The Club, started in 2015, has...[See more](#)

**Cynergy Cycling Club - South Jersey - Home**

[cynergycycling.com](#)

4 Shares

### Trending

- [Rick Santorum](#)  
Santorum knocks marches: Kids should learn CPR - msn.com
- [Great Pacific Garbage Patch](#)  
Great Pacific Garbage Patch more than twice the size of Texas... - nbcnews.com
- [Tulum, Mexico](#)  
Iowa family died of gas asphyxiation, according to Mexican... - indystar.com
- [Donald Trump](#)  
Trump tweets 'many lawyers and top law firms' want to join his legal team - cnn.com
- [Pope Francis](#)  
Keep shouting, don't become anesthetized, pope tells young people - reuters.com
- [Mark Zuckerberg](#)  
Facebook's Zuckerberg says sorry in full-page newspaper ads - cnn.com
- [Qantas](#)  
17 hours! Qantas makes history with Australia-Europe flight - usatoday.com
- [John R. Bolton](#)  
Trump pick Bolton puts UN in line of fire - msn.com