

2017-2018 Gold Wheel Cup of AZ

SPONSORSHIP PACKAGE

www.GoldWheelCup.com

<https://www.facebook.com/Gold-Wheel-Cup-of-AZ-748477095357054/>



We bring events all over AZ



We invest in the healthy future of AZ residents



Everyone is welcome and respected

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Goal

The Gold Wheel Cup of AZ is a series of more than 50 recreational and competitive sporting events geared at the beginner athlete and the amateur racer. The series is seeking support and funding from corporations and businesses in exchange for visibility at the events and other exposure.

Mission

To encourage individuals of all ages and abilities to participate in competitive sporting events to improve the health of the community.

Organization

La Roue d’Or, LLC, organizer of the Gold Wheel Cup of AZ, is one of the major players in Arizona’s bicycle racing as the premier sporting event registration service, SWSportsReg.com. Owned and managed by Boris Decourt, a doctor in nanobiotechnology and a high level referee for cycling since 1998, the company has specialized in the promotion and management of cycling events since 2009 (over 50 events in AZ in 2017). His AZ Fun Ride Series was used successfully as a testing ground for the Gold Wheel Cup of AZ which was born to unite the disciplines of cycling, running and triathlon while expanding its support of the community by serving as a hub between sponsors and independent series. Between August 1, 2017 and July 31, 2018, based on numbers from past years, at least 5,000 athletes and 5,000 spectators will be exposed to the series marketing across Arizona.

Why Support the Gold Wheel Cup of AZ?

Supporting the Gold Wheel Cup of AZ will help improve the healthy aging of AZ residents while having an economic impact on the hosting community.

Where Does The Money Go?

1. Provide awards to athletes
2. Purchase handcycles or custom-adapted bicycles for disabled athletes
3. Assist with marketing expenses for sponsor recognition and event promotion

Funds allocation for the different series and total amount of Awards:

Series	% of Award \$
AZ Trail Run Fall Series	5.01%
AZ MTB Fall Series	13.16%
Desert Cyclo-Cross Cup	6.81%
AZ Cross Series	4.64%
AZ Fun Ride Series	14.56%
AZ MTB Spring Series	3.88%
AZ Road Race Series	51.93%

Note: The % of Award money assigned to a specific Series is based on the number of events and participants in each Series.

Source of income	Amount
Maximum cash from Sponsors used for Series Awards	\$25,755
Total collected from individual Series	\$8,285
Total Maximum Awards for all 2017-2018 Series/Gold Wheel Cup of AZ	\$34,040

Sponsorship Levels and Benefits

Title Sponsor = \$10,000 (limited to one unique sponsor)

- Name listed as “Sponsor” Cup of AZ, i.e. on all marketing materials
- Industry Exclusivity
- Up to 8 banners with company name near the finish line for all events
- Prime logo position on all documents
- Multiple announcer mentions at each event
- Booth space at prime location

Presenting Sponsor = \$5,000+ cash (limited to two sponsors)

- Name listed as Gold Wheel Cup of AZ p/b Sponsors A and B on all marketing materials
- Industry Exclusivity
- Up to 4 banners with company name near the finish line
- Logo on all documents
- Multiple announcer mentions at each event

Gem Sponsor = \$1,000+ cash or merchandise

- Up to 2 banners with company name near the finish line
- Logo on all documents
- Multiple announcer mentions at each event

Green Sponsor = less than \$1,000 cash or merchandise

- 1 banner with company name near the finish line
- Logo on all documents
- Multiple announcer mentions at each event

Bike Shop sponsor = maximum \$500 cash

Maximum sponsorship of \$500 per brand (e.g. if a brand owns 2+ bike shops in AZ, only one sponsorship is allowed). Minimum is \$300. All funds collected are spent on athletes’ awards.

Benefit	\$500 support	\$300-\$499 support
One banner at each event of the Cup	X	
Logo on Cup brochures	X	
Logo on Cup scoring documents	X	
Announcer advertisement/mention Cup events	X	X
Logo and link to website on Cup webpage	X	X

Custom sponsorship for the Gold Wheel Cup of AZ are possible, please contact us to discuss



Series and Calendar of Events

For the inaugural, 2017-2018 Gold Wheel Cup of AZ, organizers can contact us until September 15th, 2017 to request to add their event to the Cup of AZ umbrella. Below are the confirmed Series and Events that will provide awards to participants and support the community efforts of our sponsors:

+ **AZ Trail Run Fall Series** (organized and scored by SWSportsReg.com) - www.AZFallSeries.com

- Sat. 09/30/17 = AZ Trail Run Fall Series #1 - San Tan Park, Queen Creek, AZ
- Sat. 10/14/17 = AZ Trail Run Fall Series #2 - McDowell Horse Park, Fountain Hills AZ
- Sat. 10/28/17 = AZ Trail Run Fall Series #3 - Estrella Horse Park, Goodyear, AZ
- Sat. 12/02/17 = AZ Trail Run Fall Series #4 - White Tank Park, Waddell, AZ

+ **AZ MTB Fall Series p/b Bicycle Ranch** (organized and scored by SWSportsReg.com) - www.AZFallSeries.com

- Sat. 09/30/17 = AZ MTB Fall Series #1 - San Tan Park, Queen Creek, AZ
- Sat. 10/14/17 = AZ State MTB Championships / AZ MTB Fall Series #2 - McDowell Horse Park, Fountain Hills AZ
- Sat. 10/28/17 = AZ MTB Fall Series #3 - Estrella Horse Park, Goodyear, AZ
- Sat. 12/02/17 = AZ MTB Fall Series #4 - White Tank Park, Waddell, AZ

+ **AZ Cross Series** (organized by AZ Cross and scored by SWSportsReg.com) - <http://azcross.com/>

- Sat. 10/28/17 = Sedona CX p/b Absolute Bikes Day #1 - Sedona, AZ
- Sun. 10/29/17 = Sedona CX p/b Absolute Bikes Day #2 - Sedona, AZ
- Sat. 11/25/17 = Horse Lovers Cross #1 p/b North Valley Bicycles Phoenix - Phoenix, AZ
- Sun. 11/26/17 = Horse Lovers Cross #2 p/b North Valley Bicycles Phoenix - Phoenix, AZ
- Sat. 12/09/17 = AZ Series Championships p/b Bicycle Ranch Bike Shop - Gilbert, AZ

+ **Desert Cyclo-Cross Cup** (organized by Cranky Cross and scored by SWSportsReg.com) -

<http://www.americanbunnyhop.com/desert-cross-cup.html>

- Sat. 10/21/17 = Flat Tire Cross (Cranky Cross) - Globe, AZ
- Sun. 11/12/17 = Superfarm Cross (Cranky Cross) - Gilbert, AZ
- Sat. 12/02/17 = Himmel Cross #1 (Univ. of AZ Cycling) - Tucson, AZ
- Sun. 12/03/17 = Himmel Cross #2 (Univ. of AZ Cycling) - Tucson, AZ
- Sun. 12/10/17 = ASU West Cross (ASU Cycling) - Glendale, AZ
- Sat. 12/16/17 = Oracle Cross #1 (American Bunnyhop) - Oracle, AZ
- Sun. 12/17/17 = Oracle Cross #2 (American Bunnyhop) - Oracle, AZ
- Sun. 12/31/17 = West Cross NYE Gala, Goodyear, AZ

+ **AZ Fun Ride Series** (managed and scored by SWSportsReg.com) - www.AZFunRideSeries.com

- Sun. 11/05/17 = Coyotes Cycling and 5K Breakaway Challenge (SWSportsReg.com/**AZ Coyotes Ice Hockey Team**) - Glendale, AZ
- Sat. 01/06/18 = Lettuce Ride - Yuma, AZ
- Sat. 02/03/18 = Centennial Ride - Yuma, AZ
- Sat. 03/24/18 = Nogales Bicycle Classic (Circles of Peace) - Nogales, AZ
- Sat. 04/14/18 = Javelina Chase Gran Fondo (Gila Javelina Bike Club) - Duncan, AZ

+ **AZ MTB Spring Series** (managed and scored by SWSportsReg.com)

- Sat. 01/20/18 = Prickly Pedal (Maricopa Trail Foundation) - Cave Creek to Lake Pleasant, AZ
- Sat. 03/31/18 = AZ State MTB Championships (American Bunnyhop/SWSportsReg.com) - Oracle, AZ
- Sat. 05/05/18 = Javelina Stampede #1 (Chain Events) - Prescott, AZ
- Sun. 05/06/18 = Javelina Stampede #2 (Chain Events) - Prescott, AZ

+ **AZ Road Race Series** (NEW in 2018; managed and scored by SWSportsReg.com)

Provisional calendar only; final version available in September 2015

- Sat. 01/13/18 = Verrado Velo Criterium (Bluewolf Events) - Buckeye, AZ
- Sat. 01/20/18 = Picacho Peak Road Race (ASU Cycling/SWSportsReg.com) - Eloy, AZ
- Sun. 01/21/18 = Sun Devil Criterium (ASU Cycling) - Tempe, AZ
- Sat. 01/27/18 = Univ. of AZ Criterium (Univ. of AZ) - Tucson, AZ
- Sun. 01/28/18 = Oracle Road Race (Univ. of AZ) - Oracle, AZ
- Sun. 02/04/18 (*tentative*) = Avondale Criterium #1 (Procon Cycling) - Avondale, AZ
- Sat. 02/10/18 = San Tan Criterium (San Tan Racing) - Mesa, AZ
- Sun. 02/11/18 (*tentative*) = Avondale Criterium #1 (Procon Cycling) - Avondale, AZ
- Sat. 02/24/18 = AZ State Criterium Championships for categories / North End Classic Criterium (Yuma Bike Club) - Yuma, AZ
- Sun. 02/25/18 = North End Classic Road Race (Yuma Bike Club) - Yuma, AZ
- Sat. 04/14/18 = AZ State Road Race Championships for age groups / Javelina Chase Road Race (Gila Javelina Bike Club) - Duncan, AZ
- Sun. 04/15/18 = Javelina Chase Criterium (Gila Javelina Bike Club) - Lordsburg, NM

Additional events not part of the Gold Wheel Cup of AZ are organized in the State. Many of them use SWSportsReg.com for registration. Feel free to contact us for questions about any event. If we don't know the answer, we'll direct you to a more knowledgeable source.

2017-2018 Sponsorship Form

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Signature _____ Date _____

The full balance must accompany this signed form. The deadline to support the 2017-2018 Gold Wheel Cup of AZ is March 31, 2018.

Name of sponsor to show during events _____

Enclosed is my check of \$ _____
(Make checks payable to La Roue d'Or, LLC)

OR

Send me a Paypal Invoice to this Email _____

OR

Bill \$ _____ to my: MC _____ Visa _____ Amex _____

Card Number _____ Exp. Date _____

Authorized Signature _____

All sponsors must submit their company logo/information as they wish it to appear on sponsorship signs as soon as possible (please send TIFF, EPS, or PSD files).

Return completed form to:

Boris Decourt
La Roue d'Or, LLC
2414 W Lupine Ave
Phoenix, AZ 85029
Phone: 765-418-4544

Email: SWSportsReg.com@gmail.com