

Sponsorship Pitch for the 2009-2010 Summer Sprint Series



Summary

The Summer Sprint Series organisers are seeking a major sponsor for the summer of 2009-2010 in return for a major series prize, runner up prize and 6 daily aggregate prizes. The total retail value of these prizes has been in the past around \$2,500 RRP. The major sponsor receives naming rights to the series including branding of the series website, race videos and promotional material and signs and banners at the Blackburn Velodrome during race meetings through the duration of the sponsorship period as well as the opportunity to present prizes at each race meeting and the end of series presentation.

What is the Summer Sprint Series?

The **Summer Sprint Series** is a track racing series which provides **match sprinting** (one on one) in a format that the organisers believe to be unique. Most bicycle racing is endurance-orientated and sprinting, in particular, match sprinting, is a niche of the sport that is not readily available to the majority of racing cyclists. At club and regional level it is only available generally once a season and is run in an elimination format. As such, few riders train for and race this branch of the sport despite it being a very exciting race and one that Australia has a very proud history of success at in international and Olympic competition.

Our series is different.

The Summer Sprint Series is graded on ability and is run in a round-robin format such that every rider who races gets multiple opportunities to match up against other riders. Riders do not get eliminated, they race for points towards finals on the day. Riders have three match sprints and a flying 200 as part of the regular rounds and if they accumulate sufficient points they then get to race a fourth time in a final on the day. Additionally, riders accumulate points towards a season aggregate which is keenly contested.

As well as the racing being very close and exciting, the series also provides a website (<http://sss.aboc.com.au/>) with race reports, results and photos and each race is recorded on video and made available online via youtube.com. This is also unique and proved to be very popular during the 2008-2009 series. Races are commentated on and a strong community spirit is encouraged by the organisers. We have invested significant amounts of time and resources to build the series.

The series runs over the nominal 'summer' months in Melbourne, on the first Sunday of the month from October to April, skipping January to avoid clashes with the traditional Christmas and New Years track carnivals in Victoria and Tasmania. The rounds are run at the Blackburn Cycling Club velodrome which is a 307 metre outdoor concrete velodrome with banked turns. The banks are approximately 25 degrees steep and are safe at low speeds. In two series and around 400 match sprints there have been no crashes, the racing is safe, fast and fun and the venue is a forgiving track which allows riders to concentrate on tactical riding.

One of the features of the series is that (weather permitting) every rider on the day gets at least 4 sprint efforts (flying 200 and three match sprints). As such, the field size is limited to 30 riders in order to complete the afternoon's racing before it gets dark. In the 2008-2009 season the first round was over-subscribed and some riders missed a chance, but later rounds in that season were well attended but not oversubscribed.

On each day a daily aggregate prize is awarded to the rider who finished with the most points and in the event of a tie between grades, a countback to flying 200 times is applied with a scaling factor such that every grade rider (A to D

grade) has a chance. In the 2008-2009 series the daily aggregate was won only once by an A grade rider. With some fine tuning the scaling factor has been very successful at giving the top riders in each grade a chance to win the daily aggregate. The series aggregate is scaled in the same way, with riders accumulating points through the rounds and again being split by flying 200 times with the same scaling factor in the event of a tie. It's a popular system and it worked very well in 2007-2008 and 2008-2009.

What we'd like from a series sponsor

We don't want money. The series is funded by aboc Cycle Coaching and the organisers do not want money. A sponsor is sought to provide the series aggregate and daily aggregate prizes. In the past these have been as follows.

2007-2008

Series Sponsor : Trek Bicycles Australia :Series aggregate prize : Trek T1 track frame (RRP ~\$1500). Daily aggregate prizes – pair of Bontrager Race-Lite clincher tyres (RRP ~\$120 a pair)

2008-2009

Series Sponsor : Bontrager : Series aggregate prize : Bontrager Race-Lite track wheelset (RRP~\$1200), runner up prize: Bontrager RXL road shoes (RRP ~\$400). Daily aggregate prizes – pair of Bontrager Race-Lite clincher tyres (RRP ~\$120 a pair)

We would like a sponsor to provide us with a major prize and a runner up prize of roughly equivalent value. A track frame or a wheelset as a major prize and something roughly equivalent to a high end pair of shoes as a runner up prize. As daily aggregate prizes (6) something equivalent to a pair of road or track tyres or similar.

What we offer is naming rights to the series. The series in the past has been called the "Trek Summer Sprint Series presented by aboc Cycle Coaching and the Blackburn Cycling Club" and the "Bontrager Summer Sprint Series presented by aboc Cycle Coaching and the Blackburn Cycling Club". The series website is branded with the sponsor's logo for the duration of the sponsorship agreement and all references to the series are referred to as the "*Sponsor-Name* Summer Sprint Series presented by aboc Cycle Coaching and the Blackburn Cycling Club". We hand out publicity cards at other track races to encourage riders to contest the series and the sponsor's name would be on the cards as well. Additionally any banners or signs the sponsor provides will be installed at the velodrome on race days and the opportunity to present prizes at each race meeting and the season final will be given to a representative of the sponsor.

Additionally, Ride Cycling Review will be featuring the series in its Caffeine Culture section (5 pages) in the October 2009 edition. The organisers have a vision to take the series beyond a single velodrome in the next 5 years and grow it across first Victoria and eventually to have it running as a national series in a format similar to the one that we've developed over the last two years. We believe match sprinting is one of the most exciting and challenging branches of the sport of Cycling and we want to provide a path for aspiring sprint cyclists who are outside of the various state and national sports institutes to develop and improve as sprinters.

All further enquiries can be directed to Carl Brewer, the series director and promoter, by email at carl@aboc.com.au or telephone 0419 966 003

Thankyou for your consideration.

Carl Brewer
On behalf of the Summer Sprint Series 2009-2010