



Sponsorship Request

For

Future Seasons Commencing

2013 Racing Calendar

Prepared by Team Principal

**Trevor Brown
Dahlia Cottage
Vere Lodge
West Raynham Road
South Raynham
Fakenham
England
NR21 7HE**

**Tel: 01328 838637
Mobile: 07854707504
Email: wxcmtb@aol.com
www.wxcworldracing.com**

WXC WORLD RACING 2013

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WXC WORLD RACING

Concept

Following unprecedented successes in Mountain Bike racing, achieved since its conception, WXC World Racing is looking to strengthen its quality and advance its podium placings strategy.

This Sponsorship request outlines the Aims, Objectives, Vision and Budgetary requirements to carry through the concept.

Aims for 2013

Our immediate aims are to:

- Establish a strong professional base from which the team can grow and develop over the seasons up to and beyond the 2016 Rio Olympics.
- Gain invaluable experience from regularly racing in the professional ranks both at home and on the continent that will help the team to be more successful in future years.
- Attract interest and commitment from additional partners (sponsors and supporters) to enable the team to move up in the world of cycling in the 2013 season and subsequent seasons.
- Encourage our partners, sponsors and supporters to share in the experience through effective communications and involvement, including race day presence, the media and an active team website.

Team Objectives:

- To establish ourselves as the foremost British Ladies Professional mountain bike team that is widely respected within the professional field.
- To conduct ourselves with integrity and honesty that will bring credit to the sport and everyone involved with the team.
- To promote British Ladies mountain biking and contribute towards the development of Ladies mountain biking in Britain
- To promote our sponsors wherever and however, to the best advantage of the Team and its sponsors
- To work hard and to enjoy and learn from the experience.....

Our Vision

The Ultimate vision is to develop and build a professional British Womens Mountain bike Racing Team where individually and collectively the riders are capable of winning World Cup races and leading the field in their chosen disciplines; that those Team Members may represent their country at leading events and achieve Olympian status.

WXC WORLD RACING

The Building Block

The foundations of the Team were laid over 10 years ago with a significant medal tally and National titles. (see Appendix)

The whole team project is based on long term potential, with the ultimate goal of marketing a tried, tested and very successful womens team and the equipment it uses, for the benefit of its sponsors, and supporters. We have now built a secure and potentially successful team for the future, but we have to and will be one step ahead of our rivals

We have a great philosophy within the team, doing many things differently and we intend to keep it that way. We have a set of values and apply special methods that are all part of that particular philosophy. This is something we have worked on for a few years now, and I think this past season was the first one in which our techniques truly showed their worth. Ideas such as teamwork, coaching and professionalism are new in UK mountain biking.

It takes time to turn something like this into actual practice, but we have come a long way. We are now known as the team that takes its starting position as a team rather than as individuals. I am convinced that this idea has contributed to the success we have achieved for WXC World Racing.

Not everyone believes in what we do. That is fine with me: I am happy knowing that our team is different. It has helped to create our image as a team where things actually work and where the riders have the best opportunities for development. We are proud of this image, and acknowledge that there are responsibilities and work involved in maintaining it.

Our foundation is in place, and it is the result of intense work contributed by everyone who is on or around the team.

The entire team looks forward to continuing in the same style in the new season.

WXC WORLD RACING

Budget Requirement for 2013

The sponsorship requirement is for both financial support and equipment, the Manager and Team are happy to explore and consider all commercial forms of support that will act in the furtherance of the Team and its aims; where vision and enthusiasm can be shared and enjoyed. Mutual support during the heat of competition, and in the relaxed atmosphere off the bike, is important, as is fact that the sponsor would be proud to be associated with the Team.

Sponsors Return

All members of the Team are conversant with the obligations and requirements to promote and gain positive, credible publicity for their sponsors. This aspect of their sport is considered in parallel with the commitment to their racing. In this regard return for a **principal** sponsor would be achieved by:

- The WXC World Racing name would carry that of the sponsor.
- Team vehicles decaled or wrapped for 7 day a week promotional coverage
- All publicity material, promotions and clothing to carry the sponsors branding.
- Press releases and reports to carry sponsors name and logo.
- Agreement with sponsor for publicity, promotions and media marketing for wider mutual benefit.
- Race days will feature banners, boarding and other promotion literature to ensure prime coverage for the sponsor.
- Prime position for promotion on the WXC World Racing website.

For general sponsors by:

- Names and logos carried on promotional material
- Secondary branding on clothing and associated equipment
- Incorporation on publicity and marketing material where space permits.
- Agreement with Principal sponsor for publicity, promotions and media marketing for wider mutual benefit.
- Race days will feature banners, boarding and other promotion literature to ensure prime coverage for the sponsor.

The Team Management will also entertain further involvement with the sponsor as the sponsor may require during the normal course of such a business association. This may include Corporate promotions, media events and press release driven by the sponsor.

WXC WORLD RACING

Sponsorship Overview

In the last eight years WXC World Racing has established their credibility as a major competitor within the cycle racing fraternity.

The depth of ability from Team Management through the Team and capability of each rider is proven; depth of experience also has the backing of youthfulness.

As an established entity the Team offer a sound and secure proposition for sponsorship, thereby reducing risk associated with a new venture or start up Team organisation.

Commitment to the Team's aims and ethos is unwavering and in this a sponsor may find comfort, being associated with a sporting team who fully understand and appreciate the requirements of a sponsor; promotion of that sponsors aims and ethos would become a shared objective.

WXC World Racing offers a very positive, established sponsorship opportunity where constructive and practical high profile returns may be achieved.

Appendix

WXC World Racing

Team Palmares 2004-2012

1 WORLD TRACK TITLE

1 EUROPEAN TRACK TITLE

33 NATIONAL CHAMPIONSHIP TITLES

8 NATIONAL MOUNTAINBIKE SERIES TITLES

1 NATIONAL CYCLO CROSS SERIES TITLE

2 SCOTTISH MOUNTAINBIKE SERIES TITLES

3 IRISH NATIONAL CHAMPIONSHIP TITLE

1 IRISH MARATHON TITLE

1 IRISH NATIONAL JUNIOR CYCLO-CROSS TITLE

1 IRISH MOUNTAINBIKE SERIES TITLE

1 SCOTTISH MOUNTAINBIKE CHAMPIONSHIP TITLE

6 WCRA CHAMPIONSHIP TITLES

BERYL BURTON TROPHY WINNERS

ISLE OF MAN YOUTH TOUR WINNERS

SLEEPLESS IN THE SADDLE TEAM WINNERS

ENDURO 6 WINNERS

2 MOUNTAIN MAYHEM 24 HOUR SOLO WINNERS

SET TO RISE 12 HOUR SOLO WINNERS

2 BONTRAGER 24/12 – 12 HOUR SOLO WINNERS

BONTRAGER 24/12 – 12 HOUR TEAM WINNERS

3 SOUTHERN CHAMPIONSHIP TITLES

3 SOUTHERN SERIES TITLE

UK 24 HOUR SOLO CHAMPION

2 UK 24 HOUR SOLO CHAMPION

1 EUROPEAN 24 HOUR CHAMPION

1 MOUNTAIN MAYHEM 24 HOUR TEAM WINNERS

1 SOUTH WEST CHAMPIONSHIP TITLES

2 SOUTH WEST SERIES TITLES

2010 TRANS WALES SOLO WINNERS

3 BRIGHTON BIG DOG 6HOUR WINNERS

246 WINS

356 PODIUM

451 TOP TEN PLACINGS