



## Colorado High School Mountain Bike Racing League

### Co-Branding Opportunities

August 2009



The Colorado High School Mountain Bike Racing League is a project of the National Interscholastic Cycling Association.



### Colorado League Co-branding Program

This document is intended to provide a clear vision for major corporate sponsorship co-branding opportunities that support the establishment of the Colorado High School Mountain Bike Racing League (Colorado League).

Co-branding programs created around specific sponsor goals with integrated online and onsite components provide a direct connection with the athletes, coaches, families and supporters of the Colorado League.

**“98% of parents say they know what companies support the league. 88% say they support those brands with their purchases.”**

-2009 NorCal Parent Survey





## Co-Branding Opportunities – General Programs



### Colorado League General Co-Branding Programs

Colorado League general co-branding programs provide high visibility onsite exposure with integrated online components that provide sponsors with direct connections to the Colorado League membership.

**Race Number Plates-** Sponsor logo presented in corner of race plate as a Colorado League sponsor. High visibility onsite, in photos, and legacy effect from riders saving their race numbers. Online component includes a photo search tool, and a race results search tool based on plate number system.

**Course Marking and Venue Signs-** Sponsor logo presented in corner of signs as a Colorado League sponsor. High visibility onsite as all elements of the venue and course are marked, high value experiential association with racers and legacy effect from re-use. Online component includes branded venue design guide, signage chart, and purchasing program.

**Awards Podium-** Sponsor logo presented in corner of podium background as a Colorado League sponsor. High visibility onsite, and in photos, with high value legacy effect. The online 'Awards Podium' provides an archive of league, state and national series champions, and award winners.

**Start/Finish Area-** Sponsor logo presented in corner of start finish area banners, wind blades, and gantry as national sponsor. High visibility onsite and in photos.

**Team Uniforms-** Sponsor logo presented on sanctioned team jerseys and uniforms as a Colorado League sponsor. High visibility onsite and throughout riding season, integrated part of team identity. Online team uniforms program includes uniform design guide, ordering, and purchasing program.

**Leaders Jerseys-** Sponsor logo presented in standardized location on leaders jerseys and uniforms as a Colorado League sponsor. High visibility onsite and throughout riding season, integrated part of league identity. Online leaders jerseys are presented in the online 'Awards Podium'.

**Rider Camps-** Onsite sponsor logos on branded skills features, camp t-shirts, and integrated product demos provide high value experiential marketing opportunities. The online rider camps program includes camp listings and information and a virtual product demo program.

### Program Values Available Upon Request



## Co-Branding Opportunities – Zones Program



### Colorado League Zones Program

At races Zones created with tents, wind blades, and barrier fencing provide organizational structure for staging timing, registration, first aid, etc. Online Zones provide organizational structure for the associated information.

**Colorado League Pit Zone** – At races branded Pit Zone tents and wind blades provide a central location for officials, athletes, teams, etc. to structure team and athlete registration staging areas. Critical race info, start times, course map, point series standings, venue map, results, etc. are posted in the Pit Zone. Online the Pit Zone provides registration services and race information for all races, events, camps and programs.

**Colorado League Feed Zone**- At races feed zone marked with branded tent, wind blades and barrier fencing provides designated area to support athletes with hydration, nutrition, eyewear and clothing during races. Online Feed Zone provides athletes with tips on nutrition, hydration, fitness, training, etc.

**Colorado League Speed Zone** - At races branded tent and wind blades provide location for officials, volunteers, etc. to conduct the timing, and produce the results for the races. Branded results pages are printed and posted at the completion of each race onsite, post event newsletter includes links to the online Speed Zone results page on the website.

**Colorado League Photo Zone**- Onsite the photo zone consists of a branded tent and wind blades for high visibility at events. NICA volunteer photographers wear “official photographer” vest to provide visibility during events. Online the Photo Zone hosts the photos page, and photo slideshow on NICA website.

**Colorado League Sanctioned© Neutral Support Zone**- At races branded Neutral Support Zone tent and wind blades provide location for neutral technical support with a selection of basic tools, work stand, air pump, tubes and assorted small parts. NICA volunteer mechanics wear branded shop aprons for high visibility at events. The online Neutral Support Zone provides tips for maintaining equipment, bike set up, etc.

**Colorado League Sanctioned© First Aid Zone**- At races the branded First Aid Zone tent and wind blades provide athletes, spectators, EMS providers, etc. with central location to stage first aid services. First Aid provides sunscreen, solar blankets, rain ponchos, band-aids, etc. Online the First Aid Zone provides health, safety and first aid information, links to trainings, etc.

**Program Values Available Upon Request**