



### Club Sponsorship Attachment

**Southern Crescent Cycling (SCC)** is the premiere cycling organization for the southern counties of metro Atlanta. SCC members participate in a wide range of cycling activities that regularly reach large and diverse audiences.

***Our Mission Statement: The Club is dedicated to the encouragement of all aspects of bicycling. The mission of the Club is to sponsor and support recreational bicycling activities; to encourage bicycling as a lifelong activity, as a beneficial form of exercise, as a method of transportation, and as a sport; and to promote equal road rights and safe bicycling practices.***

We seek sponsor partners and offer tremendous exposure for companies, products, and brands across Georgia and the entire Southeast.

### About The Club

Founded in 2006 and USA Cycling licensed, we are the first cycling club for the southern crescent of metro Atlanta, which primarily includes Henry, Fayette, Butts, Spalding, Clayton, and Rockdale counties.

We are riders and enthusiasts. To us, it is about getting out on a bike and riding – it doesn't matter whether we're gliding along quiet country roads, screaming down hard-packed dirt trails, or lining up at a start line to test our limits. Club members have varied levels of experience and individual goals, from racing team members who race throughout the country, to club members who simply ride for recreation and fitness. Club members are focused on all cycling-related disciplines, including road biking, mountain biking, and cyclocross, Triathlons and track racing. The Club is made up of men, women, juniors, seniors, masters, officials, coaches and mechanics. The Club provides opportunities for people of all ages to participate in safe and social community cycling activities, including group rides, safety training, and community service events. The Club supports the development of competitive amateur racers, promotes safe participation in competitive and recreational cycling, encourages healthy lifestyles, and improves our local communities through volunteer work. In sharing our passion for cycling, our Club reflects positively on everyone involved, including our sponsor partners.

Among our many Club activities are corresponding opportunities for exposure for our sponsor partners:

### Organized Rides

We sponsor regular organized Club rides as the season allows, both for road, gravel and mountain biking. We have various levels and speeds, so riders can choose one with which they are comfortable.



### Cycling Miles

Our members are active cyclists, annually logging some 70,000 miles – across Atlanta roads, the entire southeast, and in parks and trails across the region. That’s thousands of hours of exposure across Georgia and the Southeast for our sponsors’ logos.

### Community Involvement

The Club is dedicated to making our community a better place. We do this by participating in and sponsoring charity rides and events, outreach programs to teach kids about cycling, and lobbying on a local and regional level for bike paths/lanes and safer traffic conditions. In 2018, we partnered with four charities: Haven house, Southside Trail riders composite MTB team, Toys for Tots, and Wings for warriors. For Haven House, we provided 40 plus hygiene bags packed with shampoo, toothpaste, pads, floss, etc. We helped Southside trail riders composite MTB team, **#morekidsonbikes**, raise funds for their jerseys, registration fees for races, and held a bike maintenance class with them. For Toys for Tots, we collected over 45 toys. And lastly, for Wings for Warriors, a local foundation, we raised and donated money for their benevolence fund.

### Benefits of Sponsorship

A sponsor relationship with SCC aligns you with a partner that is ready, willing, and able to help you reach a vast audience interested in health, fitness and cycling. The Team relies on the support of our sponsor partners, and sponsorship provides the Team coaching, competitive development resources, and much needed financial support. Our Club’s broad multicultural and multigenerational appeal provides our sponsor partners with a large, enthusiastic and diverse audience. There are many opportunities for exposure for our sponsor partners thru tent exhibits during our cycling year.

**Team Kits:** Sponsor logos displayed on team jersey, bibs, t-shirts, available to and worn by Club members. *NOTE: The kit design is subject to change, and the images below may not represent the current year.*





**Team and Club Activities:** Promotion through interactive Club activities

### **Sponsorship Opportunities**

We offer a wide range of sponsorship options for businesses and organizations at all levels.

#### **Title Sponsor**

\$2,000

- Team Jersey – large, primary position (front or back)

#### **Stage Winner**

\$1,000 +

- Team Jersey – large, primary position on leg or back

#### **Sprint Champion**

\$950 - \$700

- Team Jersey – large, secondary position on leg and back pocket

#### **King of the Mountain**

\$500 - \$300

- Team Jersey – front top shoulder level; front and back of jersey

#### **Most Aggressive Rider**

\$250 - \$100

- Team Jersey – rear of shorts and T-shirts

### **Southern Crescent Cycling Contacts**

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