



2007 SPONSORSHIP PROPOSAL



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Director's Letter

Dear Prospective Sponsor,

On behalf of the staff, Board, and committed athletes of FCA Endurance, I want to thank you for taking the time to read and consider our sponsorship proposal for the 2007 season.

FCA Endurance is an effort to bring Christian principles into the arenas where junior and adult athletes compete in endurance sports such as triathlon, road racing (from 5k to marathon), cycling, mountain biking, Xterra triathlon, adventure racing, Masters and open water swimming, ultra distance racing, and more. If it is endurance, our goal is to have a Christian athlete or team there, racing and setting an example of the Christian lifestyle.

Specifically, our ministry objectives are tied in with how we hope to make a difference in the world of endurance athletics. We aim to:

1. Minister to the Endurance World – We want to tell the endurance sports world about the love and surpassing joy of knowing Christ.
2. Unite Christian Endurance Athletes – We want to form a national and international team/network of endurance athletes that is united in purpose, living and competing for God's glory, and celebrating our many blessings.
3. Spread the Word about FCA – We want others to know how the Fellowship of Christian Athletes is changing lives, and how to help them in their cause.

We are Competitors for Christ. We adhere to a code – the Competitor's Creed. We are on a mission, and we are looking not only for sponsors who will help us to achieve our goals, but who are also interested in standing alongside of us as partners in sponsoring these sports as well as this outreach.

Please take some time to read through this packet, get to know FCA Endurance and some of our athletes, check out our website (www.fcaendurance.org), and prayerfully consider how you might be able to help us in 2007. If you have any questions, please do not hesitate to let us know.

Sincerely in Him,

*Chris Anderson
Executive Director, FCA Endurance
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(612) 366-2191*

Sponsorship of FCA Endurance – An Investment in Endurance Sports and Ministry



OCTOBER 30, 2005:

FCA-E Teammate Carl Rundell of Rochester Hills, MI leads the pack on the way to a 2nd place finish at the 2005 Marine Corps Marathon in Washington, D.C.
Photo courtesy of marathonphoto.com

Can sponsorship of FCA Endurance (FCA-E) really be characterized as an "investment"? We think the answer is "yes."

The FCA-E National Leadership Board believes that God has given it to them, the FCA-E paid staff, and volunteers around the country to be the caretakers of a very special new sports ministry. In just under two years, FCA-E has signed up Teammates from all over the country (**as of October 2006, we have over 300 committed Ministry Partners and Teammates representing 42 states and 3 foreign countries**). And FCA-E members have reached out to dozens of other members of the endurance athletics community with outreach-oriented activities at high-profile events like the Ironman World Championships, Ironman Arizona, Ironman USA (Lake Placid), Ironman Coeur d'Alene, Twin Cities Marathon, California 70.3, Life Time Fitness, Wildflower and EagleMan Triathlons. Hundreds, if not thousands, of other athletes have seen the FCA-E banner at races like the Marine Corps Marathon, the Florida Half Ironman, Ironman Wisconsin, the Duke Blue Devil iron-distance triathlon, St. Anthony's Triathlon, and other events all over the country.

While we have been abundantly blessed thus far, we feel like this is just the beginning. We believe that God wants to keep growing this network, and to use the ministry's corps of highly motivated and disciplined Teammates to keep pushing this outreach throughout the United States and the world beyond.

As is the case with any start-up venture, investment will continue to be critical as FCA-E attempts to capitalize on this momentum. To date, FCA-E has been richly blessed by reaching out to individual athletes for participation, fellowship, as well as in receipt of contributions of time and treasure. However, we believe it is equally important to find ways to let it be known to believers and non-believers that a Christian way of life is not just an individual choice. We need to help our constituency understand that Christian principles can also be the foundation for running a respected and successful business. Our desire is to partner with businesses such as these, not only to get the word out about FCA-E, but also to share the missions and messages of these businesses with our Teammates and the broader endurance community at large. In this way, the ministry, the sponsor, and the sport can each benefit greatly.

In recent years, corporate sponsors of endurance sports have increasingly benefited from the exposure to a participant population that is well educated, possessed of a high brand loyalty, concerned with value and quality, and that tends to be blessed with a high discretionary income. Although this is by no means an attempt to pitch a prosperity-based theology, the fact remains that a company could directly and indirectly benefit from aligning itself as a sponsor of talented, committed, and Christian athletes like those of FCA-E.

Athlete Profiles

These are just a few of the 250+ athletes who proudly race under the FCA Endurance banner in their training and racing. To be a "Teammate" of FCA-E, one must be a Christian, agree to sign and abide by the Competitor's Creed (see Appendix A), wear our Team's colors during one endurance race per year, and be willing to share their Christian Faith or answer Christian-related questions during events. FCA-E corporate sponsors will be uniquely positioned not only to assist these athletes with training and racing through their support and discounts on apparel, equipment, and supplies, but will also be seen by other athletes as aligning themselves with a mature and exemplary group of competitors.



Carl Rundell

Carl is a business consultant and pro-runner from Michigan. Until 2005, he ran with Hansons-Brooks, but now feels led to race more openly for Christ with Team Endurance. While he has a history of great finishes, in 2005 he placed second overall at the Marine Corps Marathon and was the 8th fastest American at the Boston Marathon. He has also qualified for the 2008 Olympic Marathon trials, and is an Olympic hopeful. Beyond this, he loves the Lord.

"...run with endurance the race that lies before us, keeping our eyes on Jesus, the source and perfecter of our faith..." Hebrews 12:1-2

Hector Tovar

Hector is a Major in the US Army serving at Kirtland Air Base in New Mexico. He has had numerous top 5 triathlon and marathon finishes in 2005 as well as being part of the 1st place team (Army) in the '05 Armed Forces Ironman World Championships, in Kona, HI. He has since shared this race experience and Christ with numerous athletes.

"Do you not know that in a race all the runners run, but only one gets the prize? Run in such way as to get the prize." I Corinthians 9:24



Laurie Abrams

Laurie is a mother and Accounting Manager for Calvary Chapel Church of Albuquerque, NM. She is former pro triathlete ('96-'00) where she had several top ten finishes (1/2-full Ironman) as well as being the 1998 National Long Course Champion. She also has ministry experience. In '00 and '01, she was part of group that brought triathlon and the Gospel to Nairobi, Kenya. In '05 she participated in many local races as well as Ironman Wisconsin.

"Therefore, since we are surrounded by such a great cloud of witnesses, let us throw off everything that hinders and the sin that so easily entangles, and let us run with perseverance the race marked out for us." Hebrews 12:1

Dr. Dave Dow

Dave is a father, high school coach, and chemist from St. Paul, MN. He has won nearly every triathlon in the state of MN at one time or another and has been a top 50 Ironman finisher. In 2005, he was 9th at the Age Group Worlds for Olympic distance triathlon and won the US National Cross-Country Ski Masters Championship (45-49) and the Pepsi 50K Classic race.

"How happy is everyone who fears the Lord, who walks in His ways!"
Psalm 128:1



Representative Events

Ironman World Championships – October 2006. FCA Endurance had the amazing opportunity to host a booth at the official Ironman Kona Expo this year. Many consider this event the pinnacle of endurance sports, and our ministry volunteers were able to hand out many resources and New Testaments, as well as discuss spiritual topics with attendees and participants all week long. We were also able to partner with other ministries at the pre-event worship service (Iron Prayer) in which 50+ people gathered to worship the Lord through music, prayer, and athlete testimonies from Heather Gollnick and JR Rosania.

ICTN Endurance Camp/Retreat – January 2006. FCA-E teamed up with fellow International Christian Triathlon Network (ICTN) ministries to hold the first-ever Christian endurance sports camp and retreat, in Phoenix, AZ. Attendees shared in prayer and devotional time together, got training that will equip them to better share their faith with others in their work and sport communities, and got sports-specific skills training from coaches like JR Rosania, Brian Grasky, and others, as well as professional athletes Heather Gollnick and former XTERRA World Champion Jamie Whitmore. The event sold out in 2006 with over 75 participants, and we are partnering up again to hold this camp in January 2007 with an attendance goal of 125.

Life Time Fitness Triathlon – July 2006. FCA-E had a booth at the event expo where we were able to pass out resources and discuss Christianity and FCA Endurance with attendees. We also hosted an afternoon with USA triathlon Olympian and former #1 in the world, Barb Lindquist. Here Barb put on a brief transitions clinic and shared her testimony powerfully. We also held a brief, unofficial pre-race prayer on race morning.

Ironman Coeur d'Alene – June 2006. FCA-E was able to partner with local churches to be present at the week-long event expo, handing out resources and encouraging people. We were also able to lead the Iron Prayer event (over 50 attendees) where Heather Gollnick and JR Rosania spoke powerfully, and further partner with local churches to help serve the athletes a free pancake breakfast (hundreds were served) where we could engage them in spiritual conversations.

Ironman Arizona Pre-Race Prayer Event – April 2005, 2006. Teammates helped raise funds to purchase a spot in the Ironman pre-race expo. FCA-E participated alongside fellow ICTN ministries to put on the expo and conduct a pre-race prayer service (Iron Prayer) at the race's headquarters hotel. Over 80 (2005) and 100 (2006) athletes, friends, family members, and race personnel attended to share pre-race prayers and devotions, and to hear 3-time Ironman race champion Heather Gollnick share her personal testimony.

Ironman USA – Lake Placid, NY – July 2005, 2006. FCA-E Teammates participated in, and networked with other Christian endurance athletes and North Country Ministries at a pre-race prayer event. In 2005, Heather Gollnick provided those in attendance with pre-race inspiration and a bold witness as 100 competitors and their families joined together to celebrate Christ. There were also 2 salvations and 1 rededication to Christ as a result of the event. In 2006, over 200 attended, 9 were saved, and 3 athletes were even baptized in Lake Placid after the event.

Ironman 70.3 California Pre-Race Event – March 2006. FCA-E Teammates were able to organize and hold a pre-race praise and prayer event on the beach in Oceanside the day before the event. Although the weather was cold, rainy, and windy, over 25 people gathered to sing, hear inspiring messages, and pray together.

Wildflower Triathlon – May 2006. We were able to participate in the pre-race worship service held by local churches and the local FCA staff. It was a great event, and a member of our Leadership Board, Laurie Abrams, was able to share her message regarding Christ's love.

Twin Cities Marathon – October 2005, 2006. Each year, we were able to partner with the marathon and a local church to hold a pre-race worship service on race morning. Athletes worshipped together through music, encouraging words, and prayer. After the service, athletes went down stairs to stretch and prepare for the race while we served them Hammer HEED, bananas, bagel bites, as well as encouraged them for their day.

FCA Endurance Burnsville 5K – July 2006. This summer we partnered with a local church and were able to host our own race, a 5K, in a Minneapolis suburb. We had an optional praise and prayer service before the race and started and ended the race near the church. It was a great event, and was not only a great inaugural race for Burnsville, but will also serve as a model for similar races across the country of varying distances. In conjunction with the race, USA '08 Olympic hopeful Carl Rundell came to Burnsville and spoke 5 times during that weekend to race participants, youth ministry, at a golf tournament, and at a local running shoe store. He spoke about running and running for Christ.

Financial sponsorship of FCA Endurance will help the ministry to achieve budget goals that will permit FCA-E to continue to participate in, and help fund additional events such as these, as well as to pay travel expenses for professional coaches to attend a juniors endurance camp at a FCA Camp in the summer of 2007. It's also worth noting that all of the ministry program expenses listed above were paid through giving to the ministry, but travel and lodging expenses were paid by the individual volunteers. In addition to the races listed above, FCA-E Teammates participated in hundreds of local and regional races in 2006. As the Team grows and continues to be blessed, we believe that 2007 will present the Team with the possibility of being part of over a thousand races and events across the country and around the world.

Why We Need Your Sponsorship

For the reasons stated above, we covet and need your sponsorship for 2007. Together, we can continue a good work that God has begun at a grass-roots level. Your generous support will help us to:

- *Maintain a baseline staff presence within the broader FCA organization, which will give our ministry unparalleled access to tangible and relational resources that will ensure the continued growth and maturity of the ministry.*
- *Permit FCA Endurance to fund or participate in funding for outreach events at larger endurance events around the country.*
- *Help FCA Endurance to provide partial funding or expense reimbursement for professional coaches to assist with juniors training at an FCA Endurance camp in the summer of 2007.*
- *Provide FCA Endurance with the means to make FCA-E and sponsor-branded apparel available on a cost-effective basis to Teammates.*
- *Demonstrate to the endurance community that there are organizations as well as individuals who are committed to the cause of Christ in endurance sports.*

Sponsorship Levels

Team Sponsorship: \$5,000

General Benefits

- Logo on all gear (jerseys, shirts, etc.) produced during 2007
- Lead position on web site with sponsor hyperlink
- One spot on the National Leadership Board (if interested and approved by the current board)
- Participation with other sponsors in cross promotions
- Exclusivity within product category
- Large thank you package

Event Benefits *

- Lead position / mention in all media promotions
- Frequent mentions by event announcers
- Name on exterior of participant's event packets
- Distribution of literature / coupons in event packets
- Information booth / table in finish area of event (1st choice location)
- Start and Finish line banners
- Special employee volunteer opportunities with VIP recognition

Single-Sport Sponsorship: \$2,500

General Benefits

- Logo on all gear produced for a single sport (triathlon, cycling, running, etc.) during 2007
- Logo on web site with hyperlink
- Exclusivity within product category for that sport / region
- Participation with other sponsors in cross promotions
- Thank you gift

Event Benefits *

- Prominent position / mention in all media promotions
- Frequent mentions by event announcers
- Distribution of literature / coupons in event packets
- Information booth / table in finish area of local event
- Race course banners
- Special employee volunteer opportunities with VIP recognition

Local Event Sponsorship: \$500 *

- Logo on event merchandise
- Banner identification at start and finish areas
- Recognition on event website
- Occasional mention by event day announcers
- Rolling mention in media spots
- Mention during the awards presentations
- Distribution of literature / coupons in participants' race packets
- Thank you certificate

* Event Benefits will be provided by FCA Endurance for all **local** events **hosted** by FCA Endurance during the year of your sponsorship. These events are still being worked out, but could include local racing events (5K's, triathlons, etc.), camps, and pre- and/or post-race praise and prayer events. Please bear in mind that events are subject to many factors, and the actual number of events held may be impacted by cancellations or postponements beyond the control of FCA Endurance. We will also do our best to give our sponsors as much recognition as possible at other events (local, regional, or national) in which we will participate but are not in control of (events we hold pre-race prayers for, event expos we attend, events we volunteer at, etc.). Our ability to market our sponsors at these non-FCA Endurance events will in some cases be up to race or event directors. For further questions regarding Event Benefits, please contact Chris Anderson, FCA Endurance Executive Director, at 612-366-2191.

Summary Page/Application Form

Thank you for taking the time to read through this Sponsorship Proposal. FCA Endurance has followed God's leading by starting this exciting ministry and continued to seek His will as we look toward the future and how we can best grow this ministry and its reach. We have been abundantly blessed, and are excited about what God has done and what He will continue to do through us in the future. It is our desire that you prayerfully consider how your company might partner with us to expand God's Kingdom within the endurance sports world. May you follow God's will, and may He bless you deeply for it.

Company Name: _____

Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Person Phone (W): _____ (C): _____

Email Address: _____ Web Site: _____

Sponsorship Level:

- Team Sponsorship: \$5,000.00
- Single-Sport Sponsorship: \$2,500.00
- Local Event Sponsorship: \$500.00

Payment Details:

Date(s) you would like to make payment(s): _____

How you would like to make payment (check, donated product(s), discounts, etc.):

Please contact Chris Anderson, FCA Endurance Executive Director, or visit our web site with any questions.

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The Competitor's Creed

I am a Christian first and last.

I am created in the likeness of God Almighty to bring Him glory.

I am a member of Team Jesus Christ.

I wear the colors of the cross.

I am a Competitor now and forever.

I am made to strive, to strain, to stretch and to succeed in the arena of competition.

I am a Christian Competitor and as such, I face my challenger with the face of Christ.

I do not trust in myself.

I do not boast in my abilities or believe in my own strength.

I rely on the power of God.

I compete for the pleasure of my Heavenly Father, the honor of Christ and
the reputation of the Holy Spirit.

My attitude on and off the field is above reproach – my conduct beyond criticism.

Whether I am preparing, practicing, or playing;

I submit to God's authority and those He has put over me.

I respect my coaches, officials, Teammates and competitors out of respect for the Lord.

My body is the temple of Jesus Christ.

I protect it from within and without.

Nothing enters my body that does not honor the Living God.

My sweat is an offering to my Master.

My soreness is a sacrifice to my Savior.

I give my all – all of the time.

I do not give up. I do not give in. I do not give out.

I am the Lord's warrior – a competitor by conviction and a disciple of determination.

I am confident beyond reason because my confidence lies in Christ.

The results of my efforts must result in His glory.

Let the competition begin.

Let the glory be God's.

