



SPONSORSHIP PROPOSAL

New Orleans Bicycle Club

2011-2012



nobc
NEW ORLEANS BICYCLE CLUB

The New Orleans Bicycle Club

Introduction

The New Orleans Bicycle Club, established in 1969, is dedicated to promoting bicycling, with the emphasis on bicycle racing, in the greater New Orleans area. The NOBC is one of the most diverse racing clubs in the region, representing competitive and recreational cyclists across all classes and categories. In addition to fielding competitive teams at nearly all Louisiana and Mississippi road races, the club is also actively involved in rider development, event promotion, and charitable events.

As one of the oldest bicycle clubs in the southern United States, the NOBC has remained at the forefront of competitive cycling for over 40 years. Since 1969, the club has been a member of the national governing body for bicycle racing in the United States (USA Cycling), annually organizing and promoting numerous competitive events, including the Tour de Louisiane. The Tour is the longest-running bicycle stage race in the United States. The club maintains an open membership policy and serves as an entry point for cyclists seeking enjoyable and successful recreational and competitive cycling careers.

Who Are We?

With approximately 60 members, including over 40 active USAC-licensed racers, the NOBC is one of the largest and most active bicycle racing clubs in the state. The NOBC is dedicated to the development of competitive cyclists in an atmosphere of fun, safety, and camaraderie. In addition to its rider development and racing activities, the club has decades of experience in race promotion and organization, and its members serve as important resources for aspiring riders and visitors seeking information on cycling in the greater New Orleans area. Most NOBC members live in the Greater New Orleans area, including the northshore communities of Mandeville, Covington, and Slidell.

Club members are also active at the state and national levels. The club includes a number of licensed USA Cycling racing officials and coaches, and club members are closely involved with the Louisiana-Mississippi Bicycle Racing Association (LAMBRA). LAMBRA is an organization of USA Cycling member clubs that, in association with USA Cycling, manages the day-to-day administrative needs of racing clubs, promoters, and individual members in Louisiana and Mississippi. LAMBRA coordinates an annual calendar of racing events and manages the popular LAMBRA Cycling Cup Series (LCCS) points competition.

Cycling Demographics

Licensed Racers

- Number of licensed racers: 72,000
- Median Age: 34
- Median Household Income: \$75,000+
- College Graduates: 81%
- Post Graduate: 27%
- Professional/Managerial: 57%

Recreational Riders

- Total U.S. Cyclists: 64.3-million
- Adults (16 and over): 48-million
- Children: 14.3-million
- Avid cyclists (Fitness/health): 31-million
- Male/Female Ratio (Adults): 45%/55%
- Median Age: 32
- Median Household Income: \$60,000+

Spectators

- Adults (16 and over): 9-million
- Male/Female Ratio (Adults): 50%/50%
- Median Age: 37
- Median Household Income: \$75,000+

Tour de Louisiane and other Club Sponsored Events

The Tour de Louisiane, celebrating its 40th year in 2011, is the club's signature event. It is a 2-day bicycle stage race offering three stages for each five racing categories. As the oldest stage race in the United States, the race attracts riders from throughout the southern U.S. Although the race has some special event sponsors, all NOBC club sponsors are also listed as sponsors of the Tour and included in promotional materials, banners, and the event website. All Tour sponsors are highlighted in the official Race Bible that is distributed to all participants, and title sponsors are featured on the official results website. In addition to the Tour de Louisiane, the NOBC promotes other competitive events such as the popular **2-Person Time Trial** held each Spring. All club-sponsored competitive events are held under event permits issued through USA Cycling (USAC) and come under the USAC general event liability insurance policy. Riders holding USAC racing licenses, which are required for most of the categories, are additionally covered under the USAC rider accident insurance policy.

Why Sponsor the NOBC?

Cycling is one of few sports that fully embraces corporate sponsorship. Team uniforms display sponsor logos throughout the entire year at races, training and charity rides, and other cycling-related events. As a lifelong activity, cycling appeals to children, families and adults, reaching a broad audience that goes beyond traditional demographics. It offers an exciting results-driven, technologically innovative sport in a healthy, environmentally sound format. As one of the most popular and fastest growing sports in the USA, bicycle riding is a \$3.5 billion industry and the second most popular recreational activity in the world, attracting significant public attention a high media presence.



Company logos are prominently displayed on the club's website, team uniforms, and printed materials, with design space and size allocation based upon total value of the sponsor's contribution to the team's budget. Bicycle racing can be expensive for active competitors, with racing bikes ranging from \$2,000 - \$10,000. Typical additional annual expenditures (travel, equipment, clothing, coaching, fees, etc.) for an active racer can easily exceed \$6,000. The NOBC uses its budget to cover entry fees for its member riders in state championship events, to defray the cost of team uniforms, maintain the club's website, cover some of the event promotion costs, hold club meetings and social events, etc. The NOBC email list, hosted by Yahoo.com, includes over 300 active cyclists, and the club also maintains an active Facebook page.

Selected 2010 Race Results *Top-10 Finishes*

- **140 Top-10 Placings in LAMBRA Events**
- **65 Podium (top-3) Placings in LAMBRA Events**
- **LAMBRA Cycling Cup Series**
 - 2nd, 3rd in Master 40+
 - 3rd, 4th, 9th in Women Cat. 1-4
 - 1st, 10th, 11th in Junior Cat. 1-5
 - 3rd Team Overall

Sponsorship Levels

All commitments are 'per year' for a minimum of 2 years. Sponsorship amounts listed below represent minimum annual commitments. All primary sponsorship levels include the following:

- Logos on team uniform, website, email newsletters, banners displayed at events, and all marketing products. (Size and placement of logo will vary depending on level of commitment).
- Logos and sponsorship acknowledgement in Tour de Louisiane Race Bible.
- Opportunity to display product at club-sponsored events.
- Opportunity to promote products directly to members via the NOBC mailing list (generally limited to once per month).

Yellow Jersey Sponsor (\$4,000/Yr.)

Club Title Sponsor. Becomes the Team name (New Orleans Bicycle Club, presented by "---") Most prominent location on team clothing. Opportunity to be the Title Sponsor of the Tour de Louisiane.

Green Jersey Sponsor (\$2,500/Yr.)

Secondary Title Sponsors. Logo prominently displayed on team clothing.

White Jersey Sponsor (\$250/Yr.)

Logos displayed on team clothing

Supporter

In-kind supporters' logos displayed on donated equipment, supplies, banners, tents, etc., as appropriate.



2010 Sponsors



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