

# Los Gatos Bicycle Racing Club

## A USA Cycling Club of the Year



Some of our LGBRC members assembled at our annual picnic.  
Two members are wearing state championship jerseys (© Luke Burton)

### **What is Los Gatos Bicycle Racing Club?**

- ***A four-time USA Cycling National award winner: Club of the Year (2008 and 2004), Women's Team of the Year (2003) and Regional Club of the Year (2001)***
- ***One of the foremost amateur teams in the US with State, National and World Champions***
- ***A cycling club and race team that brings together members of the community to promote a healthy lifestyle in a supportive setting***
- ***A positive way to present sponsor messaging***
- ***A "green" way to present sponsors' logo impressions on the road and in the media***

Our founders, US Olympians Bob Tetzlaff and Jack Hartman, created the LGBRC in 1960. Over the following 51+ years, ten LGBRC members have raced in the Olympics, four have become World Champions, many have become State and National Champions and several have joined the professional ranks of cycling. Our founder Bob "King of the Road" Tetzlaff was inducted into the US Bicycling Hall of Fame.

Since then, the LGBRC has been rated several times by USA Cycling, the governing organization of all bicycle racing clubs in the US, as the Club of the Year based on its organization, community service and race results. We have been featured on NBC news, KLIV radio, Cyclingnews.com, VeloNews.com and in national and local newspapers and magazines. Members have been featured in advertisements for software (e.g., SugarCRM) and consumer products companies (e.g., Nike) and even the brochure of the Tech Museum of Innovation in San Jose.

Our members participate in regional races, state, national and world championships plus the Olympics in all cycling disciplines – road, track, mountain biking and cyclocross. Motivated by your sponsorship, the LGBRC strives to support all active members regardless of age, gender or skill level, in their personal cycling goals.

## **LGBRC in Northern California, the Nation and the World**

Northern California/Nevada is the largest and the most competitive bicycle racing region in the United States. As one of the largest race licensed clubs in Northern California/Nevada, the LGBRC boasts over 110 members who predominately live and work in Silicon Valley. Our membership includes students, physicians, engineers, educators, entrepreneurs and other professionals and non-professionals. We are highly motivated amateur cyclists and have a common bond in our passion for cycling. We dedicate ourselves to the success of our club in all areas of the sport: racing, promoting our sponsors and serving our local community.

Our team kit is not only highly visible in California, but also around the nation and, occasionally, the world. We proudly present our sponsors on during weekly team training rides and racing. Our sponsors' logos with their URLs are on our website ([www.lgbrc.org](http://www.lgbrc.org)) and our newsletter, "The Catalyst," and have been featured in diverse media such as high tech product brochures, newspapers, magazines, billboards, commercials (e.g., NBC, Versus, ESPN) and public (e.g., KTEH) TV and other local events such as the Silicon Valley Marathon.

The LGBRC also promotes the Cat's Hill bicycle race ([www.catshill.org](http://www.catshill.org)) in Los Gatos and the new Foothill College Circuit Race ([www.foothillcollegecircuitrace.org](http://www.foothillcollegecircuitrace.org)) in Los Altos. Since 1974, the Cat's Hill Criterium has been an internationally known event in both the professional and amateur cycling community. Cat's Hill has earned over 1.3 million media impressions per year and has made a very long lasting impression on some of its famous participants. For example, winning the 1978 Cat's Hill is still a favorite memory of three-time Tour de France winner Greg LeMond. The race has also been won by world champion Karen Brems, and numerous other professional bicycle racers such as Jackson Stewart, Ben Jacques-Maynes, Christine Thorburn, and Megan Guarnier. The race is well attended by both cyclists and spectators. Cat's Hill also features a free kid's race for the local community in which all participants receive a gold medal. We will be celebrating the 39<sup>th</sup> anniversary of the race in May 2012.

### **Community Involvement**

The LGBRC promotes cycling at the grass roots level through closely supervised training and education. We provide significant support, including extensive board membership, for San Jose's Hellyer Park Velodrome ([www.ridethetrack.com](http://www.ridethetrack.com)). We have devoted significant time to the town of Los Gatos and is an ambassador member of its Chamber of Commerce. We support local charitable organizations such as Los Gatos Education Foundation (LGEF), Community Against Substance Abuse (CASA) and other various community and national programs. Finally, we donate all of its new unsold team kits to bicycling organizations in Mexico, Rwanda, Kenya and Canada. Project Rwanda, to whom our kits have been donated, was recently featured in an article in The New Yorker. The LGBRC is truly an outstanding member of the world cycling community. [http://www.newyorker.com/reporting/2011/07/11/110711fa\\_fact\\_gourevitch](http://www.newyorker.com/reporting/2011/07/11/110711fa_fact_gourevitch)

### **Sponsorship – Where does your support go?**

The 2012 LGBRC team expects to continue to be one of the foremost amateur teams in the country and will be participating in many local and national events. Your sponsorship will help support our racers to compete at all levels. We use your funds to help subsidize team clothing, travel and race entry expenses. Note that we do not use any sponsorship funding for the purchase of any bicycles or equipment. Sponsors receive terrific promotional benefits based on specific dollar levels as outlined on the last page of this brochure. While all level of sponsor's logos and URLs will be featured on our website and newsletter for the entire year, sponsor's logos above the associate level will also be personally carried by hundreds of our riders as moving human billboards. Media impression analysis indicates that this is a very cost effective way to promote your organization. Title sponsorship includes even greater rewards, as outlined below. Finally, cycling has experienced phenomenal growth in popularity in both participation and viewership, and thanks to events such as the Tour de Cure, AIDS LifeCycle, and the Lance Armstrong Foundation LIVESTRONG Challenge, a broad audience is receptive to the message of health and active lifestyle conveyed by cyclists.

If you have any questions concerning the LGBRC and how your organization can get involved with sponsorship of the team, and/or the 39<sup>th</sup> Cat's Hill Classic or our 2<sup>nd</sup> Foothill College Circuit Race, please contact Barry Gordon at 408-978-8200 (work), 408-395-6611 (home) or [bgordon@structint.com](mailto:bgordon@structint.com). We thank you for your consideration.

## 2010 – 2011 Team Los Gatos Season Highlights

### Season Racing Statistics

140+ Top Ten Placings  
30+ Victories, 20+ Seconds, 30+ Thirds

#### Total California State Championship Medals

76 Gold, 35 Silver, 34 Bronze

#### Total USA National Championship Medals

37 Gold, 21 Silver, 32 Bronze

#### Total World Championship Medals

14 Gold, 3 Silver, 3 Bronze

#### US Bicycling Hall of Fame

Bob "King of the Road" Tetzlaff 2003 Inductee

### LGBRC Sponsored Events and Community Activities

Cat's Hill Classic since 1974  
Foothill College Circuit Race (raises funds for a bike path)  
Community Against Substance Abuse - CASA  
Los Gatos Chamber of Commerce, Alex Smith Foundation  
Los Gatos Education Foundation, Team Rwanda, Team XTATIC  
Los Gatos High School Marching Band, Los Gatos Holiday Parade  
Youth Science Institute, El Club Zacanta Bike, Mazatlan, Mexico  
World Deaf Cycling Championships, Forrest City Velodrome, Toronto

#### **LGBRC summary:**

- 1) Our members are highly visible in a positive way in affluent/health-oriented communities.
- 2) We have a diverse member-base that exposes sponsor brands all over the broad community of Silicon Valley.
- 3) The club organizes very popular and well-attended races in great locations.
- 4) We have impressive media coverage and results.

### LGBRC 2011 Team Sponsors

Belgian Diamonds  
Renaissance Stone Care and Waterproofing  
Structural Integrity Associates, Inc.  
Hughes Dental Group  
Cupertino Bike Shop  
Kensington Yachts  
William H. Tolhurst, DC  
BioGeorge  
FLIN Sports  
Sports Basement  
Specialized  
Voler Team Apparel  
Clif Bar  
Nicerpage Web Design  
Timbuk2 Designs



Project Rwanda member wearing a donated LGBRC kit



LGBRC's Anna Davenport on her way to placing second at the NCNCA Masters State Road Race Championships on August 14,, 2011 (©Tim Westmore Photography - Argentum Imago)



# LGBRC Team Sponsorship Levels

Sponsorship Level	Sponsorship Benefits	Minimum Fee*
Associate	<ul style="list-style-type: none"> <li>Tax deductible advertising expense</li> <li>Sponsor's logo and URL on team website <a href="http://www.lgbrc.org">www.lgbrc.org</a></li> <li>Advertisement in each issue of the LGBRC newsletter "The Catalyst"</li> <li>Free vendor booth space at the Cat's Hill Classic bicycle race</li> <li>Participation in team equipment support programs</li> </ul>	\$500
Logo	<ul style="list-style-type: none"> <li>Advantages of Associate Sponsorship</li> <li>Sponsor's logo on team clothing</li> </ul>	\$1,000
Major	<ul style="list-style-type: none"> <li>Advantages of Logo Sponsorship</li> <li>Significant placement of sponsor's name on team clothing and website</li> <li>Sponsor's name and/or logo appears race advertisements, posters and other media distributed by the club</li> <li>Free use of team member's likenesses in sponsor's advertising</li> <li>Seminars, demonstrations, etc. as requested by the sponsor</li> </ul>	\$3,000
Premium	<ul style="list-style-type: none"> <li>Advantages of Major Sponsorship</li> <li>Prominent placement of sponsor's name on team clothing (e.g., shorts)</li> </ul>	\$6,000 (May be included w/title)
Co-Title/Title	<ul style="list-style-type: none"> <li>Advantages of Premium Sponsorship</li> <li>Listed on USA Cycling website <a href="http://www.usacycling.org">www.usacycling.org</a> as title/co-title sponsor</li> <li>Listed on NCNCA website <a href="http://www.ncnca.org">www.ncnca.org</a> as title/co-title sponsor</li> <li>Dominant placement of sponsor's name on team jersey</li> <li>Participation in selection of secondary sponsors</li> <li>Position on the club's Board of Directors, if desired</li> </ul>	\$10,000 (non-exclusive title) \$20,000 (exclusive title) \$30,000 (maximum exposure title)

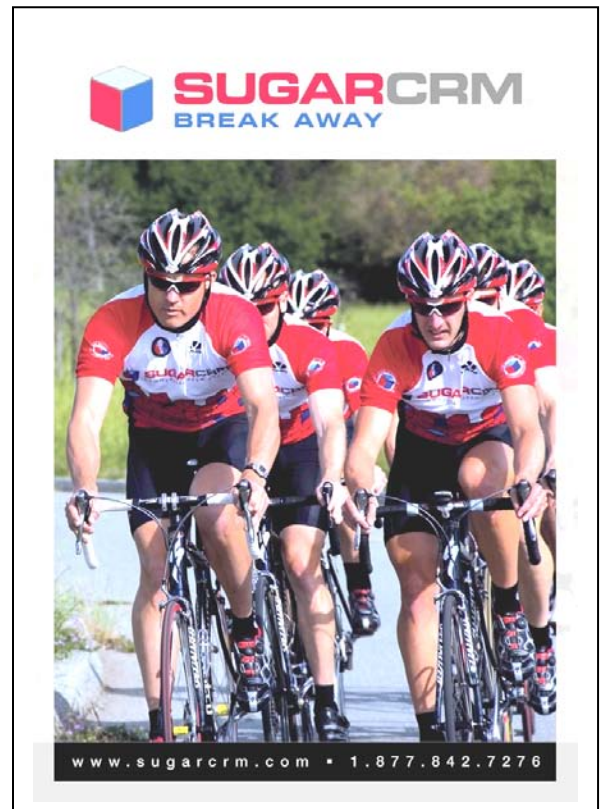
\* These are minimum suggested starting fee points. The LGBRC is open to other financial considerations.



The peleton races up the 23% grade Cat's Hill (©Garrett Lau)



Kenya's Team XTATIC with donated LGBRC kits



This advertisement is an example of the LGBRC's promotion of a sponsor. A huge billboard of this poster was placed on Highway 101 near SFO. This type of promotion is always included free with major sponsorship support. (© SugarCRM)