University of North Dakota Cycling
Sponsorship Information
2010-2011 Season

The University of North Dakota Cycling Team (UNDCT) is getting ready for our 2010-2011 season and we couldn't be more excited! After last year of being Conference Champions two years in a row, teammates representing UND at the National Championships, and a number of very exciting finishes in our local "pre-season" summer events, UNDCT is looking forward to continuing the great progress we've made as a team and representing the great UND sports traditions that we've all grown to love.

Cycling offers a myriad of benefits to riders and communities: a healthy lifestyle, a great tan, and a chance to lose inhibitions (not everyone is used to wearing green and black lycra!). Whether riding backcountry roads or backwoods trails, the possibilities for fun, excitement, and personal gain are endless.

As cyclists, we have the opportunity to provide sponsors with countless hours of advertising, just by wearing our team jerseys and shorts. With 10+ members riding with UNDCT, this amounts to an average of 10,000 hours of advertisement time per year all across North Dakota.

Not only does our team compete locally and around the state of North Dakota, our riders also compete in races nationwide. From New York to Alaska and every where in between, our riders not only represent the University of North Dakota but our sponsors as well. With the addition of jersey sales through the Ski and Bike Shop sold to fans and alumni throughout the world, the advertising potential is truly endless.

We thank you for your consideration of sponsorship and look forward to your involvement with the University of North Dakota Cycling Team.



Team Time Trial D2 Champions in Kansas, Erik Sanders, Chad Boehm, Mario Czarnomski, Logan Evans (4/18/10).

About us:

The University of North Dakota Cycling Team will be entering another full season of racing in the North Central Collegiate Cycling Conference (NCCCC), which is a division of the National Collegiate Cycling Association (NCCA). The NCCCC consists of 15 teams from North Dakota, South Dakota, Minnesota, Iowa, Kansas and Nebraska. Conference information is available at www.nc-cycling.com.

There are four "seasons" in the NCCCC calendar: road, track, mountain bike, and cyclocross.

Road racing (spring):
Our team's primary focus is road racing. This includes individual time trials, team time trials, criteriums, and road circuits. Both of the time trial events are races in which a solo rider or a team of riders competes against the clock over a distance of about 15 miles. Criteriums are known as "The NASCAR of Road Cycling," consisting of very short (typically no more than 1km) and very tight courses. They run very fast and will have anywhere from 20 to 60 laps depending on the speed of the peloton. Road races are also typically lap races with much bigger loops. The typical road race can go anywhere from 20 to 120 miles!



Chad Boehm (Grad Student), Logan Evans ('12), Erik Sanders ('11), Lead the Competition in Kansas road race (4/17/10).

Track racing (summer):
Contested on track bicycles, which are known for their fixed gearing are held on a velodrome (a steeply banked track), track racing has it all, from speed to strategy. We are growing the team in order to be more competitive in this discipline in the future, but it requires very specific equipment. As the second-closest team to the single velodrome in our conference, however, we could make quite an impact.

Mountain bike racing (fall):
UNDCT's fall focus is mountain bike races, for which we have a growing number of riders. Two years in a row UND cycling team has hosted a mountain bike series at the Maplelag Resort in Callaway, Minnesota.



Erik Sanders ('11), Andrew Yost (graduate student), Chad Boehm (graduate student) and Matt Burton-Kelly (graduate student) compete in the Short Track event at the UNDCT MTB Season Opener at Maplelag Resort in Callaway, Minnesota (08/30/08).

Cyclocross (winter):
Cyclocross is a hybrid style between road and mountain bike racing, involving off-road riding with forced dismounts and knobby tires. UNDCT has previously hosted a number of cyclocross races successfully due to our extreme winters.

2009-2010 Results

North Central Collegiate Cycling Conference Road Championships:
1st Place in Division 2 Team Overall, 4th Place Team Omnium
4th Place Women's Omnium, 5th Place Men's Omnium
1st Overall Men's B, 2nd Overall Men's C, 1st Overall Women's D, 1st Overall Men's D
Five Individual Victories for the season

Why Do We Need Sponsorship?

Collegiate cycling teams could not survive without your sponsorship! Cycling is rapidly becoming more popular in the United States, and now couldn't be a better time to get involved! To be on the team, each of our members pays for their membership, traveling expenses (e.g. food, gas, lodging, and vehicles), bikes, equipment, team uniforms, and training, not to mention tuition and regular expenses. Many of our riders this year have considerable experience and are truly dedicated to the sport even knowing that the team cannot guarantee any financial support for them. Below is a sample of what it might cost for one rider to compete for the team each year.

Lodging - $30
Race entry fees - $30
Food for the weekend - $25+
Gas to get to and from events – No less than $50 and as much as $150 (we're the northernmost school in our conference so traveling to the races is rather expensive)

Total - $135 minimum x 10 races average per rider
Average yearly cost = $1350 per rider.
This does not take into account bikes, uniforms, tires, tubes, etc.

What Are We Trying To Achieve?

The bottom line is that collegiate cycling is run by students for students. We make time to train, put on races and other events, pay for travel, bikes, equipment, and food all while attending school and, for many of us, working. We would like to be able to offer more monetary as well as equipment support to our committed members. This would include comping the travel expenses (e.g. motel and gas), investing in team supplies, and new team kits for our members. This will also help us represent our current sponsors better. We would like to be a better, more streamlined group of cyclists that can not only do more for the sport of cycling, but also promote safe cycling and help out in our community--with your support.

Our team is not just focused on racing, however. There are a number of activities both on and off campus that UND cycling has been involved in and we hope to expand this

aspect this year. Our goal as a team is to promote cycling and the cycling lifestyle on and around the UND campus and the Grand Forks community in any way we can. Every day, with every person, on every ride.

How Sponsorship Can Help You!

- 10,000+ hours of advertising statewide.
- Advertising on our website as well as our message boards
    - www.und.edu/org/cycling
    - www.campusdakota.com
- Association with the University of North Dakota.
- Direct representation among the 15,000+ students on campus.
- Representation at all team races and community events.
- Company exposure on all of our kits and apparel as well as our race flyers.

How You Can Help Us!

- Financial Support (see next page).
- Pro Deals on equipment and services.

Contact Information.

If you have any questions regarding anything at all, please do not hesitate to contact us directly. Erik Sanders is our President and would be happy to answer any questions you have regarding sponsorship or cycling.

Erik Sanders
UNDCT President
C: 952-270-4854
E-mail: erik.sanders@und.edu

Matthew Burton-Kelly
UNDCT Race/Event Coordinator
C: 1-802-922-3696
E-mail:

Please note that in order for us to properly represent your company we are required to have all new sponsor information no later than November 12th 2010. Please contact us for further information. Thank you.

The University of North Dakota Cycling Team competes at the highest collegiate level and sponsors of all kinds make this possible. Sponsorship will include exposure based on level of involvement.

Title Sponsor: $2500+ , or Highest Amount

Official Team Sponsor.

Logo Placement: On front and rear of jersey and shorts.
Prominent on all T-shirts and UNDCT apparel.
All races organized by UNDCT to have Title Sponsor in name.
(e.g. – UNDCT and Title Sponsor present…)
Full banner advertising on both UNDCT websites.

Gold Sponsor: $1500+ or 2nd Highest Amount

Secondary Team Sponsor.

Logo Placement: Secondary on rear of jersey and on side panels.
Secondary on all t-shirts and UNDCT apparel.
Full banner advertising on both UNDCT websites.

Silver Sponsor: $1000+ or 3rd Highest Amount

Partnered Team Sponsor.

Logo Placement: Middle rear and upper right chest on jersey.
Top of thigh on shorts.
All T-shirts and UNDCT apparel.
Full banner advertising on both UNDCT websites.

Bronze Sponsor: $300+ or Lowest amount

Partnered Team Sponsor.

Logo Placement: Full pocket on rear of jersey.
All T-shirts and UNDCT apparel.
Full banner advertising on both UNDCT websites.

Green/Event Sponsor: Variable

Merchandise and Service Team Sponsor.

Provides the team with goods or services Including “Pro – Discounts” or other comped Items that can help the team compete at full potential.

Logo Placement: Smaller (1/3 size) logo on jersey pocket.
All T-shirts and UNDCT apparel.

All of our sponsorship levels are subject to changes due to amounts our sponsors are able to support. If your company is interested in supporting UND Cycling but is not able to supply the amounts for title, gold, or silver, your a business still has a chance to obtain the title, gold or silver, sponsor slot given the funds we receive from other businesses.

The deadline for your business to have funds sent to UND Cycling is November 12th. Any support from your company is greatly appreciated! Remember, this is not just UND Cycling benefiting, your business also gets an unbelievable amount of hours of advertisement from the members and alumni racing and riding all over the United States to community events hosted through our club!

See contact information in this packet for more details. Please contact Erik Sanders with any questions you might have.