

Hi Team,

We had a challenging, yet successful season last year. Our team continued to grow even as we weathered the COVID pandemic. We had great sponsors, and great success throughout the season thanks to the BEST athletes, parents, and coaches in the state!

Now we need your support and help to bring in our sponsors again for 2021. Our team fees are not enough to cover the expenses of the team and we rely on sponsorships. As a thank you for participating, your team fees will be reduced for any sponsorships you bring to the team. We hope this is greater incentive to help our team!

\$500 = \$100 off team fees
\$750 = \$175 off team fees
\$1,000 = \$250 off team fees
\$1,500 = \$425 off team fees

For every \$250 you bring in above \$1,500, we will give you an additional \$25 in team clothing credit for you or your family to use. We will combine all of your sponsors you bring in for credit towards your team fees, i.e., (1) \$250 sponsor & (1) \$750 sponsor = \$1,000 total sponsor money for a team credit of \$250.

Attached are 2 documents to help with presenting to a potential business.

Some key things to remember:

- All donations are to be written out to: *North Utah County Cycling Club Inc.*
- We are a 501c3, which means we are non-profit organization and all donations are tax deductible.
- Do not show the breakdown of levels, unless they ask or until you have first asked them about budgets. Companies may have several hundred to several thousand dollars they give every year in sponsorship's, but if you show them the donation levels, they may revert to the lowest one automatically.

For those that are nervous or have never asked for sponsorship's before, here are a few ideas on presenting:

- 1) Take 2-3 minutes to tell them how awesome the mountain biking team is, point out 1 or 2 things you like best (everyone races, successes, team support, being outside, etc.)
- 2) Tell them that we are looking for sponsors to support our non-profit team (mention

501c3) and ask if they do sponsorship's.

3) THIS IS KEY: if they do sponsorship's, DO NOT tell them our levels of donations, but instead ask them what they usually budget for sponsorship's. If they DO give you a number (for example \$1000), ask them if they would be willing to use some or all of that to sponsor the Skyridge MTB team. If they DO NOT give you a number but ask how much is typical, let them know we had a range of sponsors which give anywhere from \$250 to \$2,500 last year. FYI, companies that have never done sponsorship's may still be interested in doing this, so ask them if they would like to help out.

4) Once you get a feel for what they may want to contribute, you can start telling about a few of the things they will get as thanks/benefits for being a sponsor (logo on jersey, team picture, race day meet and greet, etc.).

5) Thank them and give them the info to write out the check. Let them know we need a vector logo in .eps or .ai format. We will email them a receipt with the 501c3 information for their tax purposes.

We are looking forward to next year! Please contact me if you have any questions!

Sincerely,

Tap Gorman
Head Coach