



**Team Florida Cycling**  
1514 NW 3<sup>rd</sup> Ave.  
Gainesville, FL. 32603

November 1st, 2003

Dear Sir/Madam,

In the enclosed packet you find information about how we can help your company meet your advertising and community support goals through sponsorship of Team Florida, the University of Florida's Cycling team. Please take a moment to review the enclosed Sponsorship Information Packet. We know you will be impressed at the athletic performance of the team, and hopefully equally impressed at how we can offer you a unique advertising opportunity and audience.

You will also find enclosed an invoice that you may complete and mail in to the address above, or feel free to e-mail or call me to discuss the terms of your sponsorship.

E-mail: [alxgator@afn.org](mailto:alxgator@afn.org) Phone: (352) 281-7544.

Thank you,

A handwritten signature in black ink, appearing to read "Alex Rodríguez".

Alex Rodríguez  
Sponsorship & Promotions Coordinator  
Team Florida Cycling

University of Florida Division of Recreational Sports Presents:

# TEAM FLORIDA CYCLING

The Official Cycling Team of the University of Florida

Since 1985

GUIDE TO 2004  
SPONSORSHIP  
OPPORTUNITIES



Funded in part by Student Government and Sponsored by the College of Health and Human Performance



On behalf of Team Florida, the University of Florida Cycling Team, I would like to thank you for considering us for sponsorship. In the past 18 years, Team Florida has grown into one of the largest and most successful collegiate cycling programs in the nation. Our team competes in more than eighty road, track and mountain bike races throughout the Southeast, all over Florida, and across the Nation every year. Team Florida ranked Second at Track Nationals and Sixth at Road Nationals. We have also won the SEC Conference Championships in road cycling seven of the last eight years.

This success comes at a huge expense to our team. The cost of travel (including gas, hotels, and airline tickets, as well as entry fees, meals, medical, and equipment costs), place a substantial strain on a collegiate cyclist's budget. Team Florida Cycling is a student-run organization, and we depend on our generous sponsors to help us achieve our success.

Thank you for your time, and we hope to hear from you soon.

*J.D. Herlihy*  
Team Florida President



## Sponsorship Contact:

**Alex Rodriguez**  
Sponsorship/Promotions Director  
Team Florida Cycling

Ph: (352) 281-7544  
e-mail: [alxgator@afn.org](mailto:alxgator@afn.org)

Mail:  
Team Florida Cycling  
1514 NW 3rd Ave  
Gainesville, FL 32603



# NEW PRODUCT DEVELOPMENT

## ALXGATOR

This year in association with PlanetX bikes, Team Florida designed, developed, and raced on custom aluminum track racing framesets (seen in action on the right). The frame, named the ALXGATOR, was fitted with Ritchey® brand handlebars & stems, and Miche® track components. As well, the bicycle was featured on Cyclingnews.com.

**Team Florida is the ONLY collegiate team in the nation to have designed and developed new production bikes! Gators have now won FIVE National Titles on this bike, using our sponsors equipment.**

**We deliver real results!**



### **WHAT BEING A SUPPORTER PROVIDES YOU**

- \* A unique advertising vehicle for your business.
- \* Association with an environmentally friendly and wholesome activity for the whole family.
- \* Access to a grass-roots membership that Collegiate Cycling brings to the sport.
- \* Association with an upwardly mobile demographic, ranging from young adults through seniors, with a predominance of 30+ married professionals with children.
- \* You could help start the career of the next Lance Armstrong. Many Team Florida cyclists have gone on to achieve success at the national level.
- \* Demonstration of your commitment to the University of Florida, an institution known for some of the top athletic programs in the country.
- \* Demonstration of your commitment to amateur sports in the State of Florida



# JERSEY & SHORT ADVERTISING



## Every Sponsorship gets:

- \* Your logo listed and linked on our Team Website.
- \* Your logo displayed on the OFFICIAL UF JERSEYS!
- \* NATIONAL distribution of Jerseys (with your logo!) through a nationwide mailorder cycling catalog.
- \* Product/Company awareness by the cycling community and Gator Fans everywhere!
- \* Semi-monthly e-mail updates.

### Notes:

Logo areas may be combined.  
Value-in-kind may be substituted at wholesale prices.  
Pro-deal and other considerations upon request.

## TEAM FRIENDS & FAMILY LEVEL:

Recommended amount: **\$50-250+**

Your donation of any amount is used directly for racing expenses.

## PARTNER SPONSORSHIP LEVEL:

(see color chart at right for logo placement)

**\$350:** Choose one BLUE spot (back pockets of jersey)

**\$500:** Get both ORANGE spots (front shoulders)

**\$600** Choose one YELLOW spot (front shoulders)

**\$750:** Get both CIEL spots (back shoulders)

**\$1000:** Get both GREEN spots (shoulders)

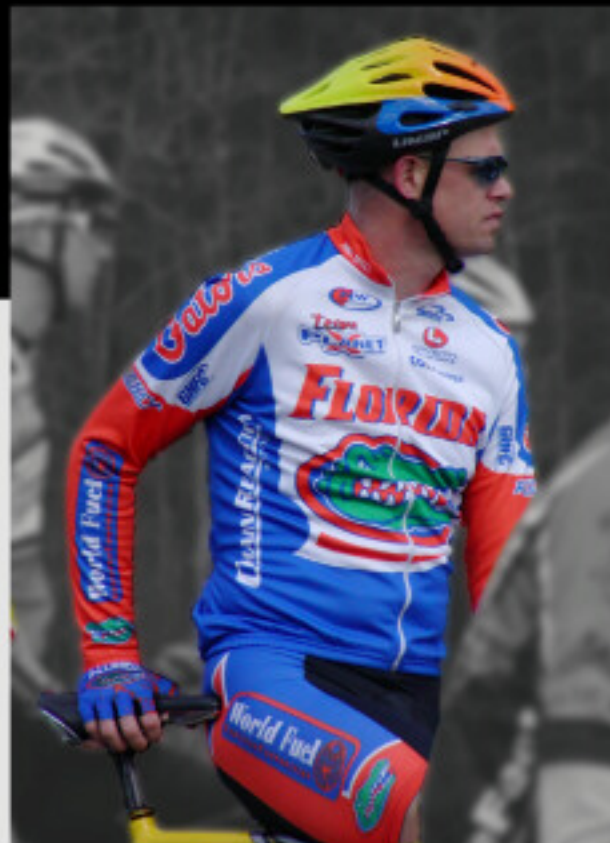
## TITLE SPONSORSHIP:

(see color chart at right for logo placement)

**\$1500:** Get both RED spots (jersey side panels)

**\$2000:** Get both PINK spots (front & back center)

**\$2500:** Get both Shorts side panels AND along sleeves of Longsleeve jersey and Arm-warwers! (as in photo above)



Shorts & Long sleeve Jersey pictured above



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**I N V O I C E**

*Artwork/Logos for Jerseys  
Due by December 1<sup>st</sup>, 2003*

**Sponsorship Agreement**

This invoice serves as receipt for money/product given to Team Florida Cycling in return for advertising on Team Florida apparel, Team Trailer, and Team Florida's website for Team Florida's 2004 Season. This invoice does not exclude other agreements, verbal or otherwise, between Team Florida and it's sponsors.

Company/Individual's Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact's Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_  
*(required for monthly Team updates and other occasional communication)*

Phone Number: \_\_\_\_\_ Address: \_\_\_\_\_

• **Dollar amount of support: \$** \_\_\_\_\_

Make check payable to "*Team Florida Cycling*"

- Preferred location of company logo on jersey (See Back of Sponsorship Brochure, dependent upon amount of sponsorship): \_\_\_\_\_.
- The Sponsor must provide Team Florida with a copy of the Sponsor's logo suitable for copying and printing on Team Florida apparel (due by 12/1/03). Digital format is preferred and may be e-mailed to the address below.
- All sponsors may also provide us with large decals/stickers of suitable size to go on the side of the Team Trailer.

**Donation Only: \$** \_\_\_\_\_

*Pure donations seeking a tax-deduction are welcomed.*

**Team Friends & Family recommended donation: \$50-\$250+**

Make Checks Payable to: "UF Foundation" and in memo write: "Team Florida Cycling."

Please call the UF Sports Clubs Office at (352) 392-9181 if you have further questions regarding your tax-deductible donation to Team Florida, a non-profit organization. A receipt will be mailed to the address you provide.

**Mail check and logos to the address listed at the top of the page.  
For further inquiries, e-mail the Team Florida Sponsorship Coordinator,  
Alex Rodríguez, at: [alxgator@afn.org](mailto:alxgator@afn.org), or call at (352) 281-7544.**

Please make a photocopy of this completed form for your records.  
This original form shall be returned to the Team Florida President or Sponsorship Coordinator at the above address.