

# ByrneInvent

Etching Infinity

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Dear Potential Sponsor of Byrne Invent-Jet City Velo Cycling Team:

We would like you to consider joining us in the sponsorship of our Seattle-based amateur cycling team. We are seeking to build upon the success of our strong team by enhancing our racing program and building our presence in the larger community. Specifically, we are seeking support of equipment manufacturers and cash sponsorship.

Why would a company choose to support our amateur cycling team? The most important reason is that our team promotes the image of its sponsors by participating in a sport that projects a healthy, active lifestyle. Our members are very visible in their amateur sport as well as their roles in the business, academic, medical, legal, and non-profit elements of the Northwest community. Sponsorship of the Byrne Invent-Jet City Velo Cycling team has associated our sponsors with a first-class group of Masters (30 year-old plus) cyclists who have been advocates for our company on a daily basis. Members proudly display our logo as they ride to and from work, on team rides, and at the start line of races throughout the Northwest, United States, and internationally as well.

In the following pages please find an outline covering the following:

- Sponsorship Opportunities for 2008
- Team Philosophy, History, and Direction
- Accomplishments and Plans for our Future
- Quotes from Team Members

I hope that you can join our company in the support of this fine group of athletes as they train, compete, and take joy in the sport that they love. I look forward to the opportunity to explain how sponsorship of this team will bring the same tangible benefits to your organization in the year 2008 that we have enjoyed these past seven years as we supported this exceptional club.

Sincerely Yours,  
Byrne Invent



Daniel V. Byrne  
CEO

### **Sponsorship: An Enduring Tradition**

Patronage of all things from art to athletes is a well-established tradition the world over. In the following pages, the Byrne Invent-Jet City Velo cycling team hopes to convince you to sponsor the BI team as our members use a natural love for the sport of cycling to support fellow athletes and the Northwest community as a whole. With your help, we pledge to continue our tradition of developing and participating in safe and exciting competitive and non-competitive cycling events, as well as community-oriented benefits that promote cycling and, in turn, our sponsors. Please read on for sponsorship details and a description of the philosophy, history, and plans for our growing team. If you have any questions or want to discuss sponsorship opportunities, please contact Martin Criminale, BI team president, at [info@jetcityvelo.com](mailto:info@jetcityvelo.com).

### **Sponsorship Benefits and Recognition**

- A sponsor providing appropriate funding levels is recognized with the placement of their logo on the team "kit" (jersey, jacket, shorts, etc.). These uniforms are worn thousands of times by all members during the year: while racing, on team rides, and while commuting in town. New kits are ordered and distributed on an annual basis to accommodate new sponsors and update all logos.
- The sponsor is encouraged to advertise their services or products at team events and on our team web pages.
- Banners and tents at races prominently display sponsor's logos.
- Sponsors are informed of and are encouraged to attend team rides and social events.
- Team members purchase our sponsor's product and services and act as goodwill boosters.

### **Sponsorship Opportunities for 2008**

The coming year promises continued growth and success for our team, and our hope is that we can convince you to come on board with a commitment to provide either equipment or direct funds. The prospective cash sponsor can choose to contribute at one of three levels, each with corresponding placement of the sponsor's logo. This can include anything from web site exposure to a logo placed prominently on the team jersey alongside other sponsors.

Equipment Sponsors: *Please contact the team directly to discuss discounts and appropriate compensation.*

### **Current BI/JCV Team Sponsors**

Our sponsor's continued commitment to the BI/JCV team is deeply appreciated by the club members. Over the years, the team has solicited and attracted solid, dedicated, and enduring sponsors who have contributed what they can - equipment or cash - to ensure continuation of a vibrant team.

Our 2007 cash sponsorship budget is derived from the following sponsors:

#### **Sponsor, Principal**

*Byrne Invent, Inc. – Encouraging inventors to explore and create – our mission is to etch infinity*

#### **Sponsors, General**

*Raleigh Bicycles \* Outdoor Research \* Detlef Schrempf Foundation \* 180 Energy Drink \*  
Gendler and Mann, LLP \* George Goll, DDS \* Ignition Partners \* John Duggan \*  
PRO Sports Club \* The Dwelling Company \**

#### **Sponsors, Equipment and Service**

*Erickson Cycle Tours - World-class cycling tours and cycling equipment*

*Speedplay Pedals - Renowned high-performance clipless pedals*

*Recycled Cycles Bike Shop - Full line retailer and technical service shop*

*Full Speed Ahead (FSA) - The leader in carbon cranks, seat posts, bars and stems*

*Northwave Shoes – Innovator of footwear for champion cyclists (and everyone else!)*

## ***Team Philosophy: Who We Are***

The Byrne Invent-Jet City Velo cycling team is a team of people who like to ride together, spend time together, and generally have fun. We encourage team members to race but do not expect it. Those of us who race do so because we enjoy competing. When we are in a race we all work with and complement each other's different abilities and fitness levels. We have developed a very solid group of top-level Men's Masters A & B, and Women's 1/2/3 racers. We also have a strong group of up-and-coming Cat. 4/5 racers. However, racing is not the "be all and end all" of our lives. Most of us have careers and/or families that are at *least* as important to us as a ride on our bikes to stay fit and healthy! We are here because we want to be and look for like-minded individuals who also understand the team concept: by riding as a team each member achieves individual success as well. But, most importantly, we are having a great deal of fun and satisfaction pursuing our hobby as part of a community.



## ***Byrne Invent - Jet City Velo Team History***

The Byrne Invent-Jet City Velo cycling team under the current name was founded in 2001. Jet City Velo is the cycling club that operates under the trade name of the title sponsor Byrne Invent, Inc. The core membership of the team had raced together for a decade under different sponsors, such as Gore, Avanti, and Control Tech. Over the years, membership has grown from this core of 20 riders to over 200 active members at the club and racer level, with an approximate balance of two thirds men, one third women. Members come from all walks of life, and enjoy a diverse membership that spans the ages of 22 to 66 years of age. On the team's current roster you will find many World champions (Woody Cox, Chris Smith, Beth Griffith, Mike Eddy, Woody Cox, and Chris Smith), National champions (Glenn Erickson, Nancy Bruce, Beth Lyndon-Griffith, and Andrea Carden), and Martin Criminale, one of the dominant Northwest Masters racers. These racers act as mentors, and are the foundation upon which our racing program is built.

### **Team Training Rides**

On the club level, our team enjoys operating Seattle's most popular weekend group rides. Saturday features the "Glenn" ride, a north end group ride led by the legendary Glenn Erickson, sponsor, master frame builder, and cycling adventure leader. It is not uncommon to see up to 80 cyclists on this ride. On Sundays, the same phenomenon occurs with a south end ride that welcomes a large group for a tour out through Issaquah and back to Seattle. It is breathtaking to view 60 or more riders sporting the team colors as they leave Leschi for destinations south. While en route, these rides provide broad sponsor exposure and build a sense of community both for the team and the Pacific Northwest cycling community as a whole.

### **Team Social Activities**

The team sponsors two all-volunteer social gatherings each year. Participation comes naturally, and each of these social events are open to all racers, club members, spouses, sponsors and friends of the team. Each year, at least one event is held at a sponsor location so that members can learn about the sponsor.

### **Team Community Contributions**

The team gives back to the community wholeheartedly. We operate several cycling events, the Larry Kemp Memorial ride and the Volunteer Park Criterium, and encourage involvement in beginning racing, junior racing, and cycling advocacy programs. As an example, Dave Mann is the president of the Marymoor Velodrome Association, one of the premier Northwest venues for track racing. The team also initiated the formation of a foundation for the benefit of Junior Racing in the Northwest. A total in excess of \$12,000 in cash donations was raised by the team and contributed to the Washington State Bicycle Association (WSBA). These donations also fund the Larry Kemp Memorial Bicycle Camp for juniors (see right). From its inception, this event has been a sold out success, with over 40 boys and girls enjoying a four day cycling skill and team building experience.



### **Team Accomplishments: Highlights**

Goals set by our Board were met thanks to dedication and a solid volunteer spirit that drives all aspects of the club. The goals include the following:

- Added structure to our club governance by establishment of a board, bylaws, communications program, and budget.
- Strengthened our women's racing program.
- Participation by BI-JCV riders at the USCF Masters National Track Cycling Championships and the FSA Gran Prix, here in our own Marymoor Velodrome (and largely driven by the team's volunteer efforts).
- Broadened the participation of friends, spouses, and social members. This is what makes our club dynamic and fun.
- Continued development of a solid equipment and cash sponsor donor base.

### **Future of the Byrne Invent Cycling Team – 2008 and beyond**

Our team is and will remain an amateur cycling club focusing on competitive and non-competitive cycling. Our primary focus is to build community at the race and club level here in the Northwest. At the club level, we will continue our tradition of encouraging members whose interest in our group rides and commitment to regional non-competitive rides provides a natural balance to racing. For racing, we seek to build a strong regional race program by drawing on the experience and commitment of our experienced racers, such as Woody Cox - 9 Times UCI Masters World Champion (including 26 Worlds medals), 21 Times USCF Masters National Champion (including over 66 National medals), and year 2000 VeloNews Masters Racer.

### **Quotes From New and Returning Team Members**

The following are a sampling of unsolicited quotes from new and returning team members:

"I really enjoy watching people succeed in their personal goals & supporting them through their challenges. I'm excited to be able to be part of a cycling group where I can help others grow personally & with teamwork. I'd especially like to contribute to the growth of the women's team."

"I'd like to join Jet City Velo because a couple of my friends are on the team; and when we ride with them I am amazed at the camaraderie they have with other Jet City cyclists. One day we were out on a training ride, four of us, two in the Jet City Kit. We passed a fellow in the same kit and he jumped on and shared the pull all the way back to town. It didn't matter that he didn't know us or that we were not all in the same kit or that we were four women."



"In 1993 I stopped racing, finishing as a cat 2 (road). Other priorities and choices kept me off my bike for the last 12 years. One priority was the creation of businesses which led to an early semi-retirement - hence my sincere ability to check off all of the volunteer boxes! I want to race again (currently racing at Marymoor) and be VERY competitive in the Masters A category - no doubt this is extremely important to me. However, I have a sincere desire to be involved with a cycling club - in ways that help the other members achieve their goals in cycling and in life. I have the time to 'give back' to my sport and look forward to doing so."

"I would like to support the team by again helping out with our team race - however I can - and I'd also like to provide assistance with the parts/clothing order. I know how much work this is and if I can relieve some of the burden, I'm happy to do so. I'm also open to helping out in any area the team needs assistance next year. It is the least I can do for such an outstanding group."

"I've really enjoyed getting to know people on the team this year, even though I got a late start. I've met a lot of great team members and forged new friendships while racing Monday nights at the Velodrome. I look forward to this winter "off season," spending more time on the team rides and meeting more team members while I try my hand at cyclocross."



"I ride with JCV for the enjoyment of associating with like minded cyclists. I try & balance life and my enthusiasm for exercise and competition, and have found numerous others in the club with similar views."

"The Christmas party was a great success last year. I would like to help make it even better this year. I would like to volunteer to be on the committee or even lead this event. It has been my experience that to be ready for Christmas you need to start organizing in August."