

NEW ENGLAND'S ELITE CYCLING TEAM



**CAPITAL  
VELOCLUB**

2012 PARTNERSHIP  
PROGRAM



**CAPITAL VELO CLUB:**

Bicycle racing team based out of Glastonbury, CT. Formed in 1989 Competes in professional, semiprofessional and amateur events throughout New England! Racers range from Juniors through Master 50+ We are riding and racing year-round. GET ON BOARD... See you on the road!

**GET NOTICED**

Capital Velo Club (CVC) is offering Greater Hartford businesses and organizations the opportunity to take advantage of targeted year-round advertising exposure and promotions.

**FOR LESS MONEY**

For less than the cost of most other forms of advertisement, your business will benefit from our ability to deliver your message and brand to local individuals with disposable income.

**THROUGH MULTIPLE CHANNELS**

In addition to year round racing and training exposure in our local community and throughout New England, we also provide our partners exposure through multiple media channels.

Electronic Media & Social Networks, PR, Local and Nationally Sponsored Social Awareness Events.

Jim Calhoun Cancer Challenge Ride, MS Bike Ride, Pan-Mass Challenge Bike Ride, Angel Ride Connecticut, Local Community Events & Children's Bicycle Safety Clinics



**PARTNERSHIP OPTIONS**

Our partnership options for 2012 start with a commitment of \$1000 for team partners and range up to full title partnership. We also have opportunities to sponsor our annual race, the Keith Berger Memorial Criterium, supporting the Leukemia and Lymphoma Society of America and Junior Cycling.

**HOW DOES YOUR BUSINESS OR ORGANIZATION BENEFIT?**

- Your Logo on All Team Uniforms
- Banner Ads on Our Website
- Your Logo on Race Flyers for Weekly Events
- Press Releases
- Product Promotions... Just to name a few...

**MORE THAN JUST A LOGO ON A JERSEY**

We will work with you to develop a marketing program that will meet your specific needs. This can include the team representing your company at business-specific community events and charity or healthy, active living events.

**EXPOSURE WHERE IT COUNTS**

Cycling brings you exposure to a growing consumer segment that is highly educated and financially successful.

- 33% report household income of over \$105,000
- 82% are college educated
- 28% have a post graduate degree
- 87% are between the ages of 25-54
- 56% are Male and 44% are Female





### **CHAMPIONSHIPS AND ACCOLADES**

Capital Velo Club has team members of all ages and abilities from recreational cyclists to current state and national champions. In addition to championship medalists CVC places team members on the podium in some of the most competitive races in the cycling calendar. Here are just a few of the accomplishments.

#### **Kimberly Edwards**

First – Connecticut State Criterium Championship Open Women

Second – New England Criterium Championship Women P 1,2

#### **2011 USAC Masters national Track championships Women 40-44:**

Gold 500m, Gold scratch race, Gold 2k pursuit, Silver match sprints, Silver points race

#### **2011 UCI masters track world championships:**

Silver 500m, women 40-44, Silver match sprints, 40-44, Bronze Scratch race, under 45

#### **Katie Mullaly**

First – 2009 USAC Connecticut State Criterium Championships Jr. Women 17-18

Second – 2010 Nutmeg State Games Cat 3 Women

First – 2010 USAC Regional Road Race Championships Espoir Women 19-22

Second – 2011 Nutmeg State Games Women Cat 2

First – USAC Connecticut State Criterium Championships Espoir Women 19-22

#### **Kelsea Mullaly**

First – 2009 USAC Connecticut State Criterium Championships Jr. Women 15-16

First – 2010 Nutmeg State Games Cat 4

#### **Kara Mullaly**

First – 2009 Jamestown Classic---- Jr. Women 15-16 (LAJRS)

First – 2009 USCA Connecticut State Criterium Championships Jr. Women 15-16 (LAJRS)

#### **Keith Mullaly**

First – 2009 USCA Connecticut State Criterium Championships Jr. Men 13-14

### **CAPITAL VELO CLUB**

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