

2010 Masters Road Cycling Team

Burlington, Vermont

Director: Michael Burris

Purpose:

To compete locally (VT), regionally (NE), nationally and internationally (Canada) in a variety of road racing disciplines; to promote the benefits of cycling for health and wellness; and to support the causes of various charity organizations.

Commitment:

Each rider will be riding or racing in at least 10 events from the race/events calendar. Riders will be training a minimum of 10 hours per week and participating in weekly group rides.

Sponsorship Benefits

- Marketing exposure for your business and products regionally, nationally, and internationally (Canada).
- Reach new, health-oriented potential customer groups
- Increase internet presence, links and number of hits on search engines
- Help support and network with other local businesses
- Increase brand awareness and boost brand image
- Get new clients and customers