

## Superdrome announces partnership with local Marketing Company

Frisco, TX – Superdrome Management Group is formally announcing a partnership with ClearView Marketing and Consulting Group, headquartered in Frisco, TX. ClearView will provide the Superdrome with marketing services geared towards securing sponsorship, creating awareness, and executing public relations strategies to increase visibility of the highly successful Superdrome Youth Development, and Junior Racing, programs.

Tim Goodwin, Superdrome Management Group, states “the Superdrome selected ClearView Marketing and Consulting Group because of their founders’ two decade involvement and passion for cycling, and experience organizing events for non-profit organizations such as DFWKIK (Dallas-Fort Worth Kendo and Iaido Kyokai – [www.dfwkik.org](http://www.dfwkik.org)), and fund raising activities for the San Jose Police Athletic League of Northern California. We are excited, and looking forward to, leveraging ClearView’s founders’ 60+ year’s of sales, marketing and consulting expertise, gained from working with Fortune 50 companies. Using it to grow, and bring increased visibility to the Superdrome, and our Youth Development and Junior Racing Programs.”

About the Superdrome - the Superdrome is the premier velodrome in the United States and is located in Frisco, TX. The Superdrome resides on the Preston Ridge campus of Collin College, and is owned by the City of Frisco, attracting many of the world’s elite Track Cyclists, resulting in increased visibility, and positive PR, for the college and city.

An Olympic certified track, and a key venue in the 2012 North Texas Olympic Bid, the Superdrome has hosted a variety of National and International Track Racing Championships. Among these are - World Cup Track Racing Championship, U.S. Olympic Trials, U.S. Paralympics Trials, Elite National Track Racing Championships, NCAA Collegiate National Championships, U.S. National Cup Racing, and Masters National Track Racing Championships. On a local level, the Superdrome Points Series provides Junior, Elite and Masters cyclists with the opportunity to compete locally; using our weekly series as an introduction to the sport of track cycling, and potentially as a “stepping stone” to National and International competition.

The Superdrome is unique when compared to the other (20) velodromes located throughout the United States. First, it is the only

velodrome that is completely self-maintained, and self-funded, through a 100% volunteer staff. Secondly, the facility is open 6 days/week, 12 months/year, and available for use by any track certified cyclist. Lastly, the Superdrome sponsors two FREE programs - the Youth Development and Junior Development Track Racing Programs - providing children with the opportunity to learn to ride, and race, on a velodrome.

About ClearView Marketing and Consulting Group – ClearView Marketing and Consulting Group is headquartered in Frisco, TX. The privately held company assists, profit and non-profit organizations, in creating distinct, competitive advantage, and market differentiation. They possess a comprehensive portfolio of consulting, marketing and sales education services. Leveraging the founders' 60+ year's of sales, marketing and consulting expertise, gained from working with Fortune 50 companies have led to successful engagements with their clients. ClearView's founders have helped organizations accomplish Key Performance Indicators using proven processes and methodologies.

Learn more about ClearView Marketing and Consulting Group by visiting [www.clearviewmcg.com](http://www.clearviewmcg.com).