



Youth Development Cycling Program

2008 Sponsorship Proposal

Superdrome Management Group

Introduction



Thank you for taking the time to review the 2008 Superdrome Youth Development Sponsorship Proposal. The purpose of the proposal is to introduce you to an exciting, highly successful, youth cycling program while demonstrating how sponsorship can benefit your company and brand.

Our nationally recognized Youth Development program provides North Texas youth, and teenagers, with the unique opportunity to train at an Olympic certified facility, under a coaching staff that have broken world records, and medaled in international competition. The program introduces youngsters to the sport of cycling, affording them opportunities to compete regionally, nationally, and internationally; while teaching important life skills and traits applicable to adult life.

Partnership with the Superdrome Youth Development Program will positively align your company, and brand, with:

- a program promoting an active, health conscious lifestyle

- visibility in the 8th fastest growing community in the United States

- the fastest growing amateur participation sport in America, and a growing demographic segment

- an ecologically friendly mode of transportation

Thank you for your interest, time and consideration.

Al Brodie

al@superdrome.com

(214) 223-5133

Table of Contents



- **Introduction**
- **Executive Summary**
- **Track Riding & Racing Overview**
- **The Superdrome in Frisco, TX**
- **Youth Development Program**
- **Benefits to children & teenagers**
- **Youth Development Coaching Staff**
- **Program Expenses**
- **Sponsorship Benefits/Demographics**
- **Sponsorship Packages**
- **Public Relation Activities**
- **Current Sponsors & Affiliations**
- **Closing**

Superdrome Management Group

Executive Summary

Premier, nationally recognized program – introduces children to the sport of cycling, and track riding

FREE program, accessible to all – children from all backgrounds participate providing diversity and acceptance

Provides a community service – enables children to participate in a safe, highly supervised, activity that is beneficial to their health and personal development

Encourages an active, health conscious lifestyle

Unique Experience – ride, train, compete at an Olympic Certified facility, under the tutelage of world class athletes and coaches

Promotes personal development and diversity – discipline confidence, leadership, respect, sportsmanship

Highly Successful – more than 1,000 children have participated in the Youth Development program since it's inception in 2003

Opportunity to excel and compete – locally, regionally, nationally, and internationally

The Superdrome Youth Development program is a registered 501(c)3 in the state of Texas

Increase company and brand visibility in a rapidly growing segment

Opportunity to increase company & brand recognition in the community, regionally and nationally

Align your company & brand with a nationally recognized program promoting a healthy lifestyle

Tap into high visibility events associated with a highly successful program

2008 Preliminary Event Participation Schedule

Superdrome Points Series	March – October
Matrix Cup	April
Junior Track Regional	April
Moritz Sprint Series	April, June, July
Frisco Family Fun Ride	July
Junior Track National Championship	August
Superdrome Elite Qualifier	September
NCAA Collegiate Qualifier	September
FCC Track Racing On Speed	September

Youth Development Program Sponsorship Benefits/Demographics

Cycling is one of the most popular and fastest growing sports in America, and the second most popular recreational activity in the world.

**90 million cyclists in the U.S.
6 million bicycle commuters
\$4B dollars spent annually on bicycling and bicycling related products**

Recreational & Competitive Cyclists

Median household income - \$ 90K

90% attended college

85% are between ages of 25 - 54

63% are between ages of 25 – 44

63% are professional managers

39% have post-graduate degrees

52% rate their brand loyalty as high

55% are male, 45% are female

***An excellent public relations vehicle for
your company & brand!***

Increase company and brand visibility in a rapidly growing segment & community

cycling is the fastest growing amateur participation and spectator sport in America

Frisco, TX is the 8th fastest growing community in the U.S.

the City of Frisco is a strong advocate of cycling – owns the Superdrome, building Hike & Bike Paths/Trails

Align with a nationally recognized program promoting a healthy lifestyle & physical fitness

Youth Development & Junior Racing Program members participate in regional and national competitions

Youth cycling is an excellent activity for achieving cardiovascular fitness, coordination, agility, weight reduction

cycling helps children to reduce their risk for growing medical issues – childhood obesity, diabetes, and heart disease

Highly Successful; Very Visible

more than 1,000 children have participated in the program since it's inception in 2003

Many children are riding/training at the Superdrome 3-4 days/week, 2-4 hours/day

23 members of the Youth Development Program participated in the 2007 U.S. Junior Track National Championships



Superdrome Management Group

Thank You!



Become a Valuable Partner of Our Team

The Superdrome Youth Development Program has a solid history of sponsor satisfaction. We would welcome the opportunity to meet with you to discuss your sponsorship goals and requirements for 2008.

Please contact:

Al Brodie

Marketing/Sponsorship

al@superdrome.com

(214) 223 – 5133

www.superdrome.com