



NATIONAL CHAMPIONSHIPS



ALKEK
VELODROME



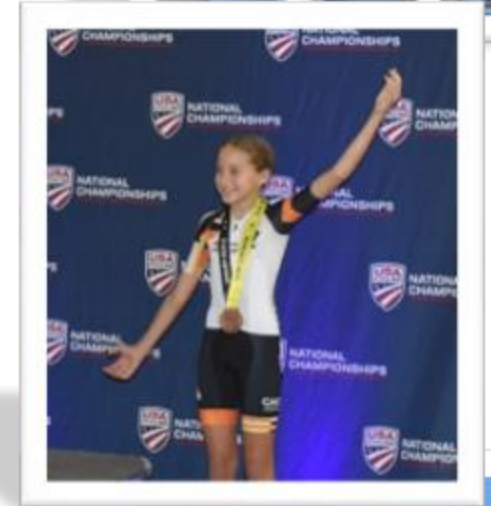
ALKEK JUNIOR DEVELOPMENT TEAM

2023 SPONSORSHIP PACKET

ALKEK JUNIOR DEVELOPMENT TEAM

- The Alkek Junior Development Team is dedicated to the development of young Cyclists in the Greater Houston area, and Beyond
- 2022 Junior Coach of the year Carl Jones, is a USAC certified coach, Carl has also completed a BSc in Kinesiology, Movement and Sports Studies and has coached riders at all stages of their development and has coached Pro riders like Lawson Craddock
- It is the only Youth Cycling organization in the State of Texas centered around track cycling however supports Juniors in all disciplines of cycling including, eSport, road, cross, gravel and MTB.
- In 2023 the Alkek riders earned the following distinctions
 - Junior Girls (12-13) Track National Championship 4 x 3rd place
 - Junior Boys (17-18) eSports National Championship 3rd place
 - 8 riders to the USA Cycling Track Nationals
 - 1 rider to the UK Track Nationals
 - Podiums across various local events including State Criterium Championship ,Cedar Hill, La Primavera, BellVelo gravel, Bear Creek Criterium, Memorial Park Criterium, as well as participation in the MS150.

In 2023 we continued building on our success from 2022 especially growing the numbers of young riders. Our participation at our big goal track nationals grew from 5 to 8. For 2024 we are aiming to continue the growth and provide the best possible training and race opportunities for our racers.



Lap-a-thon Event – Sat Oct 21-2023

The Alkek Junior Development Team members will host a 1 Hour Lap-A-Thon on the 333.3m Alkek Velodrome

The Junior riders will look for sponsors prior to the event to raise funds for the team, asking for per lap donations or fixed amounts, the older riders will probably complete ~100-130 laps.

On-Site Event – Starts at 4:30 PM

During the event there will be several opportunities to support the team while cheering the riders on:

- Free beer supplied by Karbach – Donations are very welcome
- Snack Shack with Tacos from Tacos-A-GoGo, drinks & snacks – All sales supporting the team 100%
- In addition to raise funds the event is also a part of the tracks outreach program, and we will host a Pee-Wee race (4:45) for children under the age of 8.
- New Sponsor Banners will be presented, if ready in time
- Rider of the year awards will be presented after the Lap-A-Thon
- All donors will be acknowledged throughout the event



Sponsorship opportunities

- As a sponsor you can choose to either sponsor:
 - An individual rider
 - The Junior Team

Donations can be in the form of a per lap donation or a fixed donation.

If your donation reaches the milestones below you will be entitled to one of benefits listed below, there are a restricted number of slots for some of the benefits and they will be awarded on a first come first serve basis.

Benefits	\$5000	\$1000	\$500	\$250
Team Sponsor(1)	X			
“Pocket Sponsor” (6)			X	
USAC Super Sunday Sponsor(3)		X		
USAC Tuesday Event Sponsor(3)			X	
Disc Wheel Sponsor – Your Logo (sticker) on the wheel (1 Per rider)		X		
Banner space at the Velodrome for 1 Year*			X	
Logo included on webpage for 1 Year				X

*Special Event Price, normal banner price 1000\$ - Must supply own banner Max size 3ftx8ft

Team Sponsor

The Alkek Junior team stands out wherever we go in our very distinctive cycling kits, we are looking for a main sponsor that will have their logo featured on the front and back of our cycling kits. Minor sponsor will have their logos on the lower back.

- Team Sponsor – \$5000
 - Front & Back Logo
 - Company name included on race registrations
 - 20' Banner Space
- “Pocket” Sponsor – \$500
 - 2x3” Black and White Logo on lower back



Event Sponsorship



As an event sponsor you will be promoted as the event is posted through social media, official event fliers, registration sites and throughout the event. You will have the option to provide banners for the podium area and can be involved in podium presentations if desired.

- Super Sunday - \$1000
 - USAC sanctioned races with at least 1 state championship event
 - Free 3'x8' Banner space for 1 year included
- USAC Tuesdays - \$500
 - Typical omnium event, USAC Sanctioned

Reach

Email Contact list:

- 1,000+

Active members:

- 176 Active Riders & Racers

Facebook Business Page:

- 3.2K page followers
- 4 Week Reach ~8K Engagement ~2K

Instagram:

- 1,698 followers



Events at Alkek Velodrome annually

- 18-20 Weekly Tuesday Night Races
- 4 TT Series Events
- 2 TT Championship Events
- 4 Championship Sunday Events
- 6 Track Intro Classes
- 8-week Cyclocross Series*

Each event attracts 20-50 riders

Participants are from TX, LA, NM, CO and other states & international

*Pending Light Repair