



## WHO WE ARE

The Violet Crown Sports Association is a 501(c)4 nonprofit cycling club that has been at the heart of the Austin cycling scene since 1981. We bring together cyclists of all types and abilities to create a community that is welcoming, interdisciplinary, and intergenerational. We host thousands of participants every year on our rides, races and at our community events.

## OUR MEMBERS

We are composed of more than 300 men, women and children ranging in age from 5 to 85. We are brought together by our love for bikes and our desire to challenge ourselves to be better cyclists and better people. You will find our members on group rides and at gran fondos and races, both as participants and volunteers actively serving the community.





## RIDES

All are welcome at our five weekly rides, many of which start from Mellow Johnny's Bike Shop. Our rides are designed for a wide range of abilities, from those seeking to test their legs against other racers, to the more mellow Violet Cruise ride which is perfect for those looking to learn how to ride in a group.

## EVENTS

VC supports many local events and hosts several ourselves:

- ◆ **Tour de Austin Femmes** – Annual event celebrating the Tour de France Femmes and providing a beginner race experience for WTFNB riders
- ◆ **4th of July Ride and Picnic** – Annual 60 mile ride and celebration with more than 250 participants
- ◆ **Webberville Cyclocross Race** – Two days of racing over mixed surfaces in Travis County's Webberville Park
- ◆ **VC Winter Tour** – Twelve or more daily rides over the winter holidays to end the year on a high note
- ◆ **Kids on Bikes in Parks** – a series of children's events to encourage and inspire the next generation of riders





## WOMEN'S AND MEN'S RACING TEAMS

Racing has been a part of the charter and heritage of Violet Crown since its inception.

**Junior Development Program** – Led by program graduate and 2009 British National Road Race Champion, Kristian House. Fosters young athletes' love for the sport and provides the framework for them to succeed in the sport and in life.

**Women's Team** – A key focus of the inclusionary goals of the club, the Women's Team was started in 2016 to grow a local, community-oriented team who want to learn the art of competitive bike racing and recruit more women into the sport.

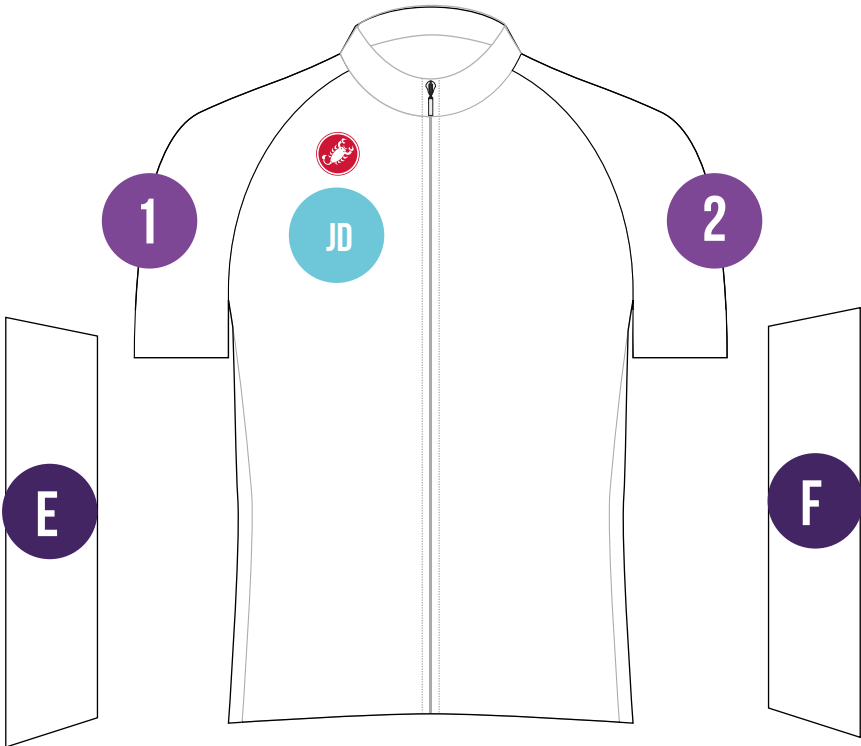
**Men's Team** – Composed of 15 members chosen for their participation, experience and leadership in the community. They support more than 65 club members who race occasionally.

## SPONSORSHIP

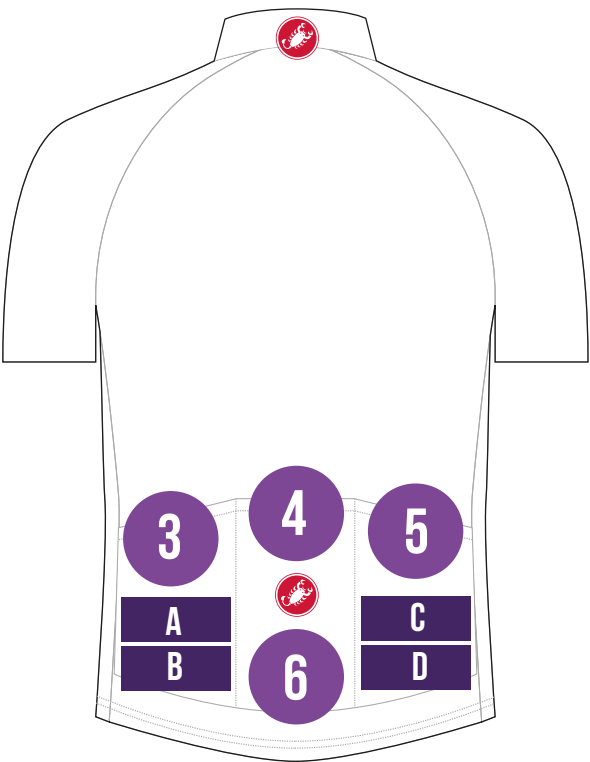
Sponsorships compose roughly half of our annual budget, with the other half coming from membership dues. Contributions support our events and programs, club meetings and other local events.

Level and Values	Description
<b>Kit</b> <b>\$1000-\$2000</b>	<ul style="list-style-type: none"><li>• Choice of logo position and corresponding value</li><li>• Receive a complimentary jersey</li><li>• Comp'd super supporter membership</li><li>• Opportunity to present at a monthly meeting and sponsor a ride at no additional charge</li><li>• Representation on web and in social media</li></ul>
<b>Junior</b> <b>\$5000</b>	<ul style="list-style-type: none"><li>• Included in name of Junior team (eg. The Violet Crown Juniors pb SPONSOR)</li><li>• Represented on breast and leg panels of junior kit</li><li>• Receive a complimentary jersey</li><li>• Comp'd super supporter membership</li><li>• Opportunity to present at a monthly meeting or sponsor a ride</li><li>• Representation on web and in social media</li></ul>
<b>Bottle</b> <b>\$500</b>	<ul style="list-style-type: none"><li>• Representation on 2023 bottles</li><li>• Comp'd super supporter membership</li><li>• Opportunity to present at a monthly meeting</li><li>• Representation on web and in social media</li></ul>
<b>Ride</b> <b>\$150</b>	<ul style="list-style-type: none"><li>• Opportunity to give a brief speech before a sponsored ride</li><li>• Representation on social media promotion of sponsored ride</li></ul>
<b>In-kind</b>	<ul style="list-style-type: none"><li>• Representation on web/social media</li><li>• Product placement at events</li></ul>

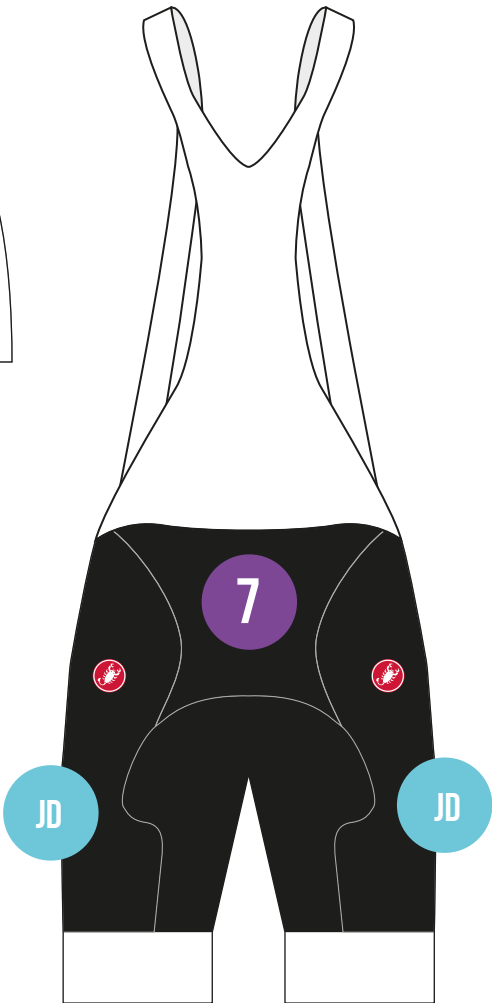
SPONSOR LOGO PLACEMENT



A	\$1,000
B	\$1,000
C	\$1,000
D	\$1,000
E	\$1,000
F	\$1,000



1	\$2,000
2	\$2,000
3	\$2,000
4	\$2,000
5	\$2,000
6	\$2,000
7	\$2,000



JD	\$5,000
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# VIOLET CROWN SPORTS ASSOCIATION SPONSORSHIP AGREEMENT

Instructions: Please return this completed form (via mail or email) by August 31st, 2023 and forward a logo suitable for posting on our materials. Please note, your logo may be modified to suit a monotone styling to optimize representation on our website and kits. You will have the opportunity to review these modifications before commitment of the final jersey/bottle design to production.

(\_\_\_\_\_ ) agrees to provide a financial sponsorship for the **VIOLET CROWN SPORTS ASSOCIATION**. As a sponsor, I understand I will receive the applicable sponsorship opportunities described in this packet and agree to provide digital art work for all promotional marketing. I further understand that these opportunities will not be valid until this agreement is signed and my payment has been issued to and accepted by the Violet Crown Sports Association.

Please indicate your sponsorship level by selecting from the following options:

Levels: \_\_\_\_\_ Kit - (specify placement) **A B C D 1 2 3 4 5 6 7 8 9 JD**

Junior      Bottle      Social Media      Club

Notes for social media or club sponsorship benefits:

Name for recognition

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Representative Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone Number \_\_\_\_\_

Authorized Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_

Payment Information (due by August 31st, 2023)

\_\_\_\_\_ Check payable to **Violet Crown Sports Association**

PayPal: [money@violetcrown.org](mailto:money@violetcrown.org)

MAIL: VIOLET CROWN SPORTS ASSOCIATION  
P.O.BOX 6815  
AUSTIN, TX 78762

EMAIL: [sponsor-liaison@violetcrown.org](mailto:sponsor-liaison@violetcrown.org)

**VIOLETCROWN.ORG**