

Tyson Racing/Orbea Cycling Team

5211 South 44th St ♦ Rogers, AR 72758 ♦ 479-636-3457 Home or 479-685-9034 Cell ♦ mcfakult95@cox.net

November 8th, 2007

To:

Reference: Sponsorship/Pro Purchase for 2008

Dear Sir:

Attached is a sponsorship proposal from for the Tyson/Orbea Racing team for 2008. I am confident that you will agree that the Tyson/Orbea racing team is an exceptional ambassador for the sport of cycling and ask you to consider extending a pro purchase or similar sponsorship to the team for the 2008 season.

THE MISSION OF THE TYSON/ORBEA RACING IS THREEFOLD:

- 1) Grow the sport of cycling and supporting businesses in Northwest Arkansas
- 2) Support the sport of Cycling by promoting and hosting regional and national races
- 3) Strengthening community by supporting local and national charities.

GROWING THE SPORT OF CYCLING AND RECREATIONAL RIDING:

- Successfully initiated a Junior racing program supported by a full time USA cycling certified coach
- Added fifteen new members to the team which now has 130 members
- Tyson team members organize multiple weekly rides for all levels of riders including racers, recreational riders, beginners and juniors
- Tyson team members developed and maintain a Arkansas Best Rider competition which was supported by all race promoter in the state

SUPPORTING THE SPORT OF CYCLING:

- Host Team to the Joe Martin Stage Race (NRC) - The Tyson/Orbea Team has hosted the JMSR for the last thirteen years. Responsibilities include:
 - Arranged housing accommodations for almost 100 Professional cyclists
 - Team liaison for each team in the race in 2007.
 - Manage all volunteer logistics for this three day, four stage race.
 - Both the Race Director and Asst Director are Tyson/Orbea members
- Ten Tyson/Orbea team members are qualified officials, including one Category "A" official who is apprenticing to become UCI certified.
- Tyson/Orbea Team members hold key USCF state level cycling positions
- The Tyson/Orbea racing team is supported by an active level 2 USA Cycling certified coach
- The Tyson/Orbea team conducts multiple weekend training camps for riders of all abilities. Past activities have included:
 - Expert guest speakers on coaching, tactics & training
 - Team building activities
 - Fully supported point to point rides
 - Special mountain training camps for the advanced riders

STRENGTHENING COMMUNITY: The Tyson/Orbea Team represents our sponsors in the community by supporting a healthy lifestyle, volunteering at charity events and supporting local charities. Below are a few examples of how the Tyson/Orbea team has involved itself in activities beyond cycling.

- Tyson Team members led a volunteer effort to build multi-use hiking trails around Lake Fayetteville.
- Tyson/Orbea team members played a major role in recent City of Fayetteville decision to include bike lanes and trail for commuter cyclists in a recent road improvement project.
- Tyson/Orbea racers hold key coordination positions for the local Tour De Cure event and several team members raised funds for this annual charity event.
- All Tyson hosted races include kid races to encourage bicycle safety, sow interest in cycling and add spectator excitement
- The Tyson/Orbea hosts several rides in NW Arkansas ranging from fast paced race training to slower paced rides for beginners

2007 RACING AND TRAINING HIGHLIGHTS INCLUDE:

In 2007 the Tyson/Orbea team broadened its focus to many new age groups. We developed our junior racing program while strengthening our masters program. Thus, the team made a strong showing in all categories. Below are some highlights:

- **7 Arkansas State champions:** Tyson/Orbea won seven State Championship titles in time trialing, road racing and criteriums. Winners included men and women from juniors to masters age groups
- **Team community exposure highlights:**
 - Participated in more than 35 USCF sanctioned events
 - 25,000 racing and competitive tour miles
 - 250,000+ miles of training



2007 Tyson/Orbea State Champions

- **Junior Racing Program:**
 - Development & coaching program grew from two riders to seven during 2007
 - Sent two riders, to the USA Cycling Development Camp in Lubbock, TX.
 - One rider qualified and raced at the Tour de L'Abitibi, in Quebec, Canada.
 - Another rider qualified to race at the Tour de L'Avenir du Saguenay, in Quebec, Canada.
 - Sent two riders to Road Nationals in Seven Springs, PA
 - Hosted Spring Road race to raise funds for the Junior Program

Goals for 2008 Include

- Expand the availability of the Junior program to more riders
- Develop athletes for higher levels of racing
- Send four racers to Junior Road Nationals
- Qualify at least two team members to the Tour de L'Abitibi



Coach Andres Angulo and The Tyson Junior Racers

PLANNED 2008 INITIATIVES: The Tyson/Orbea team has two new goals that we are working on for 2007.

- **Expand Juniors Program** – 2007 was a breakthrough year with our newly formed Junior racing program. For 2008 we intend to expand this program to more individuals
- **Develop a Category 2 team** - In order to offer further development of our Category 3 racers the Tyson/Orbea team will begin to build a Category 2 racing team that will travel to larger regional and national races.

TEAM SPONSORSHIP PROPOSAL:

With growing membership, increasing sponsor exposure, and superior results on and off the bike, The Tyson/Orbea racing team is a first class ambassador to the sport of cycling. We pride ourselves in being much more than a group of quality bike racers and this document highlights all that we do as a team.

In 2007 we developed a successful Junior racing program and our plan for 2008 is to expand this program to further develop the future of our sport. We also plan to field a category 2 racing team to extend our presence into the higher levels of racing. We truly appreciate your support of our team in 2007 and request that you extend our sponsorship agreement for 2008.

Please feel free to call me if there is anything that we can do to help sell more Speedplay products or if you have any questions about our team.

Best Regards,

Gary Tucker
Sponsorship Coordinator
Tyson/Orbea Racing Team
800-521-5762

