

# VIOLET CROWN SPORTS ASSOCIATION



## ABOUT US

The Violet Crown Sports Association was founded in 1981 by a small group of Austin cyclists. Today it is the oldest continuously active racing and riding social club in Austin and hosts thousands of participants every year on our rides, races and community events. Our membership is a diverse group of cyclists ranging from the junior just getting started to octogenarians still getting out there on their bikes. Currently there are over 250 active members, mostly in the greater Austin area. We have hosted monthly meetings for over 30 years on the first Monday of the month. Whether it's a presentation by one of the racing team members on their latest victory, on the latest set of carbon wheels, a sponsor's products or a notable guest speaker, we provide engaging new topics of interest to our members.

## OUR VISION

We are creating a cycling community that is welcoming, interdisciplinary, and intergenerational, bringing together cyclists of all types and abilities to promote the sport of cycling by helping members share their passion for the sport and inspiring others to participate.





## MEMBERSHIP

We are a club of more than 250 recreational cyclists ranging in age from 4 to 83. Most of us live in the greater Austin area, however many **club members** have remained active in our groups even since moving on to other towns. We have also attracted the membership of those who frequently travel to Austin for business, with members living abroad in Norway, Spain, the United Kingdom and the United Arab Emirates.

We are brought together by our love for bikes and our desire to challenge ourselves, mostly on the road but also on dirt and gravel. Many of us enjoy racing our bicycles on occasion and we count among our ranks many present and former Texas state champions. Our junior program has graduated riders onto national development teams and into the ranks of professionals.

Our members are active in our community. Whether it be coaching scholastic mountain bike teams, serving on Austin's Bicycle Advocacy Committee, or working to end traffic fatalities through Vision Zero programs, you can be sure to find VC members doing their part to promote the sport and make cycling safer for everyone.

## RIDES

We lead four group rides each week - long rides on Saturdays & Sundays and morning rides on Tuesdays and Thursdays which attract hundreds of riders, members and non-members alike. Our rides offer various levels of engagement for different cycling abilities, from fast paced hills workouts to mellow recovery rides, with almost every ride featuring opportunities for interested riders to get in a hard effort. All but the Saturday ride depart from Mellow Johnny's Bike Shop, in downtown Austin.

During the pandemic, we have had to limit our in-person rides. We now offer 3 weekly rides on Zwift, a virtual cycling platform. We also host a socially-distant weekend ride where participants tackle a challenging route solo or in a small group. Both initiatives have allowed us to maintain a strong sense of community during these trying times.

## RACE PROMOTION

Violet Crown has been actively promoting races in central Texas since the 1980s, including the Texas State Criterium Championships (2009 & 2010), the Texas State Cyclocross Championships (2013-14) and in 2018 sponsored the Hammerfest Road Race in Fort Davis, Texas. For the past ten years, we have promoted Webberville Cyclocross as our signature event.



## WOMEN'S AND MEN'S RACE TEAMS

Racing has been a part of the charter and heritage of Violet Crown since its inception. In 2016, we introduced a **women's-specific race development team**. Our mission with this team is to grow a local community-oriented team of women cyclists who want to learn the art of competitive bike racing. This program seeks to provide mentorship and coaching to female cyclists to improve their cycling knowledge, fitness, and racing abilities. The end goal for the program is to help riders learn the necessary skills and confidence to compete at local, state and regional races, enjoy team camaraderie, promote Violet Crown and attract more women to the sport of cycling. This program has graduated more than 20 riders from its ranks, many of whom still race with Violet Crown and others who have moved on to build strong women's teams at other local clubs or ride for national teams.

Violet Crown also has a long history of supporting men's racing. The Violet Crown **Men's Racing Team** harkens back to the racing roots of the Violet Crown. The team seeks to grow and inspire individuals with the desire to race by providing the structure, experience, and camaraderie. Our men's team is built around a core of 15 riders selected for their experience, skill and most importantly, passion and leadership in the community. That core supports a group of more than 65 members who race frequently.



## JUNIOR RACE DEVELOPMENT PROGRAM

Violet Crown has had both formal and informal junior programs over the years. A high point in our history was developing Kristian House from a young junior racer in Austin into the 2009 British National Road Race Champion. In 2018, after his retirement from professional cycling, Kristian returned to Violet Crown to help support a new class of junior racers on their journey and the Violet Crown Junior Development Program was born.

The primary goal of the Junior Development Program is to foster young athletes' potential in cycling and give them the skills to tackle any challenges that life throws at them. The program provides the necessary framework to improve an athlete's skillset and foster their cycling development by receiving professional coaching from Kristian. This year our program grew to include more than 12 young men and women, ranging in age from 10-18 years old.

With the support of our sponsors and members, our juniors have qualified for and attended the USA Cycling Talent ID camps in South Carolina and Colorado and received invitations to compete in international events, like Canada's Tour of l'Abitibi. This year our team had planned to travel to Belgium for a transformational two weeks of racing in cycling's heartland. However, due to the pandemic we have rescheduled the trip for 2021.

## SPONSORSHIP LEVELS

All Violet Crown sponsors -- regardless of contribution -- are featured in social media posts and included on the club website. Contributions support club meetings, our adult and junior race teams, administration, social rides, the club's holiday party, and special community events, such as the 4th of July Ride.

**KIT SPONSORS (\$1,000-\$3,000)** may choose their logo location and contribution level (depending on availability, see logo placement options below). Sponsors receive a complementary jersey, race and monthly social media mentions, quarterly social media posts, and the club email list. They are invited to present to the club at one of our monthly meetings and their logos are added to the Violet Crown website. Our members purchased a combined 158 jerseys, 100 bibs, and 31 body suits (which include both jersey and bib logo spots) in our Fall 2019 and Spring 2020 clothing orders.

**JUNIOR DEVELOPMENT PROGRAM SPONSORS (\$5,000)** receive benefits of a Kit Sponsorship, plus the naming rights to the team (eg. The Violet Crown Junior Development Team presented by SPONSOR TITLE) and placement of their logo on the side panel of the Juniors racing bibs. Our juniors are often some of our most active and enthusiastic members, riding frequently and competing in local, regional and national-level events. Violet Crown passes along 100% of all Junior Development Team sponsorship funds for exclusive use on that team.

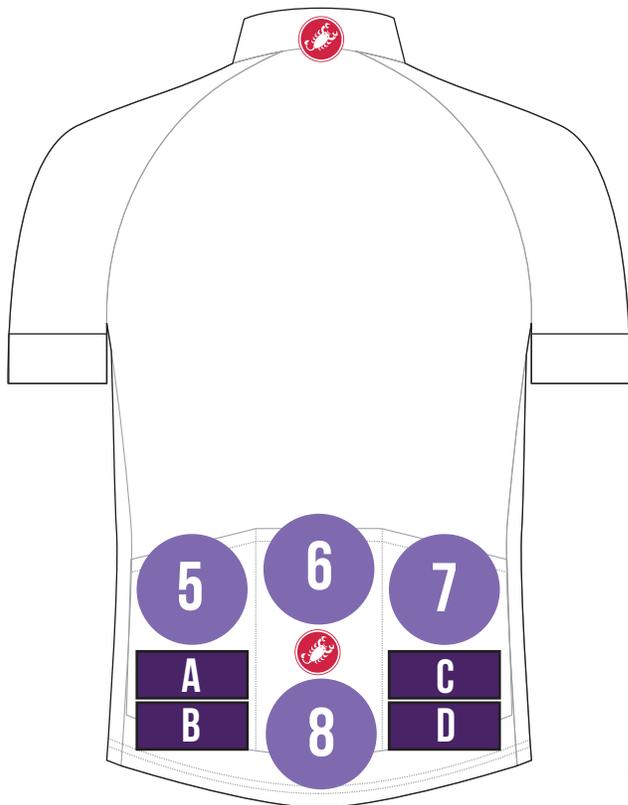
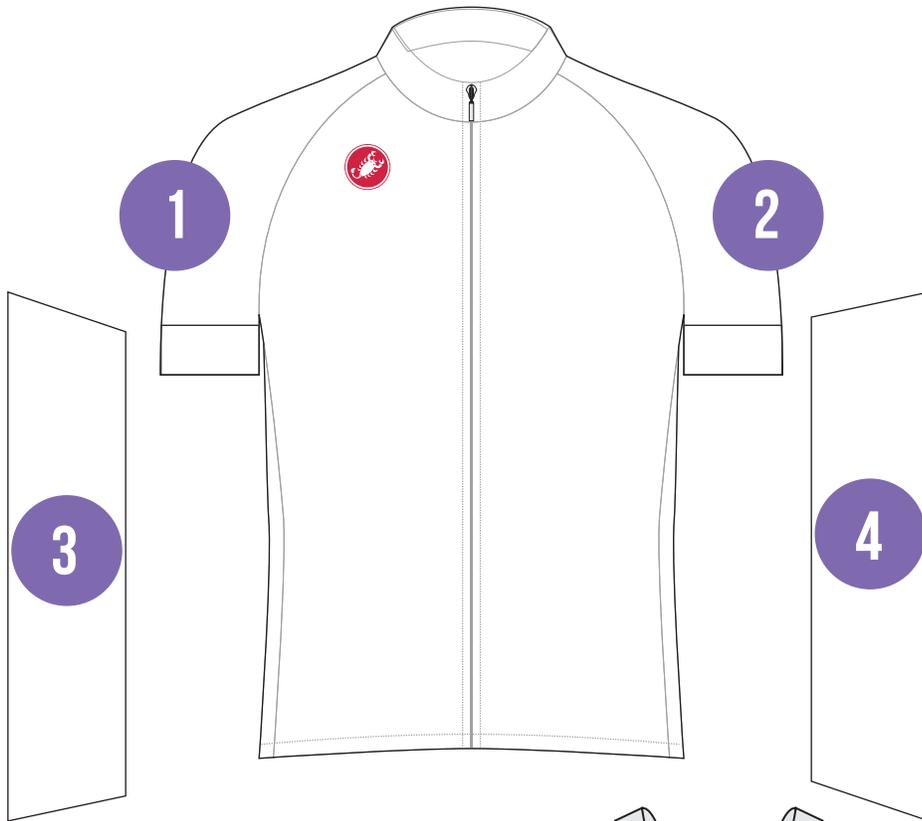
**BOTTLE SPONSORS (\$500)** are featured on the club's Spring custom water bottle order. Bottle sponsors receive two complimentary bottles, social media mentions as part of the bottle campaign, and their logos are added to the Violet Crown website. 170 bottles were purchased in the Spring 2020 order.

**SOCIAL MEDIA PROMOTIONS (Varies)** are available for sponsors specifically seeking a presence across our social media platforms. Prices vary for custom posts, product placement or other media campaigns. Our club's social media audience is more broad than our membership. We have more than 765 followers on Instagram, 685 followers on Facebook, and 935 community members in our Facebook group. Our posts often garner high engagement rates thanks to our active and engaged community.

**CLUB SPONSORS (Non-Cash)** are non-cash sponsors who provide products, services, or special discounts to the club. Club sponsors are featured in social media posts and included on the club website.

*\*Sponsors must provide their own resources for marketing.*

# SPONSOR LOGO PLACEMENT



A	\$1,000
B	\$1,000
C	\$1,000
D	\$1,000
1	\$2,000
2	\$2,000
3	\$2,000
4	\$2,000
5	\$2,000
6	\$2,000
7	\$2,000
8	\$2,000
9	\$3,000
JD	\$5,000

# VIOLET CROWN SPORTS ASSOCIATION **SPONSORSHIP AGREEMENT**

Instructions: Please return this completed form (via mail or email) by July 31st, 2020 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 logo placement preference:* **A B C D 1 2 3 4 5 6 7 8 9 JD**  
\_\_\_\_\_ Junior \_\_\_\_\_ Bottle \_\_\_\_\_ Social Media \_\_\_\_\_ Club

**Value:** \_\_\_\_\_

**Notes for social media or club sponsorship benefits:**

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Name for recognition \_\_\_\_\_

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

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

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

Authorized Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_  
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## **Payment Information (due by August 31st, 2020)**

\_\_\_\_\_ 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)

**VIOLET CROWN.ORG**