



# HIGH PERFORMANCE TEAM



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The aim of the Cycling BC High Performance Team is to support the efforts of dedicated riders in British Columbia to gain the discipline, knowledge, skills and fitness level necessary to achieve success on the national stage.

Launched in 2007, the High Performance Team enhances the development for all levels of cycling from Youth to Elite. This structured approach to training has developed championship cyclists in Europe and around the world. It is now available, through Cycling BC, to young athletes in British Columbia.

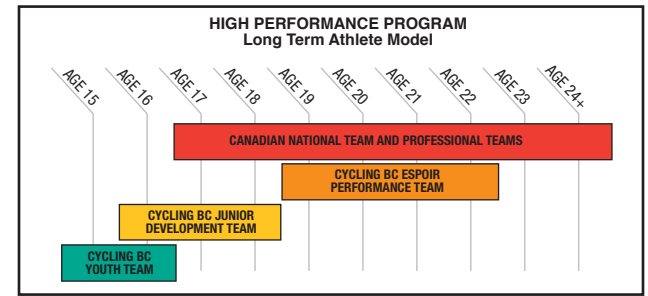
The program has already provided a solid foundation with winning results for some of these young athletes. The Junior male team won 5 of 6 potential medals in 2007 and won every gold medal in the Men's competition at the Western Canada Games.

With the support of corporate and individual sponsors, a full-time, residential Espoir Performance program for cyclists under 23 years of age will be implemented in 2009.

With the expansion of the High Performance Team, BC cyclists will continue to compete in a variety of national and international races around the world and bring home championship medals.

- Olympic and Paralympic Games*
- World Championships*
- Commonwealth Games*
- Pan Americans*
- Major stage races*
- World Cup*

*The ultimate goal is to provide a pathway that develops BC riders for the 2012 Olympic Games and beyond.*



The High Performance Team sets a standard for all riders and allows them to focus on their goals. Riders, starting from 15 years of age, progress from one team to the next as they move through each age category. Based on their development, they can hope to move forward to become a member of the Canadian Olympic Team and compete in the 2012 Olympic Games.



The High Performance program includes training by world-class coaches, development camps, fitness testing, equipment and nutritional programs. The riders can focus from part-time as they complete high school to a more intensive full-time residential program upon graduation.

This program is vital for young developing riders and requires ongoing resources and financial support that most can not provide on their own. With support from our valued sponsors we can keep their ambition alive, by providing the funds for this elite program.

## HIGH PERFORMANCE COACHING



Richard Wooles is the Provincial Head Coach and Director of High Performance for Cycling BC. He was a competitive road cyclist who rode for Wales and Great Britain at international events such as the Commonwealth Games and World Championships.

After ending his racing career, Richard worked for the Great Britain Cycling Team at two Olympic Games, with the Linda McCartney Foods Professional Cycling Team in France and was hand-picked by the Performance Director to take on the role of Women's National Coach. This led to Richard's appointment as Training & Development Coach at the World Cycling Centre in Switzerland. A number of his world-class riders have gone on to success at World Cups, World Championships and other major events, at both Junior and Elite levels.



## CYCLING BC

Cycling BC is a not-for-profit association and the provincial governing body for the sport of cycling in British Columbia, representing the full range of disciplines including road, track & cyclo-cross, mountain biking and BMX. For more information, visit [www.cyclingbc.net](http://www.cyclingbc.net).

## Cycling BC - Building Blocks for Success

We need your support for the 2008 season and beyond. Together, we can develop world-class cyclists to represent British Columbia and Canada. Your contribution will help build a pathway for young athletes on their way to success. Be a part of this success by making a donation, becoming one of our bronze, silver, gold or platinum level sponsors, funding a local event or donating goods or services in kind.

**To make a contribution, contact us today.**

**Cycling British Columbia**  
332-1367 West Broadway  
Vancouver, British Columbia  
V6H 4A9

**Director of High Performance**  
Richard Wooles  
Phone: (604) 737-3137  
Email: [Richard@cyclingbc.net](mailto:Richard@cyclingbc.net)



# BC LEADS THE COUNTRY WITH 39.6% OF NATIONAL CHAMPIONSHIPS.

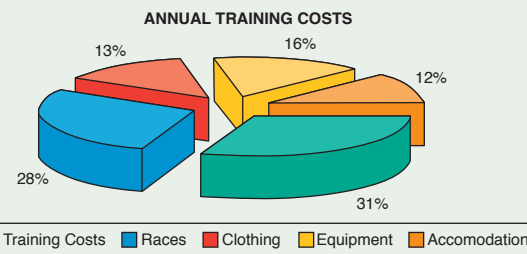
# SPONSORSHIP LEVELS

There are many benefits available to corporate sponsors at community, regional and national levels.

Road, mountain, track, cyclocross, BMX.

### HOW CAN YOU SUPPORT THESE ATHLETES?

The annual budget to train the High Performance Team is \$330,000 for 2008 and \$410,000 from 2009 through 2012.



*We need your financial support.*

With support from business and individuals we can provide all the resources necessary to develop young athletes into world-class champions.

You can help in a many different ways. Individuals can donate a cash contribution of any amount. Contributions of goods and services in kind are also welcome.

For companies that wish to promote their products nationally or to export markets, this is an excellent opportunity to spotlight a BC business. With regular events, media coverage and other opportunities, our sponsors will receive a world stage to gain exposure. We have developed sponsorship levels that provide a range of benefits to your company from events to items you can share with your customers or employees. We can also customize a package to meet your specific requirements.

### SPONSORSHIP LEVEL BENEFITS

	Platinum (\$30k+)	Gold (\$20k)	Silver (\$10k)	Bronze (\$5k)	Champion supplier (\$3-5K)	Provincial Team Supporter (\$100+)
Title sponsorship of desired team (available for each discipline; BMX, Road, Track, MTB, Cyclocross)	YES	-	-	-	(-\$3-5K)	Supporter
Featured logo on jersey & shorts	YES	YES	-	-	-	(\$100+)
Opportunity to present awards and meet the athletes	YES	YES	-	-	-	-
Training advice available, or we'll come and talk to your company about cycling for better health	YES	YES	YES	-	-	-
Availability of athletes or coaching staff for marketing or charitable work	YES	YES	YES	-	-	-
VIP at selected races	YES	YES	YES	-	-	-
Official sponsor of national or international level team activity	YES	YES	YES	-	-	-
Logo on all leisure kit	YES	YES	YES	-	-	-
Logo - Name on team vehicles	YES	YES	YES	YES	YES	-
Meet the riders on the Provincial Team and select National Team members at a training camp or race	YES	YES	YES	YES	YES	-
Logo - Name on Provincial Team newsletter	YES	YES	YES	YES	YES	-
Named sponsor on one Provincial Team training camp (sponsorship money spent directly on this)	YES	YES	YES	YES	YES	-
Logo on race equipment where appropriate	YES	YES	YES	YES	YES	-
Polo Shirt	3	2	1	1	1	-
Hat	2	2	2	2	2	1
T-shirt	2	2	2	2	2	1
Reports from all Provincial Team activities	YES	YES	YES	YES	YES	YES
Commemorative Provincial Team Jerseys (signed or not)	4	3	2	1	1	-
Pins	20	15	10	5	5	3

### OTHER SPONSORSHIP OPPORTUNITIES

- Title sponsor of BC Summer Games Cycling Team (\$10k)
- Sponsor of one of the five training camps planned for the Youth Team (under 16's - \$3k each camp)
- General help - no cash involved, just donate some of your time or skills

### ADVERTISING OPPORTUNITIES

- Cycling BC Magazine
- Cycling BC Website
- Team Car(s)
- Bikes/helmets/gloves

# DEVELOPING CHAMPIONS