

S S S R
STEAMBOAT**VELO**

Competition : Development : Camaraderie : Community



The Program

The Steamboat Springs Stage Race (SSSR) was started in 2009 with the goal to bring a high quality pro-amateur cycling event to Colorado racers. It was an immediate success and over the past 7 years we have worked hard to build SSSR into one of the best races in Colorado while also launching a cycling team in Steamboat Springs that supports our local road, mountain and cyclocross racers.

2016 presents new opportunities to further our objectives of supporting local racers, growing the sport of cycling, and using cycling as an economic driver for Steamboat Springs. The amazing local riding, the strong Steamboat cycling community, and bike friendly business partners all make this the perfect environment for cycling events and great cycling experiences to flourish.

Our goal with sponsorship of SSSR and Steamboat Velo continues to be creating measurable ROI by connecting passionate cyclists with the businesses and organizations that support the sport of cycling. Between our team membership of local riders and followers of the Stage Race, our program can reach an ideal and targeted demographic to position you front and center within the Colorado cycling community.

2015 Highlights

15' Total Stage Race participants: 365
Where they travelled from: CO (330), UT (12), CA (6), WY (4), UK (2), TX (2), MN (3), MT (2), Africa (1).
Total Steamboat participants: 31
Total in kid's (under 12) race: 50+

Community Donations: \$4350
Bicycle Colorado (\$750)
Routt County Humane Society (\$1500)
Lift-Up Food Bank: (\$1100)
Yampa Valley Sustainability: (\$1000)

Steamboat Velo Members: 29

Showcase



What they are saying about SSSR

“I thought this year was the best yet, and I'm not just saying that because I won. It was more professionally run than many of the NRC races I've done this year. Taking the race to the next level is a very exciting prospect, but even if the race continues as it is, I'll be there every year as long as I can still turn a pedal.” -Michael Burleigh (Men's Pro race winner)

“What a great race! This was my first year, and I would definitely do it again, and am recommending it other racers. We stayed at the Ptarmigan House, which was lovely, and reasonably priced. We ate twice at Wynona's and visited the Chocolate Factory a couple of times as well. The highlight of the weekend really is the road race. Everyone I talked to enjoyed it. Thank you and your friendly volunteers for an outstanding job. And by the way, I thought the race entry fees were eminently reasonable.”

“I want to throw my voice in to say this weekend was amazing. I am the mom to a junior racer who had never done anything like this before. I was so impressed with the organization, the communication, and the level of professionalism.”

Thanks for another great race. This is the third year I have done this race and it is always my favorite local race. It's great. The TT, Crit, and RR are all really balanced, safe, and challenging courses. I'm already excited to do it again next year. As far as growing the event and attracting national level competition I think a 4-day race would really bring out a lot of guys. Seems like this race gets bigger and better every year and it is because it is a really quality event, it's the only true stage race in Colorado and a ton of fun. Thanks for all the work you do, I think I speak for everyone else in saying we deeply appreciate dedicated hard working folks like you.”

“The SSSR was a great success again this year, and I am truly grateful to you and all the other volunteers for dedicating untold time and energy to make this event happen. Within my own circle of racing friends, we have nothing but praise and awe for all that you do. Each stage in the SSSR is held on a great course, and the support is outstanding in the separate events and in the race as a whole. I am also enormously appreciative of the Moots tour and the BBQ that happen every year. These special events really help to pull the racing community together, but they take lots of work. You put on a truly great race, year after year, and without any compensation beyond the satisfaction that hard work and a successful outcome brings.”

“After years of going up to Steamboat and cheering on my son and my husband, I finally entered the race myself this year! The courses were all fantastic and I thoroughly enjoyed racing. Volunteers were superb, from course marshals to registration. The registration line was very well organized and MUCH quicker this year! Nobody quite realizes the amount of time and effort that YOU and your staff of volunteers put into this event, but I suspect it is quite a lot. The behind the scenes work and preparation that goes into a 3-day stage race is huge. So, I just want to personally thank you on behalf of myself and my husband Bruce for ALL the time & energy you invested into making the race a HUGE SUCCESS! We sincerely appreciate your keeping this race going and look forward to future races in Steamboat!”

“Thanks for putting on such a great race. We have one of our Rwandan cyclists here from Team Rwanda with us at our ranch in WY. We heard about your race from a friend and immediately entered our rider, Bonaventure Uwizeyimana. This was his first time to the US and first US race. He had a great time and finished 11th in the P-1-2 RR and 9th in the Criterium. All your staff, support staff and USA Cycling judges were very nice and extremely helpful. The town of Steamboat was amazing, so friendly. When we walked through the grocery store after the Crit so many people came up to us and welcomed us and congratulated Bona on his race. We DEFINITELY want to come back next year and hopefully with a full Rwandan team and/or a Mixed team with Eritreans/Ethiopians/Rwandans.”

2016 Objectives

Stage Race:

- Increase reach of SSSR through advance planning, targeted marketing, and outreach to professional teams, with goal of 400+ participants for 2016.
- Return to 4-day event format with addition of a Friday stage (circuit race) for Pro men and women. (Amateurs remain 3-day format).
- Increase spectator advertising and event spectating opportunities.
- Explore additional events leading up to SSSR including a training race or training camp ~3 weeks prior to SSSR.

Steamboat Velo:

- Increase rider development opportunities through clinics, training races, speakers, and structured group rides.
- Add new special events and rides including gravel rides, Trail Ridge Road day trip, and mountain bike camp.
- Maintain high level of local racer support through race reimbursement; select key event support, and addition of Steamboat Velo race equipment (tent, tools, etc).
- Drive stronger relationships and racer support through key sponsor partners in Steamboat as well as bike industry partners.
- Utilize our website www.bikesteamboat.com to showcase our riders, our events, and our partners.

COLORADO'S PREMIER PRO-AMATEUR STAGE RACE

BREAK AWAY

SSSR
7TH ANNUAL STEAMBOAT SPRINGS STAGE RACE

**LABOR DAY WEEKEND
SEPTEMBER 5-6-7TH**

**STAGE 1
SIMPLY STEAMBOAT TIME TRIAL
SATURDAY, SEPTEMBER 5TH**

**STAGE 2
MOOTS ROAD RACE
SUNDAY, SEPTEMBER 6TH**

**STAGE 3
STEAMBOAT SKI &
BIKE KARE CRITERIUM
MONDAY, SEPTEMBER 7TH**

**\$8,000 PRIZE PURSE
PLUS MOOTS FRAME GIVE AWAY
AT FREE BBQ**

REGISTER TO RACE OR VOLUNTEER AT:
WWW.BIKESTEAMBOAT.COM

Sanctioned by USA Cycling & Bicycle Racing Association (BUSA)
Permit # 2015-2231

Logos: Steamboat Velo, Moots, USA Cycling, Bicycle Racing Association, and other sponsors.

WWW.BIKESTEAMBOAT.COM

poster by: Strange Bird Design

2016 Sponsorship Program

Titanium Sponsorship: \$4000 cash per year for two years. (Limited to one Titanium sponsor)

- Exclusive sponsor rights for your business and product from Steamboat Velo and the Steamboat Stage Race
- Presented as a Title sponsor on bikesteamboat.com, promotional items, as well as two large logos on team apparel.
- Additional marketing opportunities with our team members and at our events; booth, banners, promotional materials, etc
- Option to use the Velo team and Stage Race event likeness for marketing purposes
- Two comp entries into any Steamboat Velo event, fully transferable.

Gold Sponsorship: \$2000 cash per year for two years, with up to 25% in-kind. (Limited to four Gold sponsors)

- Presented as a featured sponsor on bikesteamboat.com, promotional items, as well as one medium logo on team apparel.
- Additional marketing opportunities with our team members or at our events; booth, banners, promotional materials, etc
- Option to use the team name and likeness for marketing in addition to media from events
- Two comp entries into any Steamboat Velo event, fully transferable.

Silver Sponsorship: \$1000 per year for two years, with up to 20% in-kind (Limited to eight Silver sponsors)

- Presented sponsor on bikesteamboat.com and promotional materials
- Additional marketing opportunities with our team members or at our events; booth, banners, promotional materials, etc
- One comp entry into any Steamboat Velo event, fully transferable.

Bronze Sponsorship: \$500 with up to 100% in-kind

- Logos placed on select promotional materials for Steamboat Stage Race and Steamboat Velo.
- Opportunity to present marketing materials and special offers to team members and event participants.

2016 Steamboat Velo Team Kit



2016 Sponsorship Partnership Form

Company Name: _____
Address: _____
City, State and Zip Code: _____
Contact Person: _____
Contact Person's Title: _____
Telephone Number: _____
Fax Number: _____
E-mail address: _____

We would like to sponsor the Steamboat Velo Program at the following level:

- _____ Titanium Sponsor Cash_____ In-kind_____
- _____ Gold Sponsor Cash_____ In-kind_____
- _____ Silver Sponsor Cash_____ In-kind_____
- _____ Bronze Sponsor or official supplier Cash_____ In-kind_____

Additional Notes:

Please email camera-ready graphics/logos can be to corey@bikesteamboat.com

Event Representative Signature: _____ Date _____
Event Representative Name & Title _____