

GTC **RACING**



**Club Profile & Sponsorship
Opportunities 2006**



Who we are:

The *Gwinnett Touring Club (GTC)* was formed circa 1982 and is now in its 23rd year. The GTC has over 200 members who ride both recreationally and competitively, several of those with State and National championship titles. While most of our riders simply enjoy the quiet Georgia roads in the Gwinnett-Walton-Barrow-Jackson County area, GTC has established a competitive racing program dedicated to those in our fold who actively participate in the local Georgia and greater southeastern racing calendar.



The GTC is quite prolific, with multiple rides coordinated every week. We are known for our affinity for “Georgia pavé” (dirt/gravel roads), hence the cobblestones on our club uniform. And we host a series of “Spring Classics” group rides, which simulate the feel and terrain of professional European races such as Paris-Roubaix and Milan-San Remo.

The size of our club, unique nature and volume of our group rides, and active participation in events throughout the region—including races, centuries, group rides, and training events—have established us as one of the most respected and well-known clubs in the southeast.



GTC RACING



Based on the established presence and leadership of a 23-year old cycling club, the GTC Racing team was formed in late 2004 from existing club members. GTC Racing started with a tiny budget and a winning vision. *GTC Racing and our sponsors are represented by a strong contingent of riders* participating in competitive road, cyclocross, and cross-country cycling events.

A concerted, "grass-roots" effort has established the GTC Racing Team as a competitive force in the Georgia and greater southeastern racing circuit in less than a year.



L to R: Marshall Millard, Wojtek Wysocki, Stephen Simpson, Gerard Remery, Shey Lindner, Matt Coy, Bob Kuhn, James Campbell, Tracy Hambrick, Dan Coy

Results:

Thousands of spectators, competitors and cycling enthusiasts around the southeast watched and cheered a winning GTC team during the 2004-05 road and cyclocross season. From the '04 Georgia Cross Series to the '05 road season, GTC scored more than a dozen wins and 30+ podium spots.



2004-2005 WINS:

- Bishop Road Race - 1st (Masters)
- Rome TTT - 1st (Masters 45+)
- Tennessee TT Championships - 1st (Masters 45+)
- Senoia Speedway Criterium - 1st (Masters)
- Tundra TT - 1st (Masters)
- Jackson Cyclocross - 1st (Masters 40+)
- Covington Cyclocross - 1st (Masters 40+)
- Hendersonville, NC Cyclocross - 1st (Masters 45+)
- Monroe Cyclocross - 1st (Masters 35+)
- Georgia Cup Dahlonega Road Race - 1st (Women's Cat. 3)
- Tour de Georgia Women's Criterium - 1st (Women's Cat. 3)
- Georgia Games Road Race - 1st (Women's Cat. 3)

Why Sponsor GTC?

VISIBILITY

With over 200 members, the GTC is one of the largest cycling clubs in the Southeast. Our active participation in group rides, racing events, centuries, and cycling-related charities exposes our sponsors to an audience of spectators, competitors and cycling enthusiasts alike.

WEBSITE TRAFFIC

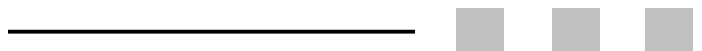
The GTC's website (www.gtcbike.org) is well known within the local cycling community, averaging 230 visits and 3000 page hits daily, and 7000 visits with 90,000 page hits monthly. Sponsors are recognized on our website, with links to their official pages that expose a broad audience to their products & services.

COMMUNITY

The GTC is known throughout the local cycling community and we are the first club many cyclists interact with upon moving to the highly-populated north Atlanta area. The advice, support, and friendship of our members serves to cultivate and grow the cycling community. In addition, our club members are actively involved in local park & trail expansion projects. Our sponsors benefit from our actions, with their names associated with our efforts to promote cycling growth.

EVENTS

The GTC hosts numerous group rides throughout the year. Our online ride calendar—a virtual “hotspot” among local cyclists—includes an average of 4-5 club sponsored rides per week, frequented by club members and local enthusiasts alike. In addition, as a UCSF club the GTC sponsors multiple sanctioned events—including races and organized rides—that provide our sponsors the opportunity to increase their visibility within the cycling community.



Team Sponsorship

Options:

This coming 2006 season GTC hopes to provide an environment for developing more young talent as well as solidifying our team of established riders. Sponsorship has played a huge role in our success and we look forward to establishing relationships with organizations willing to support our future racing goals.



Title Sponsor: \$10,000

Sponsor's name becomes name of the Racing Team. Prominent display of logo on uniforms, website, press releases and promotional material.

Presenting Sponsor: \$5,000

Prominent display of logo on uniforms, website, press releases and promotional material.

Product Sponsors: \$1,000 (in products)

Prominent display of logo on uniforms, website, press releases and promotional material.

Contributing Sponsors: Less than \$1,000

Logo on uniforms, website, press releases and promotional material.

***For more information on
GTC Racing & sponsorship
opportunities, contact:***

info@gtcbike.org

or visit:

www.gtcbike.org

**GTC
RACING**