



## Sponsorship Information

Therapeutic Associates Inc. Cycling Team (TAI Cycling) is searching for associate sponsors for the 2008 racing season. Therapeutic Associates Inc. is the title sponsor and provides specialized physical therapy for patients at over 60 locations in the Western US and is committed to continuing TAI Cycling in the Bend and Portland areas. TAI Cycling has become a very active and prominent team since our creation in 2003. Membership stands at 30 riders and will increase commensurately with our budget for next few years. We are currently ranked 5<sup>th</sup> out of 71 teams in Oregon, based on results. We have accomplished a lot in our first few years. Now we're looking to expand our sponsorships to continue our progress.

All associate-level sponsors receive logo placement on the team uniform and website. Our budget is spent fairly on all riders and we expect that all riders will, in turn, give back to the team and to the community as a show of appreciation. TAI Cycling riders are required to volunteer at community events such as other races, fundraisers, or sponsor-related promotions.

Our current associate sponsors comprise a diverse group of local and regional businesses who see the cycling community as an important market for advertising, referrals and exposure. If you are interested in becoming a sponsor, we offer some guidelines for you below.

Sponsorship Levels for 1 year:

\$500 – contributing sponsor. Logo on website: [www.taicycling.com](http://www.taicycling.com).

\$1000 –associate sponsor. Logo on uniform, website, team vehicles and at events.

\$2000 or more – major sponsor. Prominent logo on jersey, shorts and/or other accessory, large logo on website, team vehicles, event posters, etc. Generally, these businesses receive the most referrals from team members and other racers.

Logo placement on the jersey is prioritized and decided upon by the team director each year.

Additional benefits may be gained by securing sponsorship for 2 or more years.

Our team had an excellent season this year and we hope that with your support we can continue our success!



Sincerely,

Bill Warburton, Team Director,  
and the Therapeutic Associates Cycling Team