

# Attitude & Experience



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## **Who are we?**

Team Attitude and Experience is a BMX team that has some of the top ranked racers in the district and even the state! Our team is made up of boys and girls that have been participating for over five years! We race at GTCBMX right here in Traverse City but also, we travel statewide going to various races, so if you choose to sponsor the team your logo will be seen all over the state of Michigan.

## **What is BMX?**

You might be asking yourself what is BMX? Well the answer is BMX (or bicycle motocross) is a cycle sport performed on special BMX bikes for competitive racing or free-styling. The sport of BMX consists of riders of all ages, from 2 to 70+, with rankings such as beginner, novice, and expert. The races are grouped by gender, age, and experience.

Our team specializes in BMX racing, we race a single-lap sprint race across a winding track complete with jumps and rollers toward the finish line.

## **Why are sponsors needed?**

By sponsoring Team A&E you help us cover the \$500/racer that is needed for them to attend:

- 25 Local Practice's
- 22 Local Races
- 2 Local Bob Warnicke Scholarship Races
- 1 Race for Life
- 4 State Qualifier Races
- 1 State Championship Race

## **How much does it cost to become a sponsor of Team A&E?**

The cost varies from our beginner sponsorship (\$50) to our full team sponsorship (\$2,000).

## **What am I getting for my sponsorship?**

Each different level of sponsorship receives different incentives. You can see the next page to see the various incentives and different rankings of sponsorship.

	Full - \$2,000	Pro - \$500	Expert - \$250	Novice - \$100	Beginner - \$50
Logo on Race Banner					
Logo on Social Media					
Logo on Team Trailer					
Email Updates					
8x10 Team Photo					
Logo on Website					
BMX Merchandise					
Logo on Team Jersey's					
Featured Sponsor					
Mentions during Race					
Logo on full back					
Meet and Greet					
# of Riders Sponsored	4 - Full Season	1 - Full Season	1 - Half Season	1 - All Practices	1 - Half Practices

#### FULL TEAM SPONSORSHIP - \$2,000 - ONE SPOT AVAILABLE

- Logo on our Race Banner that travels with our team to over 20 races
- Logo on our Social Media outlets with links to your webpage
- Logo on the Team Trailer that also travels with us to over 20 races
- Emailed updates of Team A&E
- An 8x10 photo of the 2015 Team A&E BMX riders
- Logo on our website with a link to your webpage
- Team A&E BMX Hat
- At least one race day as the Featured Sponsor on our Facebook page, with link to you page
- Business name mentioned during every race
- Logo on the full back of the jersey's
- Invitation to end of year pizza party with the riders

#### PROFESSIONAL LEVEL SPONSORSHIP - \$500

- Logo on our Race Banner that travels with our team to over 20 races
- Logo on our Social Media outlets with links to your webpage
- Logo on the Team Trailer that also travels with us to over 20 races
- Emailed updates of Team A&E
- An 8x10 photo of the 2015 Team A&E BMX riders
- Logo on our website with a link to your webpage
- Team A&E BMX Hat
- Logo on the Jersey sleeve of our riders
- Minimum one race day as the Featured Sponsor on our Facebook page, with link to your page

#### EXPERT LEVEL SPONSORSHIP - \$250

- Logo on our Race Banner that travels with our team to over 20 races
- Logo on our Social Media outlets with links to your webpage
- Logo on the Team Trailer that also travels with us to over 20 races
- Emailed updates of Team A&E
- An 8x10 photo of the 2015 Team A&E BMX riders
- Logo on our website with a link to your webpage

#### NOVICE LEVEL SPONSORSHIP - \$100

- Logo on our Race Banner that travels with our team to over 20 races
- Logo on our Social Media outlets with links to your webpage
- Logo on the Team Trailer that also travels with us to over 20 races
- Emailed updates of Team A&E

#### BEGINNER LEVEL SPONSORSHIP - \$50

- Logo on our Race Banner that travels with our team to over 20 races
- Logo on our Social Media outlets with links to your webpage

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## 2015 Team Attitude & Experience Sponsor

Sponsor's Name: \_\_\_\_\_

Sponsor's Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Level of Sponsorship:      Beginner      Novice      Expert      Professional      Full Team

Please make checks payable to: **Attitude & Experience, Inc.**

In the memo please put: **BMX Sponsor**

Please return this page and check to:

Attitude & Experience, Inc.  
 1230 M-37 South  
 Traverse City, MI 49685

If you have any questions or concerns, please feel free to contact - Samantha Haas at 231-933-8737 or email at [Marketing@attitudeandexperience.com](mailto:Marketing@attitudeandexperience.com).