

# SPIN PEAKS RACING

SPONSOR DECK 2023





Spin Peaks is a cycling team based in New York. Our mission is to expand and diversify the landscape of competitive cycling by promoting emerging marginalized genders, including women, non-binary folks, and trans men. Through sponsorships, team training, and community involvement, we provide racers with the funding, opportunities, and confidence they need to compete and advance.

Spin Peaks was established in 2017 by nine women seeking a cycling community that would be an introduction to the world of track racing. Since launching, we recognize that our mission must include black, brown, and indigenous folks; the LGBTQIA+ community; and disabled folks. This is just the beginning and we are committed to continuing to learn and doing the work.

Spin Peaks is a USA Cycling-registered division of Club Danger Diamond.

We have zero-tolerance for racism and systemic oppression, and we ask our sponsored members, partners, and clubs to uphold these values as well.

# About

**2017**

- Started Spin Peaks
- Hosted fundraising events
- Organized a bike build class for members with sponsor shop
- Design identity
- Outfitted team in skin suits and training kits
- Members advanced their individual USAC categories
- Members competed in Wards Island Crit, at NSC Velodrome in MN, at Kissena Velodrome NY.

**2018**

- Hosted fundraising events
- Outfitted team in skin suits and training kits
- Members advanced their individual USAC categories
- Members competed in Wards Island Crit, at NSC Velodrome in MN, at Kissena Velodrome NY.
- Members traveled to Cleveland to train with Mandy Marquardt
- Team was invited to speak about Kissena Velodrome and introduce a film at The Bicycle Film festival.

**2019**

- Outfitted team in skin suits and training kits
- Members advanced their individual USAC categories
- Members competed at NSC Velodrome in MN, at Kissena Velodrome NY.
- Hosted Gold Sprints at 5Boro Bike Tour Expo
- Hosted a monthly Gold Sprints event with Sponsors
- Members participated in Rasputitsa Gravel VT

**2020**

- Members started mountain biking
- Member worked in bike shops where they were needed
- Members volunteered by doing deliveries by bicycle for various mutual aid groups

**2021**

- Re-start with 2 original members
- New members brought interest in CX races to the team
- Members competed in:
  - Mission Crit SF
  - Randalls Island Track Crit, NY
  - Northhampton International CX, MA
  - Charm City CX, MD
  - Rainey Park CX, NY
  - Grit 9-0 Gravel, CO
  - Old Man Winter 100k, CO
  - CX of the North, CO
  - Schoolyard CX, CO
  - Weekly Kissena Velodrome Track events, NY

**2022**

- Outfitted team in skin suits and training kits
- Members advanced their individual USAC categories
- Members competed weekly at Kissena Velodrome NY.
- Team cohosted Sunday clinics at Kissena Velodrome to further interest in track
- Hosted a Bike Wash & Gold Sprints Fundraiser
- Members competed in:
  - Randalls Island Crit, NY
  - Boulder Roubaix, CO
  - Bill Barr Memorial City Crit, CO
  - Littleton Twilight Crit, CO
  - Stem CiderX, CO
  - FoCo Fondo p/b Fat Tire, CO
  - Harlem Skyscraper, NY
  - Track State Championships, NY

# Achievements



Spin Peaks has spent the past four seasons not only working on our personal goals as athletes but also being active in the community in a variety of ways.

**Gold Sprints Parties:** These are a fun way to get community members together in a social setting. Stationary bike races are purely for the community, fun, and good morale.

**Clothing and Gear swaps:** Our team wants to lower the barrier to entry to bike racing. Swaps allow people to acquire free equipment and also find homes for things that don't fit or they don't use.

**Social Rides:** Social rides are not only healthy and fun, but they help increase interest in bikes and empower people to ride further and use their bicycles as their vehicle for adventure.

**Flat fix and minor maintenance workshops:** These are important for empowerment and ownership over a person's bicycle and the ability to go on longer rides knowing they can take care of a minor problem that may come up with the bike.

**Coat and Toy drive:** We donated coats and toys to a local family shelter over the winter holiday, bringing care and joy to over 90 families.

**Introduction to track clinics:** Our highly successful clinics, which we co-ran with other community members, introduced new racers to the track and taught them the skills they need to feel confident showing up to a race.

# Community Involvement



## This upcoming season we hope to:

- Reach out to uplift more minorities in cycling
- Continue to compete at Kissena, our home track
- Regularly send our riders to race at the world-class velodrome in Trexlertown, PA
- Develop a team-tailored training plan
- Send at least 3 members to Mission Crit in SF
- Compete in a variety of disciplines including Gravel, Mountain Biking and Cyclocross
- Organize regular social community rides and events
- Host basic maintenance and flat fix classes
- Continue to offer clinics for beginner track racing.
- Start a cycling club “Damn Fine Cycling Club” to promote inclusivity in the cycling community while giving people a space that’s safe and encouraging people to race and train with us

# 2023 Season Goals

SPIN PEAKS SPONSORSHIP BENEFITS	CAT 1 > \$8000	CAT 2 > \$5000	CAT 3 > \$2500	CAT 4 > \$1000	CAT 5 > \$500	CAT 6 donation of product or service
Spin Peaks "presented by: (your product/ brand)" on back of skinsuit and kit. Min 7"x7" logo ALL CITIES	●					
Spin Peaks "presented by: (your product/ brand)" on back of skinsuit and kit. Min 7"x7" logo LOCAL TEAM	●					
Coordinate two promotional events with product / brand per year of sponsorship	●					
Include your product / brand in our 2022 photo shoot ALL CITIES	●					
Include your product / brand in our 2022 photo shoot LOCAL		●				
Tag product / brand in ALL Spin Peaks Instagram and Facebook posts.	●	●				
Official thank you in all our email blasts that will go out monthly during the season to a list of 4,783 people	●	●	●			
Create x8 social media posts featuring your product / brand	●	●	●			
4"x4" Logo on skinsuit & kit		●	●			
Create x4 social media posts featuring your product / brand				●		
(if applicable) Sample giveaway of your product at Spin Peaks official team tent during events at Kissena Velodrome NY	●	●	●	●	●	●
Logo and media link featured on our team website	●	●	●	●		
Feature product / brand at Spin Peaks events throughout 2022	●	●	●	●	●	●
2"x2" Logo on skinsuit & kit				●	●	
Social media tagging upon receipt and when product is visible in photos	●	●	●	●	●	●

These are suggestions that will help us reach our goal of funding our local and national teams for the 2022 track cycling and racing season.

Please see the breakdown of an individual member's racing costs on the next page. All proceeds will be used to help us reach our goal of making racing more accessible for local women, trans, and non-binary/gender non-conforming athletes.

We invite your suggestions and are open to collaborate.

# What We Are Offering To Sponsors



Expense	Spend Per Season
USA Cycling Membership	\$70
Track Race Fees	>\$300
Transportation	\$150
Track Bike	\$1000
Team Skin Suit	\$170
Bicycle Maintenance	\$200
Equipment (helmet, glove, shoes, etc.)	\$450
<b>TOTAL</b>	\$2,340

Racing is Expensive! Help us in our mission to make track racing accessible to riders of all backgrounds, including students, artists, and couriers. Here is an example of the base costs for a single person in one season:

These prices are based on our Track Racing experience, other disciplines different usually higher out of pocket expenses.



**THANK YOU**

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