



**TEAM FAST LANE
SPONSORSHIP
PROPOSAL 2009-2010**

OVERVIEW

TEAM Fast Lane (TFL) was formed in January 2001 as a triathlon training program for the Salt Lake County Dept. of Parks & Recreation. Now entering our ninth year, TFL has evolved into a full-scale, USA Triathlon sanctioned club, offering year round workouts for members. TFL is open to all individuals interested in improving their fitness and those wishing to compete in the sport of triathlon. Our membership is currently made up of men and women of various ability levels ranging in age from 20-70 years. We currently have over 50 members.

Although our primary purpose is as a training program for those interested in participating in the sport of triathlon, many members also train & compete in other sports like XTERRA, duathlon, road & mountain bike racing, alpine, telemark, & cross country skiing, long & short distance running, climbing, kayaking, adventure racing, etc. If there's an endurance event an individual wants to compete in we'll help them train appropriately for it!

TFL offers four coached workouts per week (12-16 workouts/mo.) as follows: two SWIM workouts, one CYCLING workout (indoor SPIN in winter on stationary bicycles) and one RUN workout. In the summer, we frequently conduct weekend training clinics at East Canyon Reservoir and other remote locations within close proximity to SLC.

The goal and objective of the program is to train individuals to participate in any one of several different distance triathlon events as follows:

- Sprint S-1/2 mile, B-13 miles, R-3.1 miles
- Olympic S-1 mile, B- 25 miles, R-6.2miles
- Half Ironman S-1.2 miles, B-56 miles, R-13.1 miles
- Ironman S-2.4 miles, B-112miles, R-6.2 miles

We currently utilize the facilities at Steiner West Pool (855 California Ave.,) Studio Cove (3939 S. Wasatch Blvd.) and West High School track (300 North 300 West.)

2006 USA Triathlon Club Champions – Div. IV

TFL placed first (Div. IV level) at the 2006 USA Triathlon Club National Championship at the Pumpkinman Triathlon in Boulder City, NV. The TEAM placed second in 2008 at the same venue.

COACH PROFILE

Scott Kelly is the founder and head Coach of TFL. He is a long time endurance athlete who has competed in over 50 marathons and 100 triathlons over a 25 year span. Originally from NYC, Scott trained under nationally renowned swim coaches Terry Laughlin (Total Immersion) and Doug Stern (Doug Stern Swim Clinic). He is also a former member of the Central Park Track Club where he trained under coach George Wiznewski. In 1997, Scott helped open the Utah Chapter of the Leukemia & Lymphoma Society. He was a volunteer coach from '97-'99 for their Team in Training marathon training program in Salt Lake City. This is the Leukemia & Lymphoma Society's number one fund raising program where individuals are trained to run a marathon while they in turn raise money for leukemia research and other related cancers. Scott attended Ohio Wesleyan University and was a defenseman on their lacrosse team. He is full-time personal trainer who works with endurance athletes.

TEAM SPONSORSHIP

TFL is always looking to align itself with companies that are interested in promoting health and wellness through association with our organization. At present we are attempting to raise **\$50,000.00** to cover the cost of TEAM uniforms, travel to race expenses, race entry fees and other basic operating costs.

Each year TFL members participate, individually or as group, in over 50 different events in Utah and throughout the US. The bulk of the triathlon "season" takes place from May through October (see the TFL website for a complete list of events.) TFL members also compete in a variety of winter sports ie: telemark skiing, skate skiing winter triathlon, snowshoeing, etc.

TFL presence at these events along with frequent podium finishes offer sponsors the opportunity to gain invaluable exposure. Your logo placed on our jerseys, website **www.teamfastlane.com** and other promotional material is an opportunity to show your support and association for a worthwhile, successful program. Given proper notice, the TEAM is also available for appearances at trade shows, community events, promotional gatherings and photographic purposes. TFL is open to any and all ideas to help sponsors benefit from their association with our organization.

PRODUCT SPONSORSHIP

In lieu of a monetary donation, the TEAM will accept donations in the form of products or services. This type of donation will have to equate to a specific dollar amount and depending upon the type of item/service will have to be made available to ALL our TEAM members for use over the course of the season. Product sponsorships are carefully reviewed on an item by item basis.

THE IMPORTANCE OF A TEAM UNIFORM

As in professional sports, a uniform creates an identity for a TEAM, it's members, fans, and sponsors. This image creates a lasting memory for those who see TEAM members wearing said uniform at events taking place throughout the community. TEAM members feel proud to be a "part of" an organization when wearing a uniform. People are always curious about those wearing a uniform. Typically, it encourages them to make inquiry about the TEAM and its purpose often generating new membership in the organization and awareness for its sponsors. Most importantly, just like a quality bike or a good pair of running shoes, this clothing provides much needed functionality for both training and racing purposes. Without it team members would NOT be able to train and/or compete in comfort!

CUSTOM SUBLIMATED TRIATHLON UNIFORM KIT

The TEAM Fast Lane uniform kit will consist of seven pieces for the men and eight pieces for the women. The kit is made up of a traditional short sleeved cycling jersey, cycling shorts, Wind Tex jacket, tights, tri skin top and tri short (similar to a traditional cycling short except with thinner padding.) All women will have a custom sublimated bra/halter top as well. Each piece is sublimated with the TFL logo and all tops will be sublimated with our sponsors logos. The manufacturing process used to imprint logos etc. on these garments is called sublimation. This process is far better than screen printing as logos become a permanent part of the fabric of the garment. The cost for a complete uniform kit of this nature is in the \$500.00 range per person. We are in the process of selecting a quality vendor to produce our uniform kit at a competitive price. With your help, we endeavor to reduce the cost of these uniforms (and/or completely cover the expense) for ALL team members!

INDIVIDUAL TEAM MEMBER BIOS AVAILABLE UPON REQUEST

TFL members are a diverse group of men and women of ALL ages and ability levels. For more detailed info on our membership, please contact Head Coach Scott Kelly (801) 558-2230 or email teamfastlane@comcast.net.

CURRENT SPONSOR LIST

Title Sponsor – Spin Cycle

Asmaster Chamois Crème

Crank Sports – eGel

Studio Cove Health Club

Woolpower Ostersund – socks

Wild Rose Mountain Sports

Non-Profit Partner – SLC Bicycle Collective

www.spincycleut.com

www.asmaster.biz

www.cranksports.com

www.welcometofocus.com

www.gransfors.us

www.wildrosesports.co

www.slcbikecollective.org

5 Levels of Sponsorship

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- **LEVEL 1 – \$10,000 +**
 1. Exclusive two year title sponsorship package of TEAM.
 2. Exclusive LARGER logo placement on entire TFL uniform kit.
 3. Maximum exposure on the TFL website (special page)
 4. Full access to the TEAM for promotional purposes (appearances, photo shoots, etc.)
 5. ANY additional requests sponsor might require.
- **LEVEL 2 - \$5,000**
 1. Two year secondary sponsorship package of TFL.
 2. Logo placement on entire TFL uniform kit (NOT exclusive)
 3. Logo & link placement on TFL website
 4. Two TEAM appearances for promotional purposes.
- **LEVEL 3 - \$2,500**
 1. One year sponsorship package of the TEAM.
 2. Logo placement on entire TFL uniform kit
 3. Logo & link placement on TFL website.
- **LEVEL 4 - \$1,250**
 1. One year sponsorship of the TEAM.
 2. Logo placement on triathlon skins only.
 3. Logo & link placement on website.
 4. One TEAM appearance for promotional purposes.
- **LEVEL 5 – Support (\$100 or more)**
 1. Logo & link placement on website.

Sponsorship levels 3 & 4 will receive a smaller logo placement on all TEAM jerseys and exposure on the TFL website. Our aim is to provide our sponsors with the maximum exposure we can while both training and racing in the community. We are open to ANY suggestions potential sponsors might have in order to establish a solid and mutually beneficial relationship!

TFL/SLC BICYCLE COLLECTIVE PARTNERSHIP

TFL supports the noble efforts of SLBC within the community and a portion of ALL donations to TFL will be channeled to this organization at the end of each season.

The mission of the Salt Lake City Bicycle Collective is to promote cycling as an effective and sustainable form of transportation and as a cornerstone of a cleaner, healthier, and safer society. The Bicycle Collective provides refurbished bicycles and educational programs to the community, focusing on children and lower income households.

We provide the following community services:

- Community Bike Shop (2312 S. West Temple, SLC, UT 84115)
- Refurbishing donated bicycles for nominal resale and charity.
- Community access to tools and shop space
- Bicycle repair classes
- Safety seminar series
- Bicycle mechanic certifications and sponsorships
- Youth employment opportunities and specialized training
- Providing valet bike parking at local events

For additional info on this organization visit **www.slcbikecollective.org**

Contacts: Jonathan Morrison, Executive Dir. (801) 688-0183 or Jason Bultman (801) 485-2906.