

***Gotta have more***



***More Mountain Bike Racing in 2009***

**Event Participation Opportunities**



**1235 E East Blvd #167**

**Charlotte, NC 28203**

**[www.cowbellchallenge.org](http://www.cowbellchallenge.org)**

**[organizers@cowbellchallenge.org](mailto:organizers@cowbellchallenge.org)**

# **Cowbell Challenge, Inc.**

## **Mountain Bike Races with a Difference**

Since organizing as the Cowbell Classic charity ride in 2001, Cowbell Challenge Inc. has grown into a non-profit organization with a national reputation for putting on well-organized, top-notch races with a unique Southern flavor that reflects our enthusiasm for the sport, support for racers of all skill levels, and a strong commitment to community.

In 2009, we invite you to join us in supporting more Cowbell than ever! From local cross-country, to regional festival to national endurance and cross-country, we give lots more Cowbell and lots more return for your sponsorship dollars.

### **Why you should consider mountain biking**

- 1 in 5 Americans aged 16 and older cycle regularly.
- Mountain biking adds \$26 billion to the American economy annually.
- In the Southeastern US, mountain biking contributes \$11.3 billion to the economy, supports 135,000 jobs and generates more than \$1.6 billion in annual state/federal tax revenues.
- Average mountain bike enthusiast is male, 32 years of age with a median income of \$75,000.
- More than 35 percent of cyclists are married with children.
- Average mountain biker owns two or more bikes with an average retail price of over \$2,000.
- Women comprise 55 percent of recreational riders/spectators.
- Cyclists are eco-aware and socially responsible consumers, who search for quality in products/services they purchase.

*-Statistics from IMBA, Shimano American Corporation and the Outdoor Industry Foundation*

**Reach your prime demographic where they really live... on their bikes!**

### **Customized sponsorship packages begin at just \$250**

From Charlotte metro businesses looking to reach hundreds of enthusiastic targets, to national companies anticipating brand awareness and point-of-participation reach, the race opportunities of Cowbell Challenge Inc. provide great ROI.

#### **Sponsorship covers:**

- Operational costs
- Cash purses
- Awards
- Racer Swag
- Signage & Podium
- Promotional campaigns
- Charitable donations

#### **Sponsors receive:**

- 3.5 impressions per registered racer
- National/regional/local PR
- Website placement and links
- Email campaigns
- Sampling/coupons opportunities
- Multiple event announcements
- Customized venue marketing

All sponsorship packages require monetary commitment of at least 50 percent--we cannot provide full sponsorship benefits for merchandise-only support. Contact us today to discuss how to maximize your participation.

# Cowbell Challenge Inc. 2009 Race Schedule

Each Cowbell Challenge race event draws competitors, fans, support teams, volunteers and spectators. We'll work with you to create a sponsorship package that covers multiple events for the most effective marketing opportunity for your organization.



## **June 20, 2009** **8th Annual Cowbell Challenge Marathon** **Mountain Bike Race,** **Fisher Farm Park, Davidson, NC**

Our signature event celebrates its eighth birthday in 2009. A USA Cycling Ultra Endurance Calendar event, the race features more than 200 racers from across the US going for the bell, for points and to benefit the Town of Davidson.

## **June 21, 2009** **Cowbell Summer Solstice Cross Country**

One of six events on the Kenda East Coast Cup Series, the Cowbell Challenge XC will draw hundreds of racers from Pro, Category 1, 2 and 3 ranks to compete for cash, merchandise and points to qualify for the US Kenda Cup Unification Race in Las Vegas, NV in September.



## **Thursdays, 6:30 pm, beginning May 14, 2009** **Fisher Farm Park, Davidson, NC**

Short, simple, fast and furious, the Spring 6-Shooter Series is the lead in to the Summer Solstice and features single loop races in Open, Masters, Single Speed (Male and Female) with moderate cash payouts at each race, and an accumulating purse for the series champions.

## **October 2-4, 2009** **2nd Annual National MTB Oktoberfest** **Fisher Farm Park, Davidson, NC**

Join the Cowbell Challenge crew for three days of racing and riding. Kids races, time trials, and the premier 8-Hour Endurance Race, NMBO brings top national competitors for the final USAC NUCC event of 2009. Benefits local/regional cancer charities.

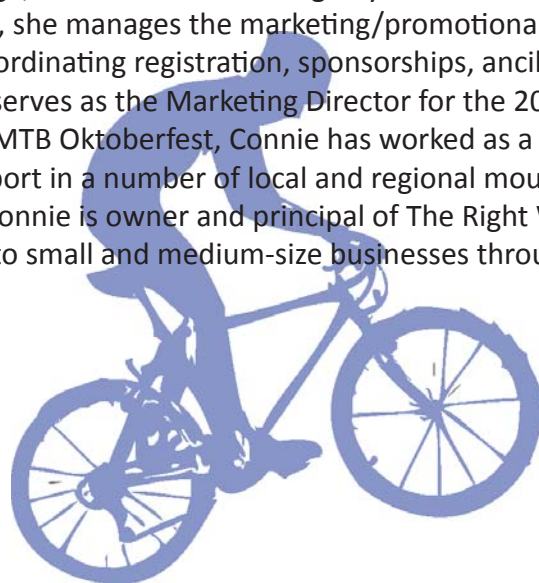


# About Cowbell Challenge

**Cowbell Challenge, Inc.**, a 501C3 nonprofit corporation, is a volunteer organization dedicated to promoting and organizing mountain biking events that raise funds in support of charitable causes that promote health, well-being, and strong communities. Since 2001, Cowbell Challenge has donated more than \$18,000 to the local communities.

**Taylor Sullivan**, President of Cowbell Challenge and Race Director, is known to the mountain biking community both as a competitor and as a gifted race director. Since taking the reins of the Cowbell Challenge race in 2003, he has designed competitive courses that motivate and challenge racers of all skill levels. He is responsible for attracting top national endurance racers, and competitors from across the US to participate in the Cowbell Challenge and MTB Oktoberfest endurance events, as well as organizing cross-country, time trial and cyclocross events. As a racer himself, Taylor understands the mountain biker's desire for racing; which assists him in making a race an exciting and satisfying competitive experience. In addition to the signature Cowbell Challenge 12-Hour endurance race and National MTB Oktoberfest, Taylor will direct the Cowbell Challenge XC, the Summer Six Shooter series, and serve as the East Coast Operations Director for the Kenda Cup in 2009. Besides serving as the Cowbell Challenge Race Director for six years, Taylor has volunteered at numerous local and regional events, working as a course monitor/marshal, race official, and sweeper. His experience includes all logistical facets of race planning and direction. Taylor is president and owner of Organic Systems, LLC, in Charlotte, NC, specializing in organic shrub and turf care and integrated pest management.

**Connie Giordano** serves as Vice President of Cowbell Challenge and Technical Director, and is a recreational mountain biker with more than two decades of experience in event planning and management. As the original organizer of the Cowbell Challenge, Connie has been integrally involved its growth every year since its inception. Working closely with Taylor, she manages the marketing/promotional and administrative aspects of all Cowbell Challenge, Inc. races, coordinating registration, sponsorships, ancillary events, volunteers and event website management. She also serves as the Marketing Director for the 2009 Kenda Cup series. In addition to Cowbell Challenge and National MTB Oktoberfest, Connie has worked as a race event timer, registration volunteer, and feed zone/team support in a number of local and regional mountain bike events, as well as marathons, and 5k/10K runs/walks. Connie is owner and principal of The Right Words, offering communications and information design services to small and medium-size businesses throughout the United States.



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