



304 N Stadium Way, Tacoma, WA 98403 253-230-1657

DaveJordanFoundation.org

Dave Jordan Foundation Sponsor Information

The Dave Jordan Foundation continues to have our most successful year of outreach yet, and we're currently working towards the highlight of our projects – The 2021 CRCA Dave Jordan Central Park Classic on August 28, 2021. The race is usually held in June of each year but with COVID the race was moved to accommodate schedules. In 2022 it will return to the first weekend in June.

As you can imagine, our group is passionate about continuing the success of the Dave Jordan Classic. We invite you to partner with us in making this race a success as we return to in-person racing.

Now heading towards its ninth year, The Dave Jordan Central Park Classic is the one of the largest and best attended events in the racing season. Men's categories have sold out since inception in 2013. It has hosted the largest Women's field in Century Road Club Association (CRCA) history and brings the season's largest amateur cash prize. We have exciting plans, and are working with the New York City cycling community to make the Dave Jordan Classic even bigger than before.

The race builds on the legacy of Dave Jordan. He was an icon in the NYC cycling community, training hundreds of riders to Olympic, National and local success in addition to riding on US National and European teams. He passed away from a brain tumor in 2012. The race honors Dave and his belief that there is an athlete in all of us.

The Dave Jordan Foundation and the CRCA have traditionally underwritten the majority of the race. In 2021 we are opening up additional sponsor opportunities as highlighted in the attached Sponsor Highlights. We look forward to partnering with you in growing our outreach and further solidifying your brand with the over 20,000 athletes in our community.

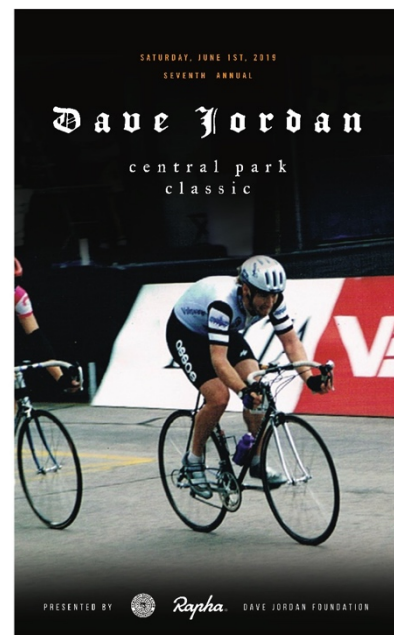
Tailwinds Always,

Tenley Jordan Cederstrand

Board Chair, Dave Jordan Foundation

253-230-1657

tenley@davejordanfoundation.org





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Background

Our Foundation: The Dave Jordan Foundation is a family foundation dedicated to increasing awareness of healthy living, supporting junior athlete development and fostering the competitive spirit in all of us in honor of Dave Jordan; cyclist, coach, father and icon of New York City cycling.

Dedicated to a day on the bike. The Dave Jordan Foundation promotes its mission via two main vehicles: **The Dave Jordan Central Park Classic** bike race in New York City and **the Dave Jordan Racing Team**. We are a not-for-profit 501(c)3 organization. For the 2021 season we invite your company to partner with our Foundation efforts as we move into post-COVID racing. Sponsoring our growing program is buying a backstage pass into the New York cycling culture and all of its supporters and fans. You will have access to our robust social media networks, as well as premium placement on promotional pieces. You will find your company name attached to our results and to articles published about our race, riders and coach. Above all, the riders associated with Team and the promotional efforts around the Race are a rolling billboard of brand ambassadors displaying your logo in some of the most coveted advertising space in the world, New York City. Attaching your name to our success, dedication and history results in positive exposure for your brand.



The Race: The Dave Jordan Central Park Classic is the one of the largest and best attended events in the racing season. Men's categories have sold out since inception in 2013. It has hosted the largest Women's field in Century Road Club Association (CRCA) history and brings the season's largest amateur cash prize. In 2020 we hosted the race via ZWIFT with excellent turnout. We have exciting plans, and are working with the New York City cycling community to make the Dave Jordan Classic even bigger than before.

The Team: Dave Jordan Racing is a premier New York City based cycling team, made up of over 40 elite and amateur athletes. The Team is making a mark and continues to gain recognition on regional level, winning several championships in 2017, 2018 & 2019. The Team shares a love for our sport and the desire to excel. We prioritize camaraderie, competitive spirit, hard work and a dedication to the advancement of cycling. We're not paid to race or to train but are rewarded with the pursuit of winning. From national champion to first-year racer, we celebrate rewarding experiences and share Dave Jordan's vision and passion for our sport. His cycling legacy, as well as each rider's drive to do their best as an individual and athlete, combine to inspire outstanding achievements in road, track and cyclocross competition. We are DJR.

Team Dave Jordan Racing will represent your brand at all of the major races in the Mid-Atlantic/Northeast area at prestigious events such as The Bear Mountain Classic, Harlem



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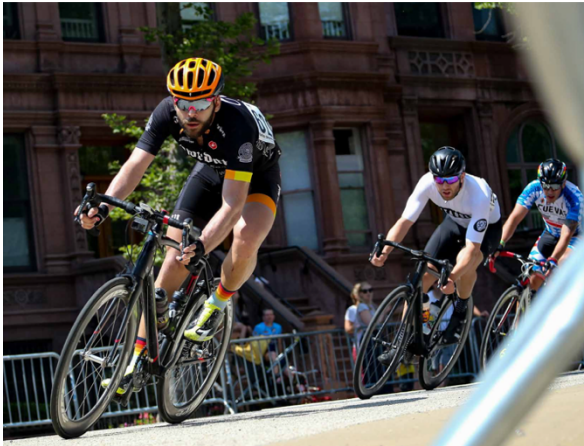
Skyscraper Criterium, Killington Stage Race, Grant's Tomb Criterium as well as the season-long NY/NJ racing series in Central and Prospect Parks.

The Legacy: Dave Jordan was an all-around rider, competing and winning in track and road events such as points, pursuit, team sprint, time trial, and road race. He raced on more than a dozen teams including the US National Team in Panama and the Dominican Republic; and elite amateur cycling club teams in Belgium and France.

During his career he won eight New York State Championships and was a three-time medalist at the Masters National Championships. He joined the Century Road Club Association in 1987, eventually serving as the Club's President, and started his team, Dave Jordan Racing, in 2010 after more than 20 years as an elite racer and coach.

As a coach Dave helped athletes on all levels, from junior first-time racers to elite riders pursuing Masters National, Collegiate, Olympic, and World Championships.

Your brand joins the Dave Jordan legacy of supporting the development of cyclists, bringing the joy of a day on the bike, pursuit of good competition and pushing yourself to higher performance.



2020 DAVE JORDAN CENTRAL PARK CLASSIC

RACE SPONSORSHIP OPPORTUNITIES

AUDIENCE

The NYC cycling community is a diverse group of cyclists who balance their love of the sport with jobs in fields like law, banking, investment management, film, education and technology. It is inclusive, competitive and brand loyal. The DJCPC is the premier race of the club season.



Title Sponsor

Contribution: \$5,000

- Sponsor name is included in race title. Race title appears on all marketing as “2020 CRCA Dave Jordan Classic p/b [Sponsor Name]”
- Title Sponsors enjoy lead marketing on all race communications that reach the “friends, followers and pinners” of the CRCA (3,000+) and over 150 race teams across the northeast (over 20,000 riders)
- DJCPC Category Pro1/2 Men’s & Women’s Winner’s Jersey
- Sponsor logo included in all marketing, including CRCA and Dave Jordan Racing websites, Bikereg.com, race posters and promotional material and press. Race day promotional announcements and product display

Supporting Sponsor (5)

Contribution: \$1,000

- Sponsor logo included in all marketing, including CRCA and Dave Jordan Racing website, Bikereg.com, race posters and promotional material. Race day promotional announcements and product display.
- Category 3-5 Men’s & Women’s winner prize sponsor

Prime Sponsor (2)

Contribution: \$500

- In-race primes are named after sponsors and included in promotional material, race day promotional announcements and product display



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2020 TEAM DAVE JORDAN RACING SPONSORSHIP OPPORTUNITIES



PREMIUM SPONSORSHIP \$10,000

- Premium Placement on team uniform and accessories (kit) professionally designed to extend your brand (jersey, vest, jacket)
- Your branding on team website and social media
- Ability to use team in advertising and promotional materials
- Cross promotion of your company events through our dynamic social media network
- Team members act as ambassadors for your product
- Sponsor relations contact to provide monthly checkups and feedback

SUPPORTING SPONSORSHIP \$5,000

- Placement on team uniform and accessories (kit) professionally designed to extend your brand (jersey, vest, jacket)
- Your branding on team website and social media
- Ability to use team in advertising and promotional materials
- Team members act as ambassadors for your product

TEAM SUPPORTER \$1,500

- Your branding on team website and social media

PRODUCT SPONSORSHIP

- This level is limited to 5 sponsors and will receive the best possible visibility after the premium and supporting sponsors
- Your branding on team website and social media

We are dedicated to working with you to find the best Sponsorship Package to meet your business needs. Contact Sandra Buday Sandy@davejordanfoundation.org 516-658-6616.