

Align your brand with us.

# Jordan

Dave Jordan Racing  
Sponsorship 2021

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# Why us?

Dave Jordan Racing is committed to developing the best bicycle racers through competition, coaching, and team training. We value teamwork and aspire to excellence. From national champion to first-year racer, we celebrate rewarding experiences and share Dave's vision and passion for our sport. His cycling legacy, as well as each rider's drive to do his or her best as an individual and athlete, combine to inspire DJR to outstanding achievements in cycling.



CRCA

RECORDED  
AUG 28 2021

*Dave Jordan Classic*  
**DJC-21**



## Our Foundation

Nothing worth building is truly successful without a strong underlying basis or principle.

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.

We continue 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 to honor Dave, but with COVID the race was moved to accommodate schedules. In 2022, it will be 10 years since we lost DJ and the race 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. The race builds on the legacy of Dave Jordan. **It honors Dave and his belief that there is an athlete in all of us.**

[Read more >](#)

# 2021 Sponsorship Opportunities

## Premium Sponsors \$10,000

- Premium Placement on team uniform and accessories (kit) professionally designed to extend your brand
- Your branding on team website and social media
- Ability to use team in advertising
- Cross promotion of your company events through our dynamic social media network
- Teammates can be available for company events
- The opportunity to join our racers on a team-hosted sponsor ride
- Sponsor relations contact to provide monthly checkups

## Supporting Sponsors \$5,000

- Placement on team uniform and accessories (kit) professionally designed to extend your brand
- Your branding on team website and social media
- Ability to use team in advertising

## Product Sponsors

- 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
- Team members act as ambassadors for your product

## Team Supporter \$2,500

- Your branding on team website and social media

We're dedicated to working with you to find the best sponsorship package to meet your business needs. Please contact us to discuss bespoke packages.

















# Thanks!

Dave Jordan Racing  
greatly values the sponsors  
and companies who support  
and inspire us to reach our  
goals and beyond.