

## **HOW OUR TEAM CAN HELP YOUR COMPANY**

Downhill mountain bike racing is the fastest growing segment of bicycle racing. Cycling has proven to be a popular, cost-effective form of promotion and advertising. Turn on the television and you can see cyclists being used to sell all types of products ranging from cars to food. Bicycle riding is one of the top three forms of recreation in the United States with over 59 million Americans riding a bike each year (from the 1996 Interbike directory). Many non-cycling companies are turning to sponsorship of racing teams. This includes companies such as: Saturn, Volkswagen, Volvo, Ralph Lauren, Tommy Hilfiger, Polo Sport, Mountain Dew, Mrs. T's Pierogies, Conde Nast Sports Magazine, Navigator's Insurance. Even the US Postal Service sponsors a racing team!

Attendance at local races can range from 100 – 500 participants; while National Championship Series races draw 10,000 – 15,000 spectators and nearly 2,000 racers. In addition, these races are televised on ESPN, ESPN2 and Outdoor Life Network, giving additional exposure for your company. Participants in mountain bike races range in age from 10 – 70, with the majority in the 25-35 age bracket. These racers tend to hold full-time jobs, own their own homes, and have incomes of \$30,000 and up. Demographically, they are part of the largest purchasing segment in the US. Some of the benefits your company can receive by sponsoring our team are:

- Your company's name and/or logo will appear on our competition clothes, team vehicle and exhibition tent, along with the right to use our team or team member's name and likeness in their advertising campaign.
- Team members have appeared in videos such as the Plattekill Extreme Phat, Chain Reaction: Eastcoast Hardcore and the Mammoth Bullet videos, giving additional exposure for your company. These videos are distributed at local bike shops and at races.
- Team members wear clothing with our sponsor's logos/name when taking part in post-race interviews. For example, an interview with Stephen Porraro was run on the Minneapolis television station after his victory in Red Wing, Minnesota. This gives much greater exposure for our sponsors. Team members are encouraged to speak in an eloquent and professional manner when taking part in such interviews.
- We can establish links from our website to our sponsors websites. In addition, Kathi Krause writes articles for various internet sites including: USA Cycling and Mountainzone.com Additional exposure can be gained through this media.

## **HOW OUR TEAM CAN HELP YOUR COMPANY *continued***

- Press releases issued by the team include information about the team sponsors. We regularly issue press releases to the local media and the cycling press.
- We consider ourselves ambassadors for your company. When you sponsor our team, we do everything we can to promote your company and products, including distributing product information and samples at races.
- Racers' team names are announced during races and appear on results boards at these races. Team names are always announced at awards presentation, and our racers appear at these presentations in their team jersey or other team clothing with sponsors names/logos on it.
- "The Chevy Trucks National Championship Series reached more than 3.8 million homes via 24 airings on ESPN and espn2. For the 7-race series, 13,084 riders raced the trails while 87,500 spectators looked on." – USA Cycling Ad in VeloNews 11/16/98. Each race is shown several times on both networks. Additionally, Outdoor Life Network has extensive coverage of mountain bike racing and even has a weekly show dedicated to bicycle racing.
- Our racers train 365 days a year. This means your company name on our team jerseys is visible to the public every day while our racers train on the road, in local parks and local ski areas.

### **LEVELS OF SPONSORSHIP**

The exposure your company will receive depends on which level of sponsorship you decide to sign up for. Listed below are the levels available and benefits of each level of sponsorship.

**Full Team Sponsor** with Sponsor's Name included in Team Name \$25,000 - \$50,000

This would include logo placement front and back center on per year team jerseys, team vehicle and trailer, team tent, bicycles, and all other team items

**Gold Sponsorship Level** – Includes logo placement on front and back of \$5,000 per year team jersey below main team sponsor's names. Logo can also be placed on team vehicles and exhibition tents

**Silver Sponsorship Level** – Includes logo placement on jersey sleeves, \$2,500 per year team vehicle and exhibition tents

**Bronze Sponsorship Level** – Includes logo placement on chest area of \$1,000 per year jersey, team vehicle and team tents

# Kathi Krause

**Category: Pro**

**DOB: 6/27/58**

**Occupation: Project Coordinator  
at Benjamin Moore & Co.**

**Years Racing: 15**



## **2000 Accomplishments:**

*2000 US Master Women 40+ National Downhill Champion  
Silver medallist, Masters World Downhill Championships  
Overall Champion, Kamikaze Downhill Series  
Bronze Medallist, Plattekill Extreme Downhill Series  
6 Victories in 2000; 11 podium finishes  
Pro Ranking: 29th*

## **Previous Year Accomplishments:**

*1999 and 1998 Master's Women 40+ National Downhill Champion  
1999 Master's World Downhill Champion, Women 40+  
5 Time National and World Team Member  
1st Place, Master Women 40+ NORBA NCS at Mount Snow, VT  
1st Place, Master Women 40+ NORBA NCS at 7-Springs, PA  
14 State Championship Titles in various disciplines including: Track, Cyclocross  
and Cross Country Mountain Biking*

# AJ Picarello

**Category: Pro**

**DOB: 4/22/71**

**Occupation: Bike Shop Owner**

**Years Racing: 10**

## **2000 Accomplishments:**

*1st Place, Kamikaze Downhill #5, Mountain Creek, NJ*

*1st Place, Killington Trail 66 Downhill*

*2nd Place, Plattekill Extreme Snowman Dual Slalom*

*2nd Place, Plattekill Extreme Phat Tire Downhill*

*10th Overall, Plattekill Extreme Downhill Series*

*89th Place, NORBA NCS Pro Series*

## **Previous Year Accomplishments:**

*1st Place, Big Boulder, PA, Downhill*

*2nd Overall, Plattekill Extreme Downhill Series, 1999*

*3rd Place, 1999 NORBA NCS Semi-Pro Downhill, Deer Valley, UT*

*5 Top five finishes in 1999*



# John McCann

**Category: Semi-Pro**

**DOB: 3/8/68**

**Occupation: Tree Surgeon**

**Years Racing: 18**



## **2000 Accomplishments:**

*Silver medallist, Masters World Downhill Championships*

*2nd Overall – Trail 66 Downhill Series*

*2nd Overall – Trail 66 Dual Slalom Series*

*1st Place – Mount Snow, VT, Trail 66 Downhill*

*1st Place – Killington, VT, Trail 66 Dual Slalom*

*5 victories in 2000 races*

## **Previous Year Accomplishments:**

*1999 Master's Men 30-34 National Downhill Champion*

*1999 Vermont State Downhill and Dual Slalom Champion*

*1st Overall – 1999 Trail 66 Dual Slalom Series*

*2nd Overall – 1999 Trail 66 Downhill Series*

*4th Place – Masters World Downhill Championships*

*5 1999 victories; includes 15 top-five finishes*

## **Fred Bassett**

**Category: Expert 30-34**

**DOB: 2/15/69**

**Occupation: Drywall Contractor**

**Years Racing: 7**



### **2000 Accomplishments:**

*1st Place, Plattekill Screamin' Extreme AMBC*

*2nd Place, Killington, VT Trail 66 Downhill*

*2nd Place, Sugarloaf, ME, Trail 66 Downhill*

*10th Place, Masters World Downhill Championships*

*8th Overall, Trail 66 Downhill Series, Pro Men*

### **Previous Year Accomplishments:**

*1 Place, Plattekill Screaming Extreme AMBC Race, 1998 and 1999*

*2nd Overall, Trail 66 Downhill Series*

*4 Top Five finishes in 1999 downhill races*

# Stephen Porraro



**Category: Expert 25-29**

**DOB: 7/27/72**

**Occupation: Bicycle Mechanic**

**Years Racing: 7**

## **2000 Accomplishments:**

10th Place - NORBA Expert Ranking  
2nd Place – Plattekill Extreme Snowman Downhill  
2nd Place – Plattekill Extreme Phat Tire Downhill  
2nd Place – Plattekill Extreme Flood Waters Downhill  
3rd Overall Plattekill Extreme Downhill Series  
6th Place – NORBA NCS Finals, Mammoth, CA  
7th Place – NORBA NCS, Crystal Mountain, WA

## **Previous Year Accomplishments:**

1st Place, 1999 Welch Village Downhill, Red Wing, MN  
1st Place, NJ February Cyclocross Series, includes 2 victories & 1 second-place  
3rd Place, 1998 Trail 66 Downhill Finals, Sugarloaf, ME, AMBC race  
34d Overall – 1996 NJ State Championship Series, Cross Country  
4th Place, 1999 Plattekill Extreme Phat Tire Downhill  
4th Place, 1999 Bordertown Challenge at Gore Mountain, NY  
4th Place, 1999 Plattekill Extreme Summer Heat Downhill  
5th Place, 1999 Brian Head Downhill, Utah  
15th Place – NORBA NCS Final Ranking in 1999  
1994 NJ State Cross Country Mountain Bike Champion

# Jay Barrows

**Category: Expert 35-39**

**DOB: 6/19/63**

**Occupation: Carpenter**

**Years Racing: 10 DH, 8 BMX**

## **2000 Accomplishments:**

*7th Overall, Trail 66 Downhill Series, Masters 35-39*

*7th Place, Trail 66 Downhill, Attitash, NH*

*8th Place, Trail 66 Downhill, Sunday River, ME*

*10th Place, NORBA NCS Downhill, Mount Snow, VT*

## **Previous Year Accomplishments:**

*10th Place, NORBA National Championship Finals, Mount Snow VT*

*4 Top Ten Finishes in 1999 Races*





## Ken White

**Category: Expert 30-34**

**DOB: 12/30/67**

**Occupation: Lucent Switch Tech.**

**Years Racing: 5 Years**



### **2000 Accomplishments:**

*2nd Place, Trail 66 Dual Slalom, Sugar Bush, VT*

*2nd Place, Trail 66 Dual Slalom, Killington, VT*

*6th Place, Trail 66 Downhill, Sugar Bush, VT*

*6th Place, Trail 66 Downhill, Killington, VT*

*10th Place, Trail 66 Downhill, Mount Snow, VT*

*11th Place, Plattekill Extreme Snowman Downhill*

*18th Place, NORBA NCS, Mount Snow, VT*

### **Previous Year Accomplishments:**

*2nd Place, 1999 NORBA NCS Downhill, 7-Springs, PA (Sport)*

*10th Place, 1999 NORBA NCS Downhill, Big Bear, CA (Sport)*



From Left to Right: AJ Picarello, Fred Bassett, Kathi Krause, Stephen Porraro, Jay Barrows, Ken White.  
Not Pictured: John McCann, Eric Wold, Craig Seekins

## **2001 TENTATIVE RACE SCHEDULE:**

### **NORBA National Championship Series:**

- #1 Big Bear Lake, California May 31 – June 1
- #2 Snowshoe, West Virginia June 21 – June 24
- #3 Deer Valley, Utah June 29 – July 1
- #4 Mammoth, California July 19 – July 22
- #5 FINALS – Mount Snow, Vermont August 16 – August 18

**Master's World Downhill Championships**, Bromont, Canada September 1-3

### **Plattekill Extreme Series**, Roxbury, NY:

One race per month April through October, dates to be announced

### **Trail 66 Series**, New England:

6-race series, usually taking place during July and August

### **Kamikaze Downhill Series**, Mountain Creek at Vernon, NJ:

6- race series, May through September



*Eric Wold: Team Owner/Machinist/Mechanic*  
*Craig Seekins: Team Owner/Design Engineer/Suspension Guru*

# **AVALANCHE**

## **Downhill Racing**

**Avalanche Downhill Racing**  
**12 Davidson Road, Colchester, CT 06415**  
**Techline 860-537-4306 \* Fax 860-537-8260**  
e-mail: [staff@avalanchedownhillracing.com](mailto:staff@avalanchedownhillracing.com)  
website: [www.avalanchedownhillracing.com](http://www.avalanchedownhillracing.com)