

Subject: Sponsorship proposal for 24hr world championships rider
From: "Blagrove, Marcus" <Marcus.Blagrove@liverpool.ac.uk>
Date: 9/09/2017 10:00 AM
To: "info@vertebr.ae" <info@vertebr.ae>

Dear Vertebrae,

I'd like to enquire about a cycling sponsorship with Vertebrae. I am a British 24 hour road cycling time trialist competing in the UMCA world championships. The world championships are a series race, with races around Europe and the USA. In 2016, I finished the season in 5th position, and am currently leading the 2017 world championships by a substantial margin (1289.1 miles vs 2nd place Barry Benson with 919.2 miles; links below). I consider myself a passionate and up-and-coming ultra-distance cyclist, with my sights set on winning the 24hr world championships.

In return for my sponsors' support, I act as an enthusiastic brand ambassador and promote their products through various channels. I very visibly advertise them and acknowledge them on my Facebook athlete page (www.facebook.com/MarcusBlagroveUMCA/ with over 11 thousand followers), Strava and other social media. I have their logos printed on all of my training and race clothing (currently provided by sponsor Champion System, to be provided by sponsor Impsport for 2018), and recommend their products to other racers/fans at events around the world. 24 hour events also attract a large amount of media attention, with my bike and/or me appearing on The Bike Channel, Red Bull dot com, Cycling Time Trials website, etc.

For the 2018 season, I have so far agreed extended sponsorships with two current sponsors and an additional four companies (listed below), in return for provision of their branded consumables/equipment/attire and financial support.

Presently, I am seeking sponsors for the next few years and would love to add Vertebrae to my sponsors. I have been impressed with reviews of your cable housing, particularly its use in TT bikes which tend to have tight corners in their cable routing. Gear shifting 'stiffness' and unreliability has been a problem for me, and many other competitive TT riders. With my racing taking me to time trials over the world, I believe I can help you reach a significant portion of your target market. In return for the promotions of your company described above, I would request provision of your brake and gear cable housing and inners. Of course, the value of the sponsorship would be reflected in the amount of exposure and prominence of your logo.

Through social media, visibility of my skinsuit, and word-of-mouth, I believe I would be able to give you good value for your investment in sponsoring me.

Thank you very much for your time reading this email, if you have any questions or would like more information please don't hesitate to contact me.

Yours faithfully

Marcus Blagrove

Further information:

UltraMarathon Cycling Association standings:

<https://www.ultracycling.com/24-hour-series-standings-overall/>

https://www.ultracycling.com/individual-standings/?member_id=9013&selected_year=2017

Social media accounts used for sponsor promotion:

Facebook (athlete) – <https://www.facebook.com/MarcusBlagroveJMCA/>

Facebook (personal) – <https://www.facebook.com/marcus.stuart.961>

Strava – <https://www.strava.com/athletes/mblagrove>

2017 sponsors continuing to 2018:

RynoPower – <http://rynopower.com/>

Ogival – http://www.ogivalring.com/en_GB

2018 sponsors (so far, more pending):

Continental – <http://conti-tyres.co.uk/>

Impsport – <http://shop.impsport.com/>

Connex – <http://www.connexchain.com/en/bike-chain.html>

View-Speed – <http://www.view-speed.com/>