



“Gotta have more Cowbell, baby!”

-as heard on SNL

2008 Cowbell Challenge

June 21, 2008, Charlotte, NC

**Now's the time join the 2008 Cowbell Challenge...
because all good mountain bikers need more Cowbell...**





Get on board with THE premier 12-Hour Mountain Bike Race in the Southeast! The Cowbell Challenge attracts the growing number of mountain bike endurance race enthusiasts from across the U.S, and features a cash purse of more than \$2,000 to be split equally among men's and women's pro solo competitions.

We put together an event that is fun, REALLY competitive (USAC Ultra-Endurance) and a great showcase for our sponsors' brands. Charlotte is one of the top cycling cities in the Southeast and the second largest financial center in the US, with the kind of demographics that put this race at the top of your event marketing list for 2008. Attendance at Cowbell keeps growing, and with designation as the North Carolina State 12-hour Championship, 2008 will see even more top competitors and fans.

We began the Cowbell Challenge as a fundraising event that combines our love of the sport with our deep commitment to the community, and as a non-profit, we give you the added advantage of working with a 501C3 organization that prides itself on organizing racing by those who can endure for those who must endure in the face of catastrophic illness.

Now, the same folks who brought the Cowbell Challenge to the Southeast have a great new endurance event in the works. The Shannon Ridge Showdown, hosted by Shannon Ridge Winery (www.shannonridge.com), comes to Clearlake Oaks, California, on October 18-19, 2008. This is the ultimate opportunity to get your products in front of West Coast bikers, in a unique 16-hour event on the grounds of this top-ranked winery. We'll be glad to talk with you about sponsorship packages that give you bi-coastal exposure.

Cash and other non-monetary donations can include the following:

-  Cash sponsorship of Cowbell Challenge trophies, t-shirts, and operational costs
-  Food and beverages for participants and volunteers
-  Registration incentives such as water bottles, snacks, athletic gear, or discount coupons
-  Gift certificates, equipment or athletic gear for race winners, and other special events

GREAT prizes, great vibe,
great course. thanks so much!

*-Rebecca Rusch
Specialized/Red Bull*

A fantastic race! ... The equal cash payout to all the solo 12 hour categories is extremely cool ... We'd definitely recommend this race to anyone.

*- Eddie & Namrita O'Dea
Kona/55Nine/Vassago Cycles*

Congrats on a great event!
Makes me proud to be from Charlotte! (Buffalo really, but who is keeping track!!!!)

Let me know the next event so that we may be a sponsor.

-Pete Gallo

... one of the finest race events in the southeast!

-Tammy Kaufman

.. what a great event you all put on. I look forward to next year!

-Todd Fisher



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The Sponsorship Lowdown



Packages are available in three basic price ranges to meet your advertising, promotional, and community relations goals:




The Whole Herd (\$2000) – The best value for your sponsorship dollar, the Whole Herd gets top billing and logo locations on the Cowbell Challenge website, T-shirt and winners' jerseys, advertising and event/trail signage, mentions in all PR and promotional materials, unlimited VIP hospitality access, booth/tent setup on race day, minimum of 12 announcements on race day, coupon and sampling inclusion in race packets.

Sturdy Steer (\$1000) – A fabulous way to show support for racing and the Cowbell charities while promoting your business, the Sturdy Steer package provides Company logo and link on the Cowbell Challenge website sponsors page, logo inclusion advertising and registration materials, inclusion of promotional items AND coupons in race packets, sponsor listing on event T-shirts, shared booth/tent space, listing on event signage in the park on race day, a minimum of six announcements on race day, and generous VIP hospitality access.

Little Heiffer (\$500) – A great starter package for small businesses and local retailers, Little Heiffer gets your Company name and link on website and registration materials, coupon OR sampling inclusion in race packets, and limited VIP hospitality access.

2008 Marketing Benefits

Sponsoring the 2008 Cowbell Challenge is an awesome opportunity to grab top-of-mind, and share-of-wallet exposure during the height of the racing season:

-  PR: Blue Ridge Outdoors, Endurance Magazine, Charlotte Health & Fitness, local and regional news media.
-  Social Marketing: Loop'd & Sponsorship House, blogging including MTBR and yourmtnbike, and regional and local mountain bike forums throughout the US.
-  Direct Marketing: Email campaign, direct marketing to regional bike shops.

Please contact us today, and we'll figure out how we can provide an opportunity that works for you and for the community. We're looking forward to having you participate with bells on!

Thanks for your consideration,

Taylor Sullivan
Co-founder

Connie Giordano
Co-founder



Mountain Bike Racing by those who CAN endure ... to support those who MUST endure