



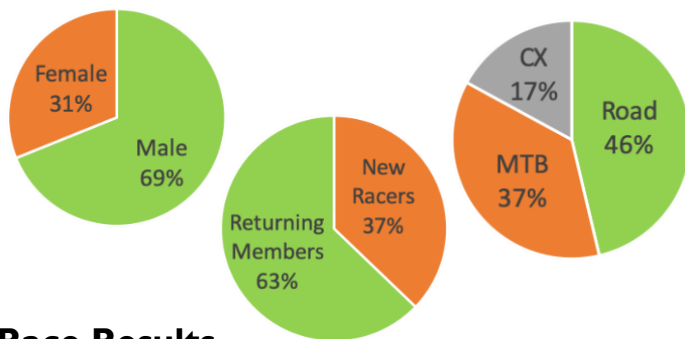
Who We Are

pedal RACING was founded in 2014 by a handful of race-curious riders in Littleton, CO. Since then, we have grown to become the largest amateur bike racing team in Colorado. With a roster of over 150 active members (and continually growing), our co-ed team of racers spans nearly every discipline, age group, and category—from beginners entering their first-ever race, all the way up to State and National Champions.

We are passionate about getting more people having fun on two wheels, and we are strong advocates for safe cycling in our communities around the front range. On the race circuit, we partner with the City of Littleton to put on the most action-packed [criterium](#) on the national USA Crits calendar.

Team Demographics

Every year, our team continues to grow. We continue to field the most diverse and well-rounded team at every level. As of Fall 2019, we have 164 active team members, up from 103 returning 2018 team members.



Race Results

Over the last 2 years, pedal Racing has fielded state champions in every road discipline as well as cross-country MTB and even a National Cyclocross Champion! Our Men's Category 3 road team continues to be the gold standard of teamwork and strategy, having won the road team cup for the last 2 consecutive years, and they seem dead set to win again this year, with a clean sweep of the individual cup podium!

Sponsor Benefits

Our team members are active in supporting and volunteering for organizations such as Lucky Bikes and BikeStreets, as well as trail building groups and local bicycle advocacy organizations like People for Bikes and Bicycle Colorado.

We have an active presence on social media ([Instagram](#) & [Facebook](#) — 800 followers), where we highlight team accomplishments and race results, promote local events and group rides, and publish branded content on behalf of our awesome sponsors. Additionally, we send a detailed weekly email newsletter to over 500 recipients, including a regular sponsor highlight.

Littleton Twilight Criterium

In addition to jersey logos and promotion via our social media channels, our sponsors are the first in line for brand activation and co-promotion opportunities at the Littleton Twilight Criterium. This race has grown to become the crown jewel of the Colorado criterium calendar, having the highest attendance not only of racers but also spectators.

HOW CAN I GET INVOLVED?

As a partner of the team, there are several different levels of sponsorship available to you, based on your marketing strategy and your business goals. If you don't see a package that suits your goals, get in touch with us. We'd be thrilled to tailor a sponsorship package that makes the most sense for you.



Title Sponsorship (\$10,000 +)

Naming rights to our team, primary logo placement on our website and kits, access to team events, communication and social channels, input on kit design, and a dedicated sponsor budget line for the Littleton Twilight Criterium.



Premier Sponsorship (\$5,000 - \$10,000)

Premier logo placement on our website and kits, access to team events, communication and social channels, and a dedicated sponsor budget line for the Littleton Twilight Criterium.



Gold Sponsorship (\$2,500 - \$5,000)

Gold logo placement on our website and kits, access to team events, communication and social channels, and a dedicated sponsor budget line for the Littleton Twilight Criterium.

Silver Sponsorship (\$1,000 - \$2,500)

Silver logo placement on our website and kits, access to team events, communication and social channels.

Bronze Sponsorship (\$500 - \$1,000)

Bronze logo placement on our website and kits, access to team events, communication and social channels.



Supporting Sponsorship (< \$500)

Logo placement on our website, access to team events, communication and social channels.

Let's partner up. We'd love to help you reach your goals, and you can help us reach some of ours. We love our sponsors, and our sponsors love us. If you'd like to start a conversation, email sponsors@pedalracing.org. Welcome aboard!

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RACING