



JERRY BAKER
MEMORIAL
VELODROME

SPONSORSHIP LEVELS & BENEFITS



Photos: DBC Photo/Dennis Crane

ABOUT JBMV

Track Racing at the Jerry Baker Memorial Velodrome (JBMV) is an exhilarating Olympic sport that provides spectators and participants the opportunity to be entertained while watching the sun set on Mount Rainier within the popular Marymoor Park.

Sponsorship of the velodrome is an opportunity to promote your company by engaging audiences who are interested in a healthy lifestyle. We invite you to review our sponsorship proposal outlining the benefits of a relationship with the Jerry Baker Memorial Velodrome community.

OUR REACH

The Jerry Baker Memorial Velodrome is located in King County's Marymoor Park with more than 3 million annual visitors. We anticipate having 5000+ spectators at events over the course of the track season, which runs from May through September. In addition to regular Friday Night Racing, JBMV holds special events such as the Grand Prix and the Northwest Regional Championships (Fred's Race), which attracts riders and spectators from around the region.

JBMV has over 300 members and expects to have 600+ domestic and international riders entering races at the velodrome in the coming year.

Our members range from 7-75 years old, 80% of which are from 25-55 years old, 35% work in technology and make over \$100,000 in household income.

OUR STRATEGY

From social media to billboards, JBMV is committed to meet your company's needs and get your product the attention you desire. We connect regularly with our audiences to build community and keep them informed about schedules and upcoming events while highlighting sponsors. Our social media reach includes YouTube, Instagram, Facebook and Twitter.

   @jbvelodrome

THE MARYMOOR VELODROME ASSOCIATION which runs the **Jerry Baker Memorial Velodrome** is a 501(c)3 non-profit with qualification coming from its focus on education.

For sponsorship opportunities, please contact us at **marketing@velodrome.org**

OUR PROGRAMS

YOUTH OUTREACH

Last year we offered free intro classes for kids through the following community organizations: YMCA, Boys and Girls Club and the Pacific Science Center summer camp.

YOUTH PROGRAMS

Beginner and advanced classes for kids ages 9-18 introduce them to a lifelong sport along with opportunities to pursue goals at national and world levels.

JUNIOR RACING TEAM

Established in 2018 and now 40+ riders strong, this team is designed to give juniors local, national and international racing opportunities in a positive and supportive environment.

ADULT PROGRAMS

Introductory classes and furthering education are available from April through August. Our adult programs introduce riders (new and seasoned) to a supportive and welcoming community, provide a healthy competitive outlet and help foster a lifelong commitment to sport.



RACE SCHEDULE

Racing action four nights a week for all ages and abilities from May-September featuring our Friday Night Racing. FNR features the fastest local racers, ticketed entry, food trucks and a beverage garden which houses beer, hard cider and hard seltzer. Besides normal weekly racing we have our special events as well:

SEASON KICKOFF

May 22-23

Riders from across the PNW gather to kick off the summer track season.

REGIONAL CHAMPIONSHIPS

June 12-14

Also known as Fred's Race, Elite, Masters and Juniors from the PNW battle for regional championships medals and jerseys in their respective categories.

GRAND PRIX

August 14-15

The keynote race in the US track racing calendar. Last year Olympic, World and National level racers came from across the United States, Australia, Canada, Mexico, South Africa and Colombia, with spectator attendance numbers reaching 2,000.



SPONSORSHIP OPPORTUNITIES

BANNERS AND SIGNAGE

Race Night Banner	\$600
3'x6' printed banner on infield during race nights	
Painted Apron Logo	\$2,500
Permanent logo painted on the front straightaway apron (2 year agreement)	
Painted Race Surface Logo	\$5,000-\$15,000
Permanent logo painted on the velodrome surface (2 year agreement)	
Windscreen Billboard	\$20,000
6'x 36' Windscreen (Billboard) facing Highway 520 (1 year agreement)	
Livestream Sponsorship	\$1,500
Title Sponsorship of our YouTube stream	

CONTACT US

Custom and combination sponsorship packages are available upon request.

Reach us at marketing@velodrome.org

Marymoor Velodrome Association
#512 16625 Redmond Way, Ste M
Redmond, WA 98052

NAMING AND PARTNERSHIPS

Special Event Individual Race Naming Rights	\$500
Naming rights to an individual race during the Grand Prix, School's Out Event, or Fred's Race.	
Group Race Series Naming Rights	\$1,000-\$2,000
Naming rights for your choice of: Juniors, Cat 4 Men/Women, Cat 3 Men, 1/2 Men, or Women 1/2/3 event. Includes your company name on leader jerseys.	
Individual Race Type Naming Rights	\$1,200-\$2,500
Naming Rights to a specific race type across all nights and categories. Choices include Scratch, Points, Madison, and Keiren, etc. For example, Stanley Scratch Race or Gregg's Cycles Points Race	
Race Night Naming Rights	\$2,000-\$10,000
Your company name on flyers, social media and advertisements! Monday: 13 events (\$3K) • Weds: 15 events (\$5K) Friday: 18 events (\$10K) • Sunday: 5 events (\$2K)	
Event Sponsorship	\$12,000
Available for the 2020 Grand Prix. Simple but highly effective: "Your Company" Grand Prix.	

THANK YOU

Our thanks to the current sponsors of the Jerry Baker Memorial Velodrome!

