



JERRY BAKER  
M E M O R I A L  
V E L O D R O M E

# SPONSORSHIP LEVELS & BENEFITS 2022 SEASON



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. Sponsoring 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.



**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](mailto:marketing@velodrome.org)**

# OUR PROGRAMS

## YOUTH OUTREACH

In years past 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 50+ riders strong, this team is designed to give juniors local, national and international racing opportunities in a positive and supportive environment. Winner of the 2020 USACycling Junior Team of the Year.

## 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.



**JERRY BAKER  
MEMORIAL  
VELODROME**

## RACE SCHEDULE

Racing action three nights a week for all ages and abilities from May–September, with our premier races happening on Friday Nights. FNR features the fastest local racers, ticketed entry, food trucks and a beverage garden which houses beer and hard cider. Besides normal weekly racing we have our special events as well (2022 dates subject to change):

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### SEASON KICKOFF | MAY 27-28

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

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### MARYMOOR CARNIVAL | JUNE 24-25

A fast paced, spectator friendly race program for all abilities.

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### GRAND PRIX | JULY 22-23

The keynote race in the US track racing calendar. In previous years 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.

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### REGIONAL CHAMPIONSHIPS | AUG 26-28

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



DBC Photo/Dennis Crane



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# SPONSORSHIP OPPORTUNITIES | 2022 SEASON

All listed sponsorship prices are on an annual basis.

## BANNERS AND SIGNAGE

<b>Madison Jersey</b> .....	<b>\$500</b>
Series jerseys will be in use for 2 years. Limited spots available.	
<b>Race Night Banner</b> .....	<b>\$750</b>
3'x6' printed banner on infield during race nights	
<b>Podium Backdrop</b> .....	<b>\$1,000-\$5,000</b>
Your logo behind all podium pictures for a specific race night	
<b>Team Roller Spots</b> .....	<b>\$1,500</b>
Team logo painted on a specific roller spot, reserved for your riders	
<b>Junior Team Jersey Sponsor</b> .....	<b>\$2000+</b>
Limited spots available. This is your chance to help out the up and coming juniors in our area.	
<b>Painted Apron Logo</b> .....	<b>\$3,000</b>
Permanent logo painted on the front straightaway apron	
<b>Livestream Sponsorship</b> .....	<b>\$5,000</b>
Title Sponsorship of our YouTube stream	
<b>Painted Race Surface Logo</b> .....	<b>\$10,000</b>
Permanent logo painted on the velodrome surface	
<b>Windscreen Billboard</b> .....	<b>\$20,000</b>
6'x 36' Windscreen (Billboard) facing Highway 520	

## NAMING AND PARTNERSHIPS

<b>Special Event Individual Race Naming Rights</b> .....	<b>\$500</b>
Naming rights to an individual race during the Grand Prix. Example: Gregg's Cycles Keirin	
<b>Group Race Series Naming Rights</b> .....	<b>\$1,000-\$2,000</b>
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.	
<b>Individual Race Type Naming Rights</b> .....	<b>\$1,200-\$2,500</b>
Naming Rights to a specific race type across all nights and categories. Choices include Scratch, Points, Madison, and Keirin, etc. For example, Stanley Scratch Race or Broadmark Sprints.	
<b>Race Night Naming Rights</b> .....	<b>\$3,000-\$10,000</b>
Your company name on flyers, social media and advertisements!	
Monday: 13 events (\$3K)	
Weds: 15 events (\$5K)	
Friday: 18 events (\$10K)	

<b>Event Sponsorship</b> .....	<b>\$12,000</b>
Available for the 2022 Grand Prix. Simple but highly effective: "Your Company" Grand Prix.	
<b>Junior Team Presenting Sponsor</b> .....	<b>\$20,000</b>
The Jerry Baker Juniors is gaining local and national attention, winning regional and national championships and awards. The Jerry Baker Juniors presented by or powered by YOUR COMPANY!	
<b>Velodrome Naming Rights</b> .....	<b>\$100,000</b>
This is the BIG ONE! If you are interested, please reach out to discuss details.	



## CONTACT US

Custom and combination sponsorship packages are available upon request. Reach us at [marketing@velodrome.org](mailto:marketing@velodrome.org)

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

# THANK YOU

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



King County

**PARKS**

**vision**

**BROADMARK**  
REALTY CAPITAL



experience  
**Redmond**



**VIE**  
**EL**  
**KUSTOM**  
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2022