



# Cross Creek Cycling Club

P.O. Box 53039 Fayetteville, NC 28305  
[www.crosscreekcyclingclub.org](http://www.crosscreekcyclingclub.org)  
EIN #37-1477138



## Cross Creek Cycling Club History

Founded in 2003 by a small, but very enthusiastic group of local cyclists, the Cross Creek Cycling Club (known as C4) has grown to be the largest cycling club in the area at 145 cyclist. Enjoying an active, healthy, and fun lifestyle, the club is dedicated to promoting the sport of cycling and broadening its appeal to male, female, senior, and junior cyclists of all abilities and ages. Our membership is as diverse as anyone can imagine with our teenage riders to our most mature at 60+. Many of our members are active duty or retired military, who, with their family members, enjoy the sport of cycling within a club environment.

We have accomplished many key things that not only enhanced the club but also our community. C4 members volunteered and participated in many community and charitable events like; Mike to Mike Marathon, Wounded Warrior Project; Ride to Recovery; Cumberland and Scotland Counties Habitat for Humanity, and many others. We have also raised more than \$100,000 in support of multiple charitable organizations including the Eastern North Carolina Chapter of the National Multiple Sclerosis Society. We are very proud of our C4 members as they have dedicated time annually to support the Moses Mathis Christmas Bicycleman Giveaway, providing countless hours of mechanical support to ensure each child receives a working bike that would otherwise not have the opportunity to own one. In years past, we've provided coaches and partners for the Cumberland County Special Olympics program. There have been many other ride and non-ride activities that have supported the community and club in positive ways.

We are also a USA Cycling (USAC) sanctioned club. A few significant accomplishments we were very proud to receive were selection by USA Cycling as "Best New Club of the Year" for 2004. For 2007, USA Cycling selected C4 for two awards: the 2007 Masters Club of the Year and 2007 Division III Club of the Year; two awards again for 2008: Division II and Masters Club of the year; 2009 Division II club of the Year; 2005, 2007, 2010, 2011, 2012, 2013 and 2014 Masters Club of the Year. From anyone's knowledge, a single club has never received two awards in the same year. Only one club in the nation receives these awards per year and is a testament to the positive efforts of our members. Currently we have more than 15 USCA Cycling license holders that race throughout the region. During 2004, we hosted a time trial training series, an all category 40-kilometer time trial, as well as a 62-mile training road race on the roads of Fort Bragg. During 2005, we held the Dragon's Challenge Road Race and Time Trial on Fort Bragg, NC that attracted more than 200 racers. In addition, C4, with the support of the Fayetteville Downtown Alliance and the City of Fayetteville, re-energized racing in the downtown area with the Patriot's Criterium that included world ranked riders. For two years we raised the bar for the Dragon's Challenge by making it a \$10,000, three-event weekend. These events brought in over 550 riders from all over the country as well as the professional team "Team Monex". For 2007, 2008 and 2009, the Carolina's Cycling Association awarded the hosting of NC State Criterium to C4 which was very successful in downtown Fayetteville, and co-host/sponsored the Tour de Moore Road Race from 2009-2014 also, for 2014 and 2015 we hosted the NC Road Race Championship weekend. We are immensely proud to have hosted the 2019 CCA Regional Time Trial Championship boasting the largest field of cyclist to date. While COVID-19 produced challenges for everyone, including giving us a shorten race seasons, we did conduct the 2020 CCA Regional Time Trial Championship having 102 racers by far the largest the CCA has seen. In 2021, the CCA Regional Time Trial Championship had 125 participants, an increase of 18 racers from 2020. We are very excited for the opportunities in 2022 as we look to expand on this year's success and conduct an individual time trial along with a team trial.

In November of 2006, C4 was selected by Sports Illustrated magazine as the featured sports organization in a national ad campaign for the U.S. Army. This of course brought an enormous amount of attention when this was published in the November 2006 issue.

## Hawley's Bicycle World Race Team

Over the past 10 years Hawley's race team has represented the Fayetteville/Fort Bragg community in races throughout the east coast. The team races year-round in four cycling disciplines; Gravel, Mountain, Cyclocross, and Road. In total, members participate in roughly 40-50 race events each year. The team had an exceptional 2021 season as they competed in 47 races during which we had twenty-two Top 10 Finishes, thirteen of which were Top 5 Finishes. We are dedicated to building relationships that will support local events, our athletes, and the team; and most importantly, endorse and promote our sponsor's product and services. Our team is looking toward the future with high goals and determination for continued success.



### Opportunities of Partnering with C4

When we start our partnership, you will enjoy the public recognition, visibility and exposure of your company or business with the Cross Creek Cycling Club (C4) logo that is nothing short of a win/win for us both. Our partners have the unique opportunity of direct sales and marketing to members in multiple areas, Bikes, accessories, clothing, bike maintenance, general fitness equipment, nutrition, cars, professional services, and many more. Please take the time to review what we offer. Please note that sponsorship is not a guarantee that club members will take advantage of your products or services. All members will have your information to promote and recommend you to friends, family, and the community. C4 accepts new partners throughout the year, so it is never too late or too early to make a commitment to the club. There is, however, benefit to early sponsorship such that your business will get the most exposure the earlier you make the commitment, you can have your logo on C4 clothing and included on event promotional items. Though our clothing designs are updated only once a year.

Partnerships run for one calendar year (1 January-31 December). Any partner who wishes a longer commitment or an early termination must submit a request in writing to the C4 coordinator. Entering into this agreement allows C4 to use our partners respective logo and information on the C4 website and in promotional and informational flyers, handouts, email, newsletters and any other method that provides a positive effect for both parties.

### Partnership Program

Cross Creek Cycling Clubs (C4) partnership program will allow the club and its partners to expand their opportunities and help C4 members grow in the sport of cycling. We are looking for partners who are willing to share this mission by enhancing the cycling experience of our members and that of the community at the same time.

Our real value proposition to vendors and potential sponsors is access to our membership of dedicated cyclists currently with over 145 paid members. In addition, partnership provides the ability for one-of-a-kind marketing exposure via C4s' community, charity, and USA Cycling sanctioned race and training events.

This program has been updated to entice our top-level partners to participate in financial contributions as well as continue in product/services discounts and giveaways which will help fund club social, community outreach activities, as well as training and competitive events that bring product and business awareness to cyclists and the community.

### Our commitment to you as our Partner

C4 appreciates the importance that our partners gain a return for their support. C4 will promote your business and actively encourages not only members, but also casual and formal contacts made throughout the community to support your business. We will also list your business on our Facebook page and the Cross Creek Cycling Club website. The Club will ensure that one of its officer's acts as your ongoing contact. Throughout the year, you are invited to attend the monthly club meetings, charity and competitive events, and any of our rides. During our monthly meetings, we generally have a theme that is prevalent. We have everything from cycling safety and fitness education to financial management. You will be invited to come and promote all products and services you provide to not just our cyclists, but the community at large.

### Partnership levels

We currently recognize two types of partnerships, financial and in-kind. Financial is the main type that directly supports C4 with our junior development program, annual events and administrative costs. All other financial proposals must be approved by the sponsorship coordinator and C4 Executive Board. **As an option to actual monies, a limited number of partners may use their products as in-kind partnership.** This type is limited to a very few partners. **Your products must have a direct application and benefit to C4 and our members and must be approved by the sponsorship coordinator and the Executive Board.**

**In-kind partners must provide products only. Discounts on services or products can be an additional benefit to our members but is not considered direct partnership and is not figured into the partnership levels below.**

If you desire to be an "In-Kind" type of partner or are thinking of becoming a new C4 partner, please contact the C4 coordinator at (910) 916-5594 to schedule an appointment to discuss what you will offer and how it can fit into our mission.



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**CASH OPTIONS:**

**ROAD LEVEL - \$2,000 or Greater**  
**CYCLOCROSS LEVEL - \$1,500**  
**GRAVEL LEVEL - \$1,000**  
**MOUNTAIN LEVEL - \$500**

**IN-KIND OPTIONS:**

**General Product Partner (Minimum \$500 cash value)**

Benefit	General	Mountain	Gravel	Cyclo	Road
Logo recognition on the C4 website					
Logo recognition in event advertisements as space permits					
Website link with <b>basic</b> sponsor information on sponsor page					
Listing as a Preferred Vendor on website					
Logo recognition on event shirt					
Logo recognition on C4 Facebook page					
Website link with <b>detailed</b> sponsor information on partner page					
Listing as a Preferred Vendor in quarterly electronic newsletter					
Promoted as Senior Partner for one club event or race					
Logo recognition on Club Cycling Jerseys					
You can provide electronic promotional items, coupons, and information to be included in our online electronic newsletter					
<b>Prominent</b> logo recognition on Club Cycling Clothing					
Logo recognition and partner information in event advertisements					
Your Company Sign/Banner Prominently displayed at each event (provided by business)					
Your key events and special promotions can be added to our calendar which is one of the busiest areas on the website					

Below are images of our Men's and Women's short sleeve jerseys. The base design will remain the same with only sponsor logo changes.

The following is an annual partnership agreement between the **CROSS CREEK CYCLING CLUB** and \_\_\_\_\_ am a legal representative for the above-named business or entity and by signing this agree to the terms and conditions outlined in the partnership agreement that was provided with this form. Once accepted by C4, this agreement shall be in force for the period specified below. Please complete the information below and initial each line you have selected. If you are not interested in continuing your previous partnership, please fill in the bottom of the form and return it as soon as possible.

**C4 Level Selection**

Select	Level	Amount of Commitment	In-Kind	C4 Remarks
	<b>In-Kind Product Partner \$500 min</b>	\$	<b>Product</b>	
	<b>Mountain—\$500</b>	\$	NA	
	<b>Gravel—\$1,000</b>	\$	NA	
	<b>Cyclocross—\$1,500</b>	\$	NA	
	<b>Road—\$2,000 or greater</b>	\$	NA	

**Duration of Club Partnership**

Select	Number of Calendar Years	Initials
	<b>One Calendar Year ending December 31<sup>st</sup> , 2022</b>	

**HBWRT Level Selection**

Select	Level	Amount of Commitment	In-Kind	HBWRT Remarks
	<b>In-Kind Product Partner \$500 min</b>	\$	<b>Product</b>	
	<b>Mountain—\$500</b>	\$	NA	



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	Gravel—\$1,000	\$	NA	
	Cyclocross—\$1,500	\$	NA	
	Road—\$2,000 or greater	\$	NA	

**Duration of HBWRT Partnership**

Select	Number of Calendar Years	Initials
	One Calendar Year ending December 31 <sup>st</sup> , 2022	



If you would like to become a Cross Creek Cycling Club or Hawley's Bicycle World Race Team Partner, please complete this form and return to the address provided below. All In-Kind partnerships will be handled on an individual basis to coordinate products and or services to fulfill this agreement. All annual partnership agreements must be returned no later January 31, 2022. If the partnership agreement is received by mail, we will review the document and send a signed copy back to you within 15 business days of receipt. Partner further agrees to provide a high-resolution logo image for use as applicable.

\_\_\_\_\_  
Signature                      Date

\_\_\_\_\_  
C4 President Signature                      Date

\_\_\_\_\_  
Printed Name

Chris Kenon  
President Cross Creek Cycling Club  
PO BOX 53039  
Fayetteville, NC 28305  
(910) 916-5594

\_\_\_\_\_  
Telephone including area code

\_\_\_\_\_  
Address                      City                      State                      Zip Code



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I \_\_\_\_\_ wish to terminate our partnership of the Cross Creek Cycling Club effective \_\_\_\_\_ for the reasons described below. I further understand that all publication and information will be removed from advertising, flyers, and the C4 website on the effective date or the current term of partnership, whichever is sooner and that our logo on club clothing will be removed on any new orders C4 makes. A signed copy will be returned to you as soon as possible. Reasons: \_\_\_\_\_

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Partner Signed \_\_\_\_\_ on (date) \_\_\_\_\_

C4 President Signed \_\_\_\_\_ on (date) \_\_\_\_\_