ABOVE + BEYOND CANCER

CYCLING

POWERED BY SCHEELS

2020 SPONSORSHIP PROPOSAL

USA CYCLING

DOMESTIC ELITE +
JUNIOR DEVELOPMENT

HEARTLAND VELO

WHO WE ARE

The Above and Beyond Cancer powered by Scheels team creates a platform for athletes to develop into professional cyclists. Above and Beyond Cancer, Scheels, Grey Dog Media, Pactimo, Sram, Oakley and other valued supporters have partnered with this USA cycling amateur-elite team to grow talent in Midwest cycling.

WE PROMOTE OUR PARTNERING CHARITABLE ORGANIZATIONS AND SPONSORS WITH CONSTRUCTIVE BRAND REPRESENTATION, FUND RAISING, AND VIGILANT ADVOCACY.

WHAT WE DO

Our team provides riders with a high level of support to help them develop and grow into elite and professional cyclists. Support comes in many forms including mentorship, coaching, equipment, travel and more.

Our racing schedule has a Midwestern base, but is continuing to include more USA Cycling pro and epic off-road events on the national stage. We promote our partnering charitable organizations and sponsors with constructive brand representation, fund raising, and vigilant advocacy. Our brand is grown and sustained from recognition as a top USAC domestic elite and U25 (under age 25) development cycling team.

OUR MISSION

Heartland Velo was founded as a 501(c)3 non-profit in 2013 with the following two part mission:

RACING

The Above and Beyond Cancer powered by Scheels Domestic Elite and U25 Development squad is an invitation only road racing team creating a platform for athletes to develop and grow into professional cyclist. Above and Beyond Cancer, Scheels, Grey Dog Media, Pactimo, Sram and Oakley and other valued sponsors have partnered with USA cycling team Heartland Velo to grow elite Midwest cycling.

ADVOCACY

Above and Beyond Cancer powered by Scheels Elite and U25 team is committed to impacting our communities by advocating and creating awareness for our partnering charitable organization; Above and Beyond Cancer. We do this by actively engaging people to live healthier lifestyles in many ways including; participating in public events, hosted team rides, providing mentorship and coaching to young endurance athletes, and motivating our communities to get on their bikes.

ABOVE+BEYOND
CANCER

Our title sponsor, Above + Beyond Cancer, is a public charity with a mission to elevate the lives of those touched by cancer and to create a healthier world.

Founded in 2011 by Iowa Oncologist Dr. Richard Deming, Above + Beyond Cancer takes cancer survivors on incredible adventures, but its work isn't just about getting to the tops of mountains. It is equally important to inspire others to lead by example with healthy living and cancer prevention in their communities through:

1. **Transformational journeys**
2. **Weekly wellness programs**
3. **Inspirational events**

2019 ACCOMPLISHMENTS

- USA Cycling Domestic Elite team arm continued top performances

WILDLY SUCCESSFUL SOPHMORE SEASON PLACING TEAM AMONG THE TOP 5 JUNIOR DEVELOPMENT TEAMS IN THE US.

- Generous support for a 12-member Domestic Elite and 5-member Junior Development team
- Team wins in 25% of Pro ½ races started

TEAM PODIUM FINISHES IN 51% OF PRO 1/2 STARTED

- Increased junior roster to six riders and significantly increased level of support.
- Total podium finishes in 2018 = 27

TOP 10 FINISHES AT USA CYCLING ELITE NATIONAL CHAMPIONSHIPS ROAD RACE AND CRITERIUMS

- Graduated 2 riders into Category 1
- (A+BC now has 9 Category 1 riders)

2 USA CYCLING NATIONAL CHAMPIONS

- Added a paid team director to our management staff.

PUBLIC EVENTS INCLUDE:

- **Continued partnership with Above and Beyond Cancer with the Above and Beyond Cancer Bike Club Team**
- Above & Beyond Cancer Evening of Inspiration
- **Iowa Bike Expo: in conjunction with Scheels, Team ABC hosted a one minute power competition as a part of Scheels presence at the show which was resulted in high levels of engagement and participation**
- Ragbrai outreach
- **Above and Beyond Cancer adventure race partnership**

2020 GOALS

EXPANDED INTEGRATION AND DUTIES OF PAID TEAM DIRECTOR (DIRECTOR SPORTIF)

PARTICIPATION IN MAJORITY OF USA CYCLING PRO/1 NRC RACES

EXPANSION OF U25 ROSTER

80% of our U25 racers sent to USA Cycling Road, Criterium, and TT Championships

2 2020 USA Cycling National Championships earned

PRIMARY FOCUS TO TARGET U25 RIDERS WITH HIGH APTITUDE TO GRADUATE TO FULL TIME PRO CYCLING

ADVOCATING FOR OUR SPONSORS AND THEIR AGENDAS AT OVER 50 RACING DAYS

DEVELOP TEAM HOSTED RACE EVENT

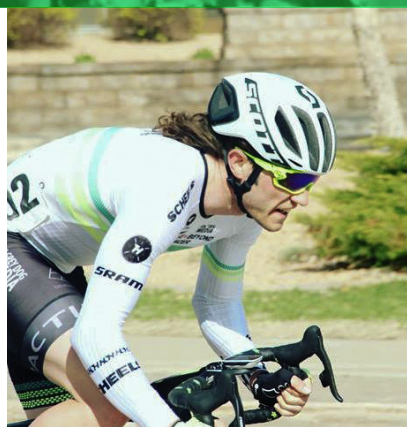
CLUB TEAM KIT SALES THROUGH SCHEELS

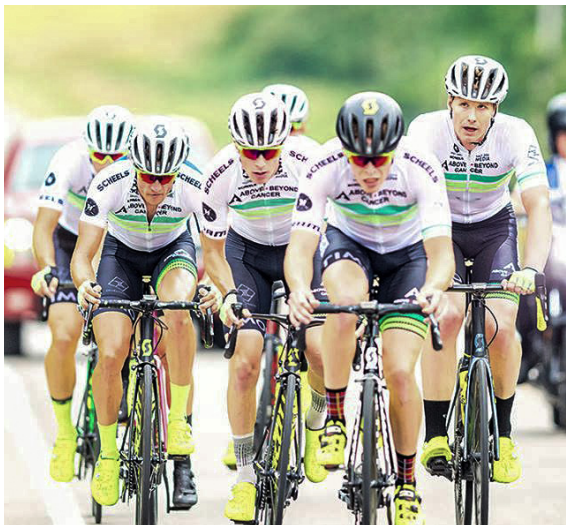
CONTINUE GROWING A WIDER BASE OF SUPPORT THROUGH A STRONG CLUB TEAM

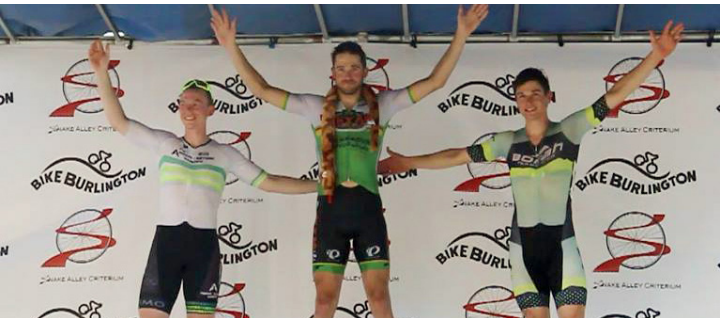
HEARTLAND VELO

IN ACTION

266
323
278
324
229
184






BIKE BURLINGTON

BIKE BURLINGTON
TLJC

PRESENTED BY GMR
GMR.bike
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BONK BREAKER

ELITE

NAME	OCCUPATION	BASED OUT OF	RACE CAT.
ADAM VENTLING *Vice President*	Marketing and Publishing	Iowa	1
BRENDEN HARDY *Treasurer*	Accountant	Iowa	1
CONNER DILGER *Board Member*	College Student	Iowa	1
MACEN VAN ALLEN	Engineer	Colorado	1
MICHAEL SENCENBAUGH	Endurance Coach	Georgia	1
RANDY REICHARDT *President*	Real Estate Development	Iowa	1
SAM FRITZ	College Student	Minnesota	1
LINCOLN EPPARD	College Student	Florida	2
MATT MOEHN *Board Member*	Engineer	Iowa	2
BRIAN WEST *Board Member*	Finish Carpenter	Iowa	1
TREY HEDGECOCK	College Student	North Carolina	2
MARCO WAJDA	College Student	Indiana	1
JOE GOETLE	Retail	Utah	1

JUNIOR

NAME	OCCUPATION	BASED OUT OF	RACE CAT.
TYLER REYNOLDS *15-16 USA Cycling Criterium National Champion*	Student	Iowa	17-18
COLE LIMPACH	Student	Nebraska	17-18
NATHAN PAWLAK	Student	Colorado	17-18
ALEX MORTON	Student	Michigan	17-18
LUKE FEURHELM *13-14 USA Cycling Road National Champion*	Student	Iowa	15-16

RACE SCHEDULE

DATE	RACE	EVENT TYPE	LOCATION	PRO
February 14, 2020	**Valley of the Sun Stage Race**	Stage Race	Phoenix, AZ	X
February 17, 2020	**Team Training Camp**	-	Phoenix, AZ	X
February 28, 2020	**Tour of Southern Highlands**	Stage Race	Woodstock, AL	X
March 29, 2020	**San Dimas Stage Race**	Stage Race	San Dimas, CA	X
April 4, 2020	**Joe Martin Stage Race**	Stage Race	Fayettville, AR	X
April 6, 2020	**Boulder Roubiax**	Mix Surface	Boulder, CO	X
April 13, 2020	**Redlands Classic**	Stage Race	Redlands, CA	X
April 22, 2020	**Sunny King**	Crit	Anniston, AL	X
April 27, 2020	**Athens Twilight Crit**	Crit	Athens, GA	X
May 18, 2020	**Wilmington GP**	Crit	Wilimington, DE	X
May 25, 2020	**Winston Salem Classic**	Crit	Winston Salem, NC	X
May 30, 2020	**Dirty Kanza 200 Mile**	Gravel	Emporia, KS	X
June 1, 2020	**Airforce Classic**	Crit/Omni	Arlington, VA	X
June 7, 2020	**Tulsa Tough**	Crit/Omni	Tulsa, OK	X
June 20, 2020	**Tour of Americas Dairyland**	Crit/Omni	Wisconsin	X
TBD	**USAC National Championships**	Various	TBD	X
July 19, 2020	**Ragbri**	-	Iowa	X
TBD	**Zwift Nationals/One Days**	Virtual	TBD	X
July 17, 2020	**Intelligentsia Cup Prairie State Games**	Crit/Omni	Chicago, IL	X
August 30, 2020	**Gateway Cup**	Crit/Omni	St Louis, MO	X

SPONSORSHIP BENEFITS

CYCLING SPONSORSHIP DELIVERS SUBSTANTIAL AND EFFICIENT MEDIA EXPOSURE.

The sport's appeal is broader than ever before and sponsorship creates unique opportunities to sponsors concerned about brand clutter in sport. Cycling fans are brand loyal. They are more engaged with sponsors, more favorable towards sponsors' products, and are early adopters of new technologies.

TEAM OF BRAND AMBASSADORS TO ATTEND YOUR EVENTS AND PROMOTE YOUR AGENDA AT 50+ RACING EVENTS.

FOOTPRINT EXPOSURE:

The midwest is a hotbed for cycling growth and new talent development. Your support helps your brand increase exposure, brand awareness and loyalty in this key U.S. market.

LICENSE TO USE HEARTLAND VELO/ ABOVE AND BEYOND CANCER POWERED BY SCHEELS BRANDING ON ALL MATERIALS AND CONTENT.

DEMOGRAPHICS: CYCLING HAS A BROAD APPEAL and receives major media attention to a large, enthusiastic and multicultural audience. Cycling is a lifelong activity that appeals to children, families and adults, and it reaches a large audience that goes beyond traditional demographics. The cycling fan base is young, highly brand loyal, affluent, and well educated.

"WE DO MORE THAN JUST RIDE OUR BIKES,
WE MAKE A DIFFERENCE IN OUR COMMUNITY."

– RANDY REICHARDT, HEARTLAND VELO PRESIDENT

CURRENT KEY SPONSORS

ABOVE+BEYOND CANCER

SCHEELS

GREY DOG MEDIA
PUBLISHING + INTEGRATED MEDIA

PACTIMO

DEVELOPMENT

SRAM

OAKLEY

HEARTLAND VELO

WE LOOK FORWARD TO SPEAKING WITH YOU FURTHER ABOUT A SUCCESSFUL PARTNERSHIP IN 2020.

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Above & Beyond Cancer Cycling
presented by Heartland Velo

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HEARTLANDVELO.COM

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