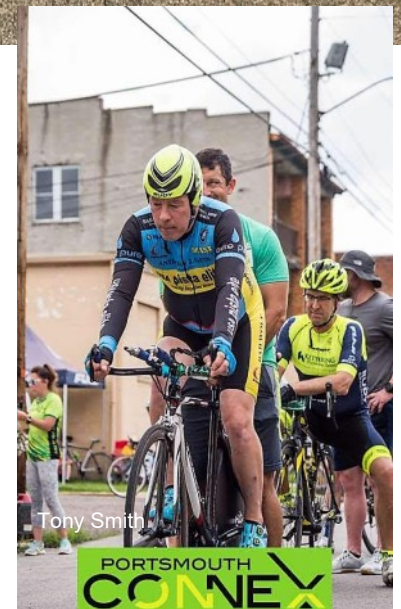
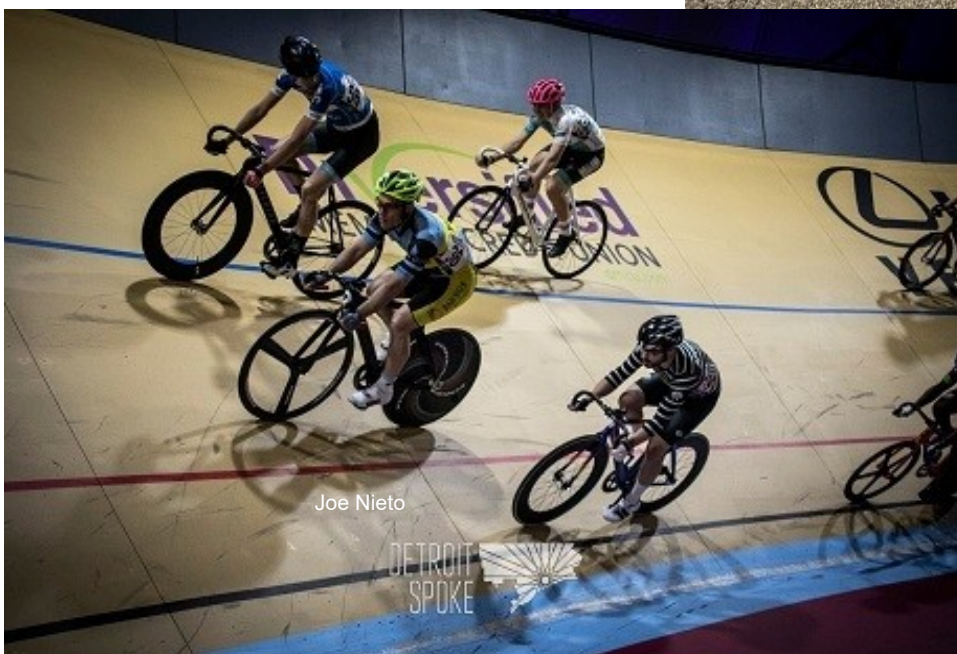


USA Pista Elite Cycling

The team was originally formed in 1889 as the Cleveland Wheels and was competitively sanctioned by the League of American Wheels (later the League of American Wheelmen-LAW). The team was reorganized with a slight name change in 1932 and competed under the sanction of the Amateur Bicycle League of America (ABLA) as the Cleveland Wheelmen. In 1999 the team became USA Pista Elite Inc. The team has been competing continuously since 1889, including the war years.

USA Pista Elite Inc., operates differently from other competitive amateur bicycle clubs/teams in several ways which are beneficial to both the team and the sponsors. The team is open to riders by invitation only. Riders are recruited not only on the basis of competitive ability, but also moral character and the ability to fit into the team and its objectives.

The team owns and provides the equipment which is used by the riders. If a rider leaves the team, the equipment is turned back into the team and re-issued to another rider as needed.





Sam Rideout



Since 2000, USA Pista Elite Inc. has had over 6159 race starts on five (5) continents resulting in 1246 victories, 47 United States National Championships, 128 United States National Championship Podium appearances, and 5 World Records.

These results have been achieved across disciplines (Road, Track, Time Trial, MTB XC) and by Elite Juniors, Pro/Elite Seniors, and Elite Masters. USA Pista Elite Inc. has placed at least one rider on the podium at the US National Cycling Championship in every season since 2000, except 2001 when the highest placing was 10th.



Kent Menzel



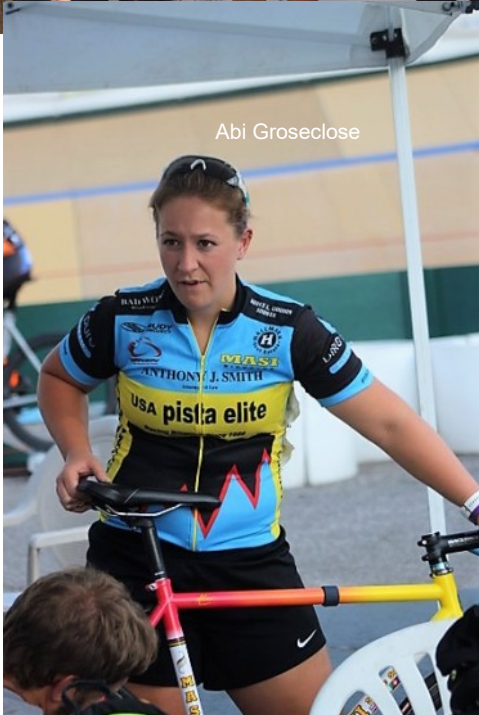
MaryBeth Ballenger

The 2018 season has wound down and team USA Pista Elite posted another banner year.

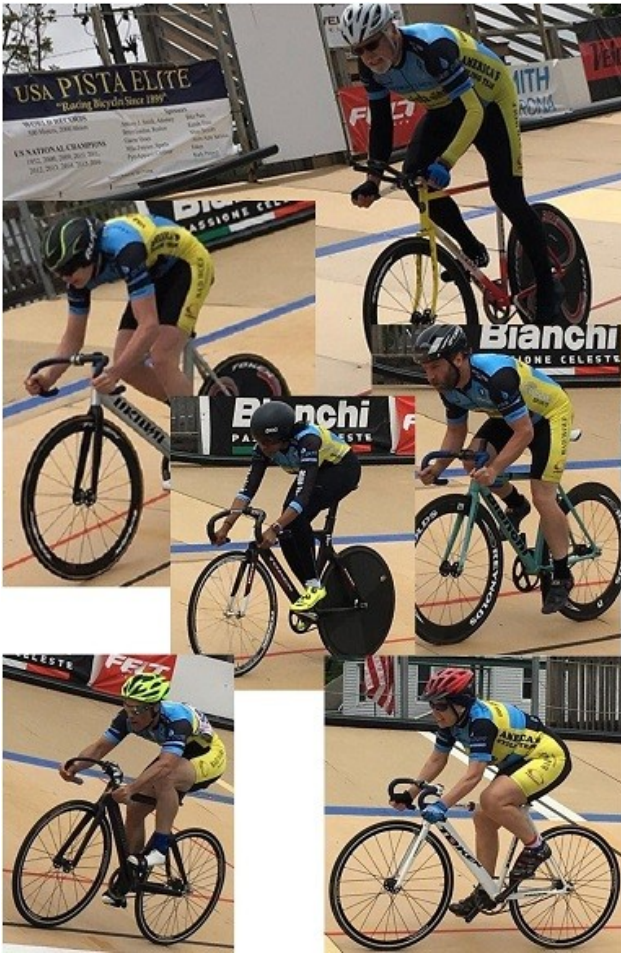
The team appeared in 40 United States National Championship starts on the Collegiate, Elite, and Masters levels coming away with 1 National Championship. This marks the 11th consecutive year the team has won at least one National Title.

On the National Championship level the team also earned 13 additional Podium placing (2nd through 5th), marking the 18th season of the last 20 that a rider appeared on a National Podium. Additionally, the team showed its competitive depth with 14 more placing 6th through 10th, and 13 further placing 11th through 25th.

In addition, we had 3 riders compete at UCI World Track Championships, competing in 8 races, scoring a 9th place in Team Sprint.



Abi Groseclose



On the Regional Level, Team USA Pista Elite appeared in 45 State Championship starts on the Junior, Elite, and Masters levels. The team came away with 24 State Championships, 16 additional placing 2nd through 5th, 5 placing 6th through 10th.

Overall for the season, Team USA Pista Elite won 126 races in 559 race starts in 2018. The team additionally placed 2nd through 10th 390 times, and 11th through 20th 53 times.

There are approximately 30 riders that will compete in close to 600 races in 2019. Those events will include World, National, and State Championships as well as regional events.

Additionally, each of our racers rides their bike on average 6,000 miles in training every year, which means exposure for our sponsors with every mile. Whether we are racing or training the exposure for a sponsor is assured and cost effective. All in all, whether we are racing or training the exposure for a sponsor is enormous.

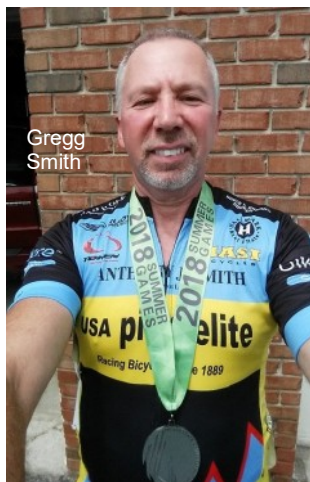


TYPICAL CYCLING AUDIENCE

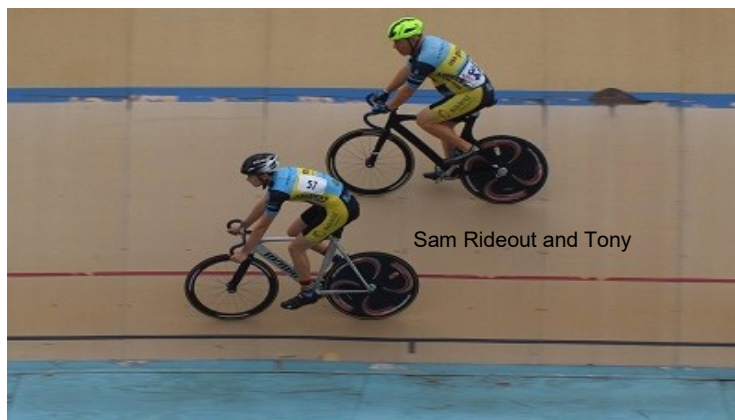
- 90 million cyclists in the US
- 65 million people attend professional cycling events
- 6 million bicycle commuters
- 250,000 competitive adult cyclists in the US



Juergen Waldick, Tony Smith, Lori Baldauf, Brian Stockmaster, and Bob Stives (South Carolina)



Gregg Smith



Sam Rideout and Tony



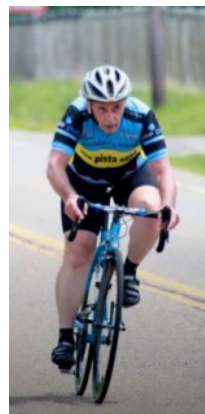
Lori Baldauf



Senior Nation-

Why Cycling? Demographics!

According to GQ Magazine “Cycling’s fans remain fiercely devout and frighteningly informed – as regards to the nuances of their chosen



CYCLING INFORMATION AND DEMOGRAPHICS FACTS ABOUT CYCLING*

- ◆ Cycling is one of the most popular and fastest growing sports in the world.
- ◆ The second most popular recreational activity in the US
- ◆ One out of every three Americans participates in the sport at some level.
- ◆ Cycling is the third largest participation sport, more than golf, skiing, and tennis combined.
- ◆ Cyclists are very brand loyal and will support sponsors

Title Sponsor 1

\$40,000 and up (could be split between two sponsors)

- Team naming rights. “*TITLE SPONSOR*” Cycling Team
- Team is referenced as the “*TITLE SPONSOR*” team by social media, television, commentators, print and online articles
- Dominant logo on front and back of jerseys, legs of shorts
- Dominant logo on website and social media sites
- Logo placement on all newsletters and promotional items
- Logo placement on casual wear and garments (shirts, hats, jackets, etc.)
- Team group ride in spring

Presenting Sponsor 2

\$10,000 - \$39,000 • Secondary logo on team jerseys

- Secondary logo on website and social media sites
- Secondary logo placement on all newsletters and promotional items
- Team group ride in spring

Gold Sponsor

\$5,000 - \$9,000 • Prominent logo placement on jerseys

- Website logo placement
- Newsletter and social media logo placement
- Team group ride in spring

Silver Sponsor

\$2,500 - \$4,900

- Eligible for logo placement on jerseys
- Website logo placement
- Newsletter and social media logo placement

The team can make riders available for trade shows and public appearances as the parties agree on an ongoing basis.

Product Sponsor

We are also seeking sponsors who will provide products in exchange for Jersey logos, website logo placement, and social media mentions. Due to the shifting business model of some of our current and past sponsors, we are currently actively seeking both frame and wheel sponsors.

Our team provides more exposure and better marketing for your products than a domestic professional team and at a lower cost.

USA Pista Elite Inc.

20745 Brandywine Dr.

Fairview Park, Ohio 44126

(216) 533-6271 pistaelite@aol.com

www.pistaelite.com







USA Pista Elite 2019 Kit

FULL ZIP IN JERSEYS



RIGHT



LOGO/BUTT PANEL ON SUITS ONLY

