



AMERICA'S LARGEST JUNIOR  
ROAD DEVELOPMENT  
PROGRAM



6x USA CYCLING JUNIOR CLUB OF THE YEAR



CENTER of EXCELLENCE



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501(c)(3) Non-Profit Organization

TEAM



JUNIOR & U23 DEVELOPMENT



WWW.JRCYCLING.COM

SPONSOR INFORMATION





## Team Velosport Junior Development

is America's best junior road cycling program! The team is a six-time winner of USA Cycling's Junior Club of the Year award, in addition to their designation as a Center of Excellence for every year since 2011. The program is also the largest in America, with a current roster of nearly 90 junior members. Located in Southern California, Team Velosport appeals to junior road cyclists ages 9 through 22, and all skill levels from beginner to Category 1 Elite racers.

## GOALS

Team Velosport strives to educate juniors and their families about the sport of road bike racing. Skilled, certified coaches assist the athletes with their training goals through active and organized programs, supporting them in a safe and friendly environment. Team Velosport provides a serious pathway for those with desire and talent, and a fun atmosphere for all.

## WHAT WE OFFER

The Team Velosport program caters to many age and skill levels. As an extremely active organization, there are over 125 training rides conducted annually that range from beginner to advanced level. Velosport athletes are supported by several top USAC certified coaches throughout the season. There is a pro racer supported three-day training camp in January, and velodrome / track training sessions later in the year. Team Velosport also runs an annual European race trip, which gives seven junior riders the opportunity to experience European racing including a top-ranked UCI 2.1 stage race.



## HOW WE DO IT

The team started in 2008 with six members and support from parents and a local bike shop. The team has grown membership each year, solely by word-of-mouth and the dedication of parent volunteers. The team remains an all-volunteer run program and operates as a not-for-profit organization. Team Velosport's operating budget is minimal in comparison to other teams, while offering greater service and enhanced experiences for the junior members. Assistance and support from sponsors in the form of free or discounted product and / or monetary contributions play a significant role in the continued growth and success of the team.



## RACING SUCCESS

Team Velosport has developed multiple state and National champions, and has had members selected for Team USA to race in Europe. Alumni members have raced at World Championships and the Tour of California.



## WHAT'S IN IT FOR YOU?

Team Velosport sponsors get excellent exposure throughout the season. This comes from product use by our large membership base and word-of-mouth promotion to family and cycling friends. The Elite juniors actively utilize all forms of social media to thank and promote sponsors. Sponsor logos are prominently displayed on team jerseys, banners, posters, tents, signs / stickers and on the team car. Logos and links are clearly displayed on the home page of the team's popular web site. Team Velosport is always ready to assist its sponsors with any requests such as a promotional ride, booth support at local events, etc. Lastly, sponsorship of the junior members is a great way to support the cycling community and to grow the future generation of the sport.

## SOCIAL MEDIA

Team Velosport is one of the most socially active teams in the USA. Our Instagram site has nearly 20,000 followers, which is more than many domestic pro teams! Visit us!



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