

Feel The **VIM**



VIM
Racing

Sponsor Packet

Who we are

VIM Racing is a 501(c)3 non-profit cycling team dedicated to promoting cycling and an active outdoor lifestyle, with the goal of enhancing overall health and giving back to the community.

Established in 2016, our team raises funds for local and national charities through charity rides while also participating in USA Cycling sanctioned events.

Our members are not professional athletes; we are your neighbors and coworkers, spanning all ages and backgrounds. We come together for weekly training rides and participate in a variety of events, from local charity rides to competing in some of the most challenging and prestigious cycling events in and out of state. Our team's dedication has earned us numerous accolades and a reputation for sportsmanship and perseverance. Yet, our commitment goes well beyond the racecourse.



Why Sponsor

We strongly believe in giving back to the community that supports us. Throughout the year, our members actively participate in various volunteer activities, understanding the importance of fostering a healthy, vibrant community. We aim to be positive role models through our actions both on and off the bike.

As we look to the future, we are enthusiastic about the potential of partnering with you. Your support would help us achieve our athletic goals and expand our community outreach programs.

Together, we can significantly promote a healthy, active lifestyle, support local causes, and inspire the next generation of cyclists.



Where Your Gift Helps

Your sponsorship funds along with team member dues are instrumental in supporting our community and enhancing your brand's visibility. Over the past six years (2018-present), 50% of the funds have been allocated to sponsor promotion, while 47% have supported philanthropic initiatives within our community. The remaining 3% has been used for administrative costs. Your contribution not only aids local non-profits but also boosts your brand recognition through partnership with ViM Racing.

Philanthropy Partners



Sponsor Levels

ViM provides a range of sponsorship levels to accommodate companies of all sizes and budgets. No matter which level you choose, your brand's logo and image will be prominently featured at all official ViM events.



- Level 1 - \$3,000**
- Best advertising spot race/training kit (worn in all races and rides)
 - Best and biggest advertisement on banner displayed at all charity races and rides
 - Best logo placement on team t-shirt
 - Recognition at any charity event as a partner
 - Social media recognition

- Level 2 - \$2,000**
- Better advertising spot race/training kit
 - Better advertisement on banner
 - Better logo placement on team t-shirt

- Level 3 - \$1,000**
- Good advertising spot race/training kit
 - Good advertisement on banner
 - Good logo placement on team t-shirt

Sponsor Registration

Sponsor Level:

☐ Level 1 (\$3,000) ☐ Level 2 (\$2,000)

☐ Level 3 (\$1,000)

Company/Group Name: _____

Contact Person: _____

Contact Email: _____

Contact Phone: _____

Mail Registration/Payment to:

ViM Racing
6201 N County Rd 1244
Midland, TX 79707

ViM Racing Tax ID# 81-3059257



@vimracing