



S P O N S O R S H I P A G R E E M E N T

Initial Requirements of any Sponsored Athletes

Aside the exclusive use of material provided by Velotech, each and every sponsored entity must agree to unlimited use of their name and results in all Velotech and CEEPO publicity efforts.

Each time CEEPO offers a subsidised price for sponsorship goods, we have to insist that we receive at least 2 Hi-Res quality photos of the sponsored individual(s) which are of sufficient composition and quality to be used in professional advertising. This means the lighting must be favourable for printing, the subject both sharp and recognizable and the product clearly visible, in each and every image. The required images are as follows:

A static image of the athlete standing next to the CEEPO bike, A dynamic photo of the individual riding his/her/their bike(s) with the supplied product clearly visible, in a riding condition that this product excels in (for example, no downhill coasting)

Additionally, each podium position the athlete achieves, must be communicated to Velotech with an attached image of suitable composition and quality for (print and web) publishing. All images must be supplied rights-free so that CEEPO can use it in it's publicity at its own discretion.

Velotech is very clear in its expectations of athletes which it sponsors: Sponsorship is as a marketing expense, which must generate promotional material, consumer attention and increased sales. The sponsored athlete plays a part in carrying this responsibility.



CEEPO supplies the athlete with free or significantly subsidised products for their personal use, for their benefit, to improve their performance, so that their results may become beneficial to the CEEPO sales chain.

To be able to make athlete's results useful to CEEPO, images and updates on results must be supplied by the athlete who enters a contract with CEEPO. Athletes who do not contact Velotech with regular updates on results of their own accord, and provide images of him or herself, are failing to invest in their own future sponsorship opportunities.

Only athletes who cooperate with the sponsorship programme's conditions are eligible for continued sponsorship. All those who do not cooperate with these simple conditions will be sent an invoice for the full value of goods they have received and will be barred from future sponsorship.

Sponsorship formats

Velotech in co-operation with a CEEPO dealer/shop offers three different types of sponsorship. Two levels of discount and one level for free goods. The aim and details of each of these levels is as follows:

- Top Regional Triathletes, Age group medallists, Open TT placings etc
Velotech in conjunction with the dealer will supply goods with a discount from retail of 20% for personal use and only specific to usage of the athlete's discipline of success.
- Top National athletes, National Champions or athletes of international racing success in the top 5 of their field inc Elite Triathletes .



Velotech in conjunction with the dealer will supply goods with a discount from retail of 30% for personal use and only specific to usage of the athletes discipline of success.

- For Top Level athletes of great fame or international renown. VELOTECH/CEEPO may offer goods for free. At this level we suggest supplying only our Higher end goods and would expect the athlete to be present in the current year at the Triathlon World championships in KONA

Teams

Velotech can supply products at a discount of up to 25%, whenever possible, for its chosen teams. This reduction is available only when the team wears clothing prominently displaying Ceepo as a main "sponsor".

Application process

Before discussions about sponsorship can begin we must receive the full CV of any Athlete or team in question, with the main information from the last two seasons. With this info, we can evaluate the opportunity presented and will reply with the level of sponsorship we can offer. After the level of sponsorship has been agreed, a contract will be offered and the sponsored entity agreed to proceed. Product will be supplied after agreement with the Dealer and confirmation of specification.

Full payment must be met in full before Velotech will release any products for sponsorship.



Limitations

The duration of each and every sponsorship agreement is at least one year. At the end of this period Ceepo will discuss the results and the convenience of continuing with the agreement. Athletes who do not adhere to these requirements will be sent an invoice for the balance to the market value of the goods received.

Want to go further?

Then email us your CV at Info@velotechservices.co.uk