



# HART RACING // GET TO KNOW THE TEAM YOU'LL JOIN FOR LIFE.

**HART Racing (currently racing as Primal - Audi Denver) is among Denver's longest-running, continuously active amateur cycling teams. With a roster of 85 racers, we're a major force in cycling locally, regionally and nationally.**

To us, cycling is a passion, but it's also an avenue to create awareness for our sponsors through activity, activism and action. We partner with sponsors from all industries to create marketing results and ROI they can be proud of.

## Here's a little bit about us:

### Our demographics:

Our team is 100% male, with an average HHI of \$100K and average age of 34. Professional representation includes financial services, technology, healthcare, cycling, retail, restaurant, tourism and government.

### Our race results:

We've won the Rocky Mountain Road Cup for best team in all categories the last three years, and our cat 3 and 4 teams have won the honor for the past ten.

We support all levels of racer from intro (cat 5) to domestic elite (UCI)

### Our sponsor ROI:

We pursue active community involvement with Trips for Kids, Children's Hospital, the American Diabetes Association and the Multiple Sclerosis Society

We have social channels on Facebook (900 followers), Twitter and Instagram (400 followers) and regular posting of at least 2-3 times weekly

We have a network of 85 professionals acting as brand ambassadors

We have relationships with some local partners and major cycling brands including Alchemy, Primal, Easton, Shimano, Specialized and more

We promise brand awareness through logo placement on our kits and Audi Q8

Our regular newsletter is sent to over 100 recipients on a weekly basis



# READY TO GET NOTICED? START HERE.

We've got several levels of sponsorship depending on your awareness goals. If you don't see something you'd like here, contact us and we'll customize a sponsorship package for your business goals.

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## TITLE SPONSORSHIP

### **\$20,000 and above:**

Naming rights for the team, access to all our social channels, premium placement on the website (hartracing.org), kits and car, access to all team deals and partnerships, and access to the team for ridership at two chosen events annually.

## PREMIER SPONSORSHIP

### **\$10,000-\$20,000:**

Access to all our social channels, premium placement on the website (hartracing.org), kits and car, access to all team deals and partnerships, and access to the team for ridership at two chosen events annually.



## GOLD SPONSORSHIP

### **\$5000-10,000:**

Access to all social channels, gold placement on kits and car, access to all team deals and partnerships, monthly mentions on all social channels, and access to the team for ridership at one chosen event annually.



## SILVER SPONSORSHIP

### **\$1000-\$5000:**

Access to all social channels, silver placement on kits and car, access to all team deals and partnerships, monthly mentions on all social channels.

## BRONZE SPONSORSHIP

### **\$1000 and below:**

Access to all social channels, bronze placement on kits and car, access to all team deals and partnerships.

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Let's start the conversation. We're not just the team our riders join for life. **We're the partner our sponsors use for life.** For sponsor references, more information or to start a dialogue, email Neil at [nhippen@gmail.com](mailto:nhippen@gmail.com).

**HART  
RACING**