



BE THE PRESENTING SPONSOR FOR THE

USA CYCLING TEAM



For the upcoming Maccabi Australia International Games

December 2010 – January 2011

THE MACCABI USA CYCLING TEAM IS NOW OFFERING THE OPPORTUNITY FOR YOUR BUSINESS OR BRAND TO BE THE OFFICIAL *PRESENTING SPONSOR OF TEAM USA* FOR THE MACCABI AUSTRALIA REGIONAL GAMES, TO BE HELD IN SYDNEY, AUSTRALIA FROM DECEMBER 26TH, 2010, THROUGH JANUARY 2ND, 2011.



The Maccabiah Games: The World Maccabiah Games is an international Jewish athletic event modeled after the Olympics that is held every four years in Israel. It is sanctioned by the International Olympic Committee (IOC), and is one of the largest athletic events in the world. The Maccabi Australia International Games (MAIGs) are one of three regional events that are run every four years, offset by 2 years from the World Maccabiah Games.

As you can imagine, traveling to Australia and transporting all of the needed equipment with us, as well as the costs of food, lodging and transportation for 5 to 10 elite/open level athletes for two weeks can be quite costly. Nearly all Jewish-American professional and aspiring professional cyclists in the U.S. can barely make ends meet while pursuing full-time athletic careers. In order to send as many of these top-level men and women cyclists to Australia to represent the USA we are asking for a total of **\$40,000** in order to be the official presenting sponsor. As a presenting sponsor, your company will receive the following benefits:



- Your financial support is full tax deductible as MaccabiUSA is a 501(3)(c) corporation.
- Your company brand will be prominently displayed on the team jersey and shorts, which will be worn by all open/elite and masters cyclists competing in the games
- The exact same team uniform will also be made available to the general public, therefore significantly expanding brand exposure
- Your brand will be promoted via a team Fan Page on Facebook, as well as through press releases to news and information publications and websites in the cycling and Jewish communities
- MaccabiUSA will select athletes who not only excel from a sporting perspective, but whom will reflect positively on Team USA, as well as on your brand
- The team will provide the most concentrated brand exposure in the world of competitive cycling, and in the Jewish community in general in the U.S.
- We are also offering lower-level sponsorships of \$500 to \$1,000, which will receive much of the benefits listed above, though at a lower level

The goal of the Maccabi USA Cycling is to be able to assemble the most competitive team possible for not only the upcoming Australian Games, but also for future Maccabiah World Games, which next take place in Israel in the summer of 2013. Some of the riders who may potentially be part of the team include:

Roman Kilun – 28

Born in Uzbekistan and raised in Northern California, Roman is in his seventh year as a professional cyclist, having ridden for some of the top North American teams, including Health Net, Ouch, and now United Healthcare. He has won nearly a dozen professional races, including two National Racing Calendar (NRC) events. Despite focusing on his cycling career, Roman has found the time to complete not only a bachelor's degree from U.C. Berkeley, but has earned a J.D. from Hastings Law School as well.



Eric Barlevav – 23

Born and raised in Southern California, Eric is in his third year as a professional, now riding for the United Healthcare team. He has already won several professional races, and is perhaps most well known for winning the 2008 Skyscraper Harlem Cycling Classic in New York City in dramatic fashion ahead of multiple-time USPRO Criterium Champion Rahsaan Bahati. Eric is pursuing his bachelor's degree at Cal State Northridge while racing professionally full-time.

Michael Friedman – 27

Nicknamed "Meatball," Mike has been a professional cyclist for nearly a decade after leaving the University of Pennsylvania. He is one of the top track cyclists in the U.S., and competed on the velodrome in the 2008 Beijing Olympics. He has won multiple track world cup medals, is a multiple-time U.S. National Champion, and has won a U.S. professional National Racing Calendar (NRC) road event. He spent several years racing for the Slipstream/Chipotle professional cycling team, which was one of the top teams in the world, and had the chance to race in some of the biggest races in the world.



If you are interested in becoming the presenting sponsor, or a supporting sponsor for Team Maccabi USA Cycling, please contact MaccabiUSA Cycling Chair Stu Press:

E-mail: SMPress@aol.com

Cell: 310-617-6853

For more information on Maccabi USA visit: www.maccabiusa.com

For more information on the Maccabi Australia International Games visit:
www.maccabiaustralia.com/MAIGs.aspx