



## Level 1

### Shops provide the following:

- A 10% discount on all regularly priced parts and accessories (applies to custom orders that don't require rush shipping).
- Prioritized service to CCAP riders when parts are in stock.
- Display a 2'x3' CCAP-provided banner and flyers.
- Three monthly announcements to customer base.

### The CCAP provides the following to shop:

- A "Marketing Toolbox" with digital materials, printed banners with shop logo to post up in the shop, and pre-written content.
- Shop logos, links, and standard discount program listed on CCAP's website.
- Social Media & Digital Integration.
- E-newsletter highlights and regular social media highlights of the Pedal Partner's support.
- Shop flyer is included in team perks packages that are distributed to all athletes and coaches at the beginning of the season.

## Level 2

### Shops provide the following:

- The shop sponsors a CCAP youth team in their area.
  - Provides 10 volunteer hours at a CCAP event. (direct employee volunteers and/or recruiting of volunteers).
- OR
- Cash in-kind sponsorship of \$500. Additional monetary support and benefits to be discussed on a case-by-case basis.
- Exclusive partnership rights at CCAP Cornerstone events (Breakaway Benefit, New Haven Grand Prix, etc).
  - Eight monthly announcements to customer base via CCAP provided messaging.
  - All the provisions of Level 1 support.

### The CCAP provides the following to shop:

- CCAP hosts a recruitment/info event at the shop.
- The option for partner shop to host tent space at Grassroots Level events throughout the season.
- Shop banner is displayed at Grassroots Level events throughout the season.
- Shop logo on sponsored team jersey.
- All the benefits of Level 1 support.

CCAP Signature:

Shop Name:

Shop Manager Signature: