



TEAM LOCK LACES™ SPONSORED ATHLETES

Thank you for your interest in pursuing sponsorship with TEAM LOCK LACES™. Sponsorship proposals for 2012 will be accepted from September 1 to November 30, 2011.

We are a small company with a passion for ALL endurance sports and we want to support athletes, and the racing community in general, as much as possible. On the other hand, being a small company, we don't have unlimited resources and every year we receive far more requests for sponsorship than we can possibly fill. Please try to be realistic in your expectations. Our primary form of sponsorship is via varying levels of product discounts, clothing, and photo/editorial bonuses.

You don't need to be a world-class athlete to apply for sponsorship. We're looking to sponsor good quality athletes who are GREAT ambassadors in their chosen sport. Successfully representing and promoting LOCK LACES™ is done through personal referrals and retail encouragement, not just race results.

Requirements for sponsorship consideration:

You MUST have an order history with us. We're looking to sponsor athletes that have a passion for LOCK LACES™ with extensive personal experience and results using them.

1. You MUST be willing to promote LOCK LACES™ by eagerly talking to other athletes about LOCK LACES™ and visiting retailers in your area to encourage them to carry LOCK LACES™.
2. You must train or race in our clothing OR at least have our logo prominently displayed on your clothing, helmet, equipment, etc.
3. You must use and endorse only LOCK LACES™. For your own integrity and ours, it is not right to endorse multiple brands of performance lacing systems.

How to apply:

Your proposal needs to be in .doc or PDF format and must include:

1. Complete contact information - name, address, phone number, email address, Facebook name, and web site URL (if applicable).
2. A letter explaining how you do/will promote LOCK LACES™ in your community.
3. Brief resume/history or race results, primarily focusing on the current season.
4. Picture of yourself wearing LOCK LACES™
5. A very clear explanation of how LOCK LACES™ helps you perform your best and what you are looking for in terms of sponsorship.
6. If you need an answer before 12/31, be sure to include the date by which you need a reply and we'll do our best to reply by then.

The content of your resume/proposal is more important to us than presentation and it need not be formal or lengthy. We're simply interested in hearing about who you are, what you've done, what your future goals are, your experiences with our products, and how you plan to promote LOCK LACES™ if your proposal is accepted. Being concise is good.

We prefer to receive sponsorship requests via e-mail, but do accept requests via snail mail.

If you are certain that you meet all of the above criteria, please submit your proposal to: sponsorship@locklaces.com. You will receive an auto reply confirming that we have received your request and we will respond formally sometime after December 1st and before December 31.