

Velo Vie Signs Sponsorship Agreement with Boulder Velo Racing

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The Boulder Velo Racing team is truly a Cinderella story in the making. The team formed three years ago under the title sponsorship of mix1 and consisted of only 12 riders. Within the first year of competing, Boulder Velo Racing blazed out of the gates and tackled Colorado racing by claiming the “best all around team” (BAT) competition. Team riders also took the 1st and 3rd place slots in the “best all around rider” (BAR) competition.

By the second year, the Boulder Velo Racing team had not only proven its worth in competitive rides, it also made a name for itself in the industry. As a result, it sought to create a more professional look. The first step was to secure a sponsorship with a bike manufacturer that was not only on the same wavelength, but also created and marketed great products.

Most importantly, Boulder Velo Racing wanted a partner that was fairly new that could easily grow along with the team. Within the second year, rider numbers had increased to 22 and more intense competition was becoming a key focus. Boulder Velo Racing needed a sponsor that promoted the same intensity in riding as it did in the products that it created.

2009 has proven to be a stellar year for Boulder Velo Racing. The team had four riders compete at the national level, one at the international level and in eight states. The team also won the BAT title again in the 45+ category and placed 2nd in the same competition in the highly competitive 35+ category. Now, with its Velo Vie sponsorship secure, Boulder Velo Racing is ready to emerge on the competition with high performance, lightweight design and sleek styling.

Through this partnership, Velo Vie will be able to increase its corporate identification, exposure and brand awareness, in addition to enhancing perception of its community support and involvement. In tying its brand to this growing and competitive cycling team in Colorado, Velo Vie will be positioning itself as a key provider in this specific region.

“We are excited about this new partnership as it will help to further the initiatives of Velo Vie and our approach to promoting a healthy lifestyle through cycling,” said Dan Barnes, Director, Velo Vie. “We partner only with those teams that demonstrate a winning attitude and a love of the sport. The Boulder Velo Racing team is in an exciting time of growth and competition, which is exactly where we aim to be with our teams.”

“Our racing team had in mind the type of quality partner we wanted to secure moving forward,” said Marcel van Garderen, team representative. “Velo Vie has surpassed our expectations in terms of quality, support and professionalism. We are excited about this opportunity and can’t wait to see what 2010 has to offer us both.”

Velo Vie

Arizona-based Velo Vie manufactures and markets high performance and racing bicycles direct to the consumers through its online marketplace. Founded in 2006, Velo Vie offers highly customizable bicycle frames featuring Velo Vie® Carbon Axis technology. Velo Vie offers consumers top quality components through its relationships with manufacturers such as Shimano, Campagnolo, SRAM, Fulcrum, Reynolds, Easton, Vision, Profile, Ritchey, FSA, Deda, Rolf, Time, Speedplay and Look. For more information about Velo Vie visit www.velovie.com. Contact info press@velovie.com or call 1-877-VELOVIE.