



Effective Date: September 17, 2010

Cane Creek Cycling Components: Sponsorship Policy & Guidelines

A key element of Cane Creek's mission is to support the sport of cycling, including racing, charitable activities and cycling advocacy. Cane Creek believes strongly in the power of bicycles and their potential to effect positive change in our society. To that end, Cane Creek supports athletes and teams whose purpose encompasses more than competitive racing, such as getting more people on bikes, improving or promoting a healthy lifestyle, and making our world better through the use of a bike.

The following statements outline some of Cane Creek's policies and guidelines related to athlete, team, charitable and organization sponsorship requests.

Cash Sponsorship

Cane Creek does not award cash sponsorships of any type under any circumstances. In some instances a grant may be awarded to support a charitable event or to fund cycling advocacy pursuits.

Sponsorship Request Guideline

All requests for sponsorship must be sent directly to sponsorship@canecreek.com. Requests for sponsorship must include a formal, written proposal. Requests that do not include a formal, written proposal will not be considered. Unless you are currently sponsored by Cane Creek we ask that you not contact us by phone for sponsorship requests.

Timing & Notification

Sponsorship requests are only considered and awarded in October of each year for allocation the following calendar year. Sponsorship requests should be sent to sponsorship@canecreek.com on or before October 10th in any given year.

If you are selected for sponsorship or we require additional information a Cane Creek representative will contact via email or phone.

If you are not selected for sponsorship a letter or email will be sent to you by the middle of November informing you of our decision.

Awarded Sponsorships

Teams and/or individual riders who are awarded a Cane Creek sponsorship will receive a product order form via email. Instructions and additional guidelines will be included with the order form. All order forms must be returned to Cane Creek within 2 weeks of receipt to avoid having your sponsorship voided.

All awarded sponsorship orders will be shipped by the end of January.

Liability Release

At the discretion of Cane Creek sponsored riders, organizations and groups may be asked to sign a liability waiver before any components will be shipped. Failure to sign a requested liability waiver within the specified timeframe will result in cancellation of the sponsorship.

Sponsorship Term & Renewal

All sponsorships between Cane Creek and a given rider, team or organization will be effective for a term of one calendar year; November 1st to October 31st of the following year. All sponsorships must be renewed on an annual basis in compliance with the aforementioned time lines and processes.

Use of Information

Not all sponsorship agreements are the same and specific details for each agreement will be determined through a short negotiation process. In all cases, Cane Creek will have the right to use a sponsored athlete's name and likeness for use in marketing materials or sales campaigns. When sponsoring a team or organization Cane Creek will have the right to use team or organization photos, logos and other collateral information for use in marketing materials or sales campaigns. At the discretion of Cane Creek, a sponsored athlete may be required to sign a waiver or other authorization for use of the athlete's name and likeness.

A sponsored athlete may be asked to display Cane Creek's logo, or make other use of Cane Creek's proprietary marks. Any such use must be in total conformity with the directions of Cane Creek as to any display of its proprietary marks. The sponsored athlete will make no use of Cane Creek's proprietary marks independent of the express directions of Cane Creek.

Questions

All questions regarding this policy should be directed to Jason Grantz, Director of Marketing, via email to: sponsorship@canecreek.com