

Trek Red Truck Racing Team

Executive Summary 2011



The Team

The Trek Red Truck presented by Mosaic Homes Racing Team is one of the preeminent, longest running, and most successful amateur cycling teams in Canada. Management’s primary objective is to identify and develop talented young riders from across the country and provide them with the necessary support and resources to help them excel and maximize their potential as athletes and leaders in their respective communities.

Our past and present team members have enjoyed success at the local, provincial, national and international levels. Our team consists of a very select group of male and female young athletes, who are chosen for their talent, work ethic, and ability to flourish within a team framework. Every year Management receives hundreds of rider resumes, which is a testament to our programs success, and those fortunate enough to be chosen must have demonstrated not only impressive performances, but also excellent teamwork and exemplary sportsmanship on and off the bike.

The Program

The Trek Red Truck development program has served as a stepping stone for many of Canada's top cyclists. Past team members include Olympian and World Championships silver medalist, and 7-time National Time Trial Champion Svein Tuft, who has ridden for one of the top Pro Tour teams, Garmin Transitions. Former National Road Champion, Cameron Evans, who rode with the US Pro Team OUCH, and recent Trek Red Truck riders and National team members Rob Britton ,Ryan Anderson, and Nic Hamilton who now ride for top Pro-continental teams Bissell, Spidertech, and Jelly Belly respectively. On the woman’s side, former rider Leah Kirchman also made the transition to a professional team this year, currently riding Colavita Pro Cycling Team.

Cycling Facts

Cycling is the most watched sport in the world and the second most popular recreational activity in Canada and third largest participation sport ahead of golf, skiing, and tennis combined.

52 % of Canadians own a bicycle and one out of every three participate in the sport at some level.

2011 Racing Season

The 2011 race season was perhaps the most successful for the team and its sponsors since its inception, achieving numerous high placings, podium finishes and overall stage race victories in events held throughout the Pacific Northwest and the National Championships in Burlington, Ontario. Many of our athletes were also selected to compete for Canada internationally. Highlights included Senior Trek Red Truck Men's Team Member Adam Thuss winning the criterium, hill climb, and overall Omnium at the Tour De Bowness in Calgary AB, placing 9th at US Univest Grand Prix in Pennsylvania, and capping off his season with an exciting 2nd place finish at the widely popular and Vancouver to Whistler Gran Fondo, which including more than 7,000 participants.

The Team also boasted impressive results at the ever popular BC super week, which attracts thousands of spectators, as well as professional cyclists from all over North America. The team swept Super Week, posting podium results in 5 of the 8 races. First year Trek Red Truck rider Karlee Gendron was first overall at the Tour de Delta, Shoshauna Laxson was first at the inaugural UBC Criterium, Saskatchewan-native Julia Garnet dominated the woman's field at the Giro De Burnaby for the win, along side team mate Karlee Gendron who took 3rd. Bailey McKnight also took 2nd place in the men's race. To cap off the week, team veteran Dave Vukets took 3rd place in the Tour de Whiterock Road Race, managing to fend off a handful of seasoned professionals over the infamously grueling course. Karlee Gendron also posted an impressive ride, and along with the help of her teammates was able to secure the highest spot on the podium for the Women's Road Race.

On the other side of the country, Annie Ewart, a talented Junior hailing from Victoria BC, was competing at the Junior National Championships that took place in Ontario over the Canada Day long weekend. This was Annie's second showing at Junior Nationals, and after taking home silver in both the Criterium and Time Trial in 2010, she outdid herself this year, winning Gold in both the Road Race and the Time Trial, and a silver in the Criterium. Annie was also selected to represent Canada for second time at UCI Road World Championships in Copenhagen, Denmark. Competing against the best in the world, Annie was able to secure an impressive 7th place finish.

2010 Junior National Crit Silver Medalist Craig Logan also posted some impressive results in his first year as an espoir, placing 19th at US NRC Cherry Blossom Classic in Oregon early this spring, and winning the Gran Fondo Rockies in Nanton AB, along with teammate Bailey McKnight who took 4th.

Two riders from the Trek Red Truck Presented by Mosaic Homes Cycling Team, Julia Garnet and Annie Ewart were selected to represent Canada at the 2011 Grand Prix Cyclist Gatineau which was held from May 19-21st in Gatineau Quebec. The girls had the opportunity to compete against the top professional women in North America, while gaining valuable international exposure.



The team understands that its performance, marketability and successes are directly correlation with the level of support it receives from its corporate partners. Funds raised in support of The Trek Red Truck Racing Team are used primarily in support of our elite development team to offset the cost of team cycling clothing, cycling equipment and travel and accommodation expenses. We look forward to discussing how we can support and promote your brands throughout the Pacific Northwest, and Canada.

The Trek Red Truck Racing Team Scholarship

One of the primary missions of the Trek red Truck Racing Team is to support the riders to reach their full potential as athletes while concurrently pursuing their academic endeavors. For this reason, the Trek red Truck Racing Team Scholarship launched in 2011 as means to raise funds for athletes on the team to use towards funding their post-secondary education.

At the conclusion of the race season, each eligible team member is invited to apply for the scholarship, outlining how they intend to use the funds to better themselves as both an academic and an athlete. The team's executive committee then determines the recipients of the scholarship based on racing success, grades, and commitment to the team.

This is an exciting opportunity for sponsor to further foster the development of the promising young athletes on the Trek red Truck racing Team. For more information on the Scholarship, please see the [2012 Trek Red Truck Racing Team Scholarship page](#).

Team Sponsorship Benefits

How will a partnership with our cycling team benefit your company?

Cycling is one of the few sports, which fully embraces corporate sponsorship. The teams name becomes directly associated with the brand of the sponsor and therefore all references are that of its sponsors. Team uniforms and vehicles display the brand of businesses over the course of a year. The athletes and vehicles are never static so they return a higher impression and retention value. Additionally, cycling is growing in popularity especially in the middle aged demographic and has a broad multicultural appeal that receives worldwide media attention. As a result, the Trek Red Truck Racing Team is able to reach a wider audience that goes beyond traditional marketing.

Sampling, Branding, Identity and more!

Team uniforms, vehicles, and all promotional items will clearly display your business name or logo.

- Prominent logo placement on jersey and shorts.
- Exclusive logo placement on our team trailer.
- Written in press releases / articles / websites.
- Announced with podium finish.

- Monthly communication on team progress and events.
- Copies of press releases and feature stories.
- Prominent logo placement on team webpage with link.
- Team members available for promotional.