



Terún Cycling and Terún Elite

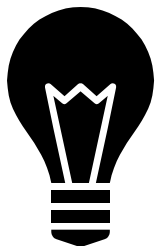
2024 Sponsorship
Opportunities

Who we are

Terún Cycling

Northern California cycling club with men's and women's elite race teams, development teams, and recreational riders





Founded 2004

Originally Squadra Ovest, Squadra SF p/b Terún



Registered 501c3 non-profit

EIN 52-2409333



>60 Terún Cycling Riders

12 Terún Elite riders

Sponsorship Benefits

Brand visibility

Riders compete in dozens of races from January through September

Sponsors clearly presented on team kit and social media

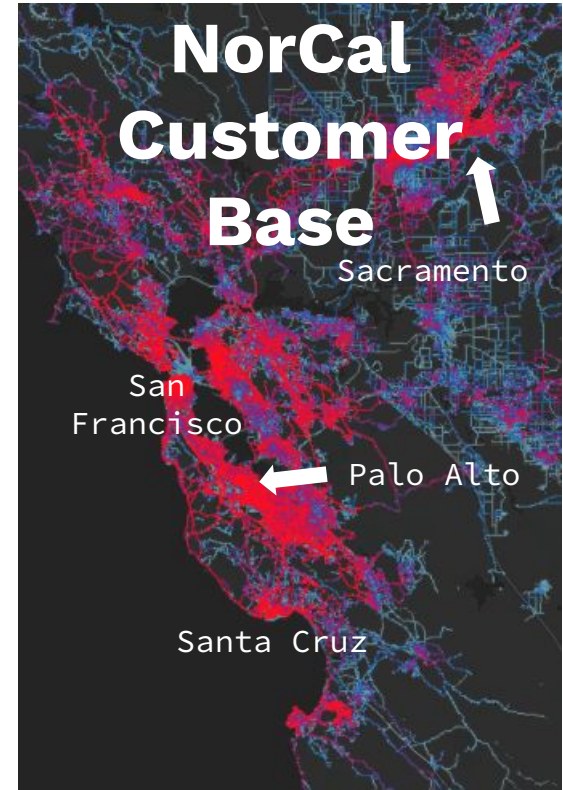
Active social media presence reaching thousands of people

Team Values

Supporting a healthy, active lifestyle

Equal support for women's and men's cycling programs

Promoting cycling in Northern California and beyond



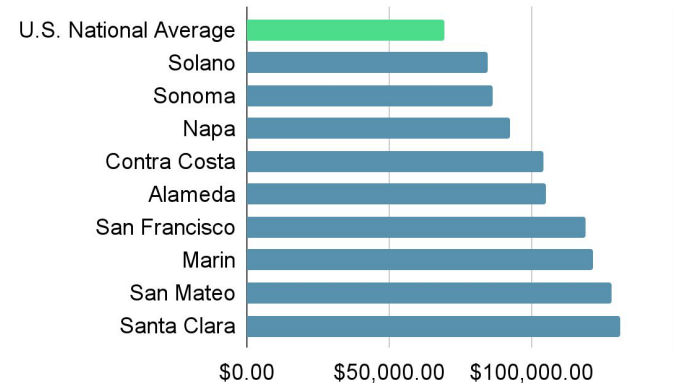
Bay Area Sports and Cycling Market

The Bay Area is one of the richest areas in the U.S. following only behind Washington D.C. in terms of median income

Combined with temperate weather and a focus on healthy lifestyles, the region is one of the largest cycling markets in the nation



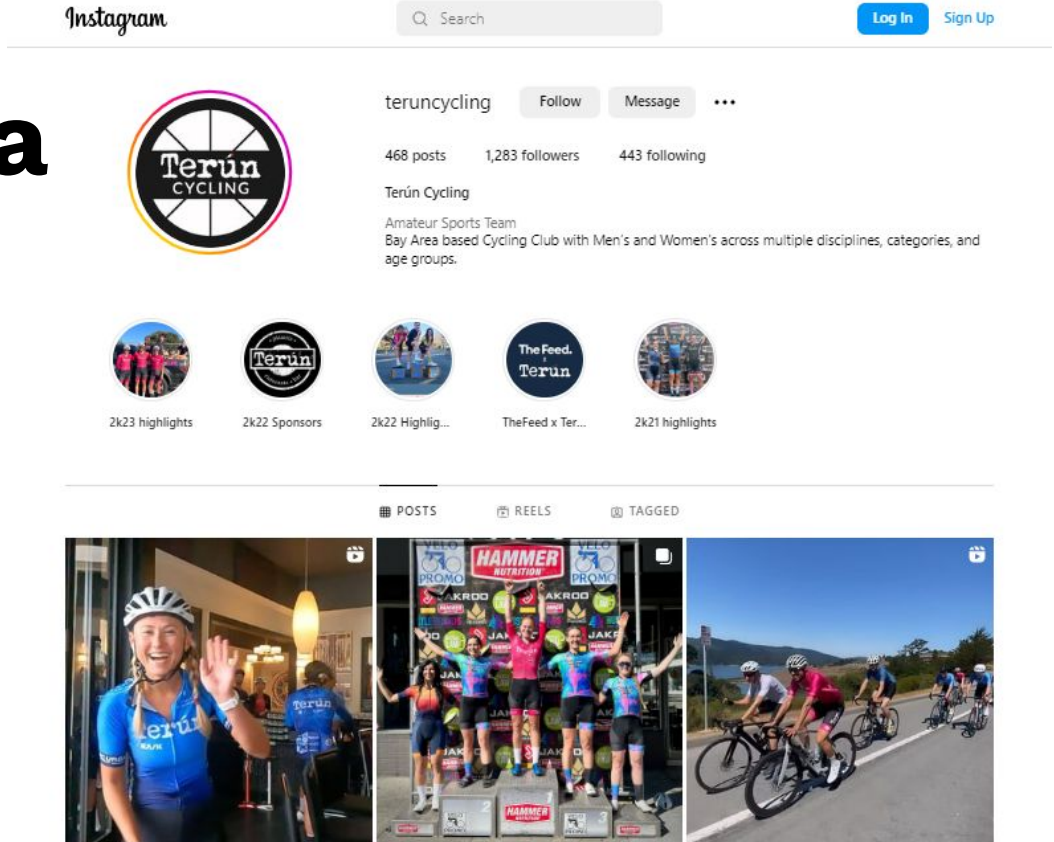
Annual Household Median Income



Social Media Presence

1,000,000 monthly views
>1,200 active followers nationwide with a concentration within the California cycling community

Weekly posts on primary [Terún Cycling Instagram](#)



Terún Elite: Women's Team



May Liu

CAPTAIN, CAT 1, SPRINTER

Educational outreach |
former moto sports



Alexandrine Obrand

CAT 2, SPRINTER

Materials engineer |
former swimmer



Ilan Jen-La Plante

CAT 2, ALL ROUNDER

Quantum dot chemist |
former trail runner



Katharine Maher

CAT 1, ALL ROUNDER

University professor |
former ski racer



Jen Tavé

CAT 4, CLIMBER

Chiropractic doctor |
former distance runner



Carissa Yao

CAT 3, SPRINTER

User design |
runner and rock climber

Terún Elite: Men's Team



Matt Mikul

CAPTAIN, CAT 1, SPRINTER

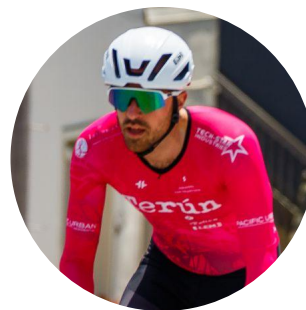
Software developer |
dog dad



Travis McEuen

CAT 1, ALL ROUNDER

Financial advisor |
bay area local



Jacob Timmerman

CAT 2, SPRINTER

Organic chemist |
coffee connoisseur



Zac Rossen

CAT 1, ALL ROUNDER

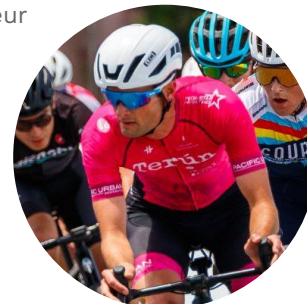
Biomedical engineer |
crit videographer



Zack Weimer

CAT 1, ALL ROUNDER

Community manager |
content creator



Brian Funk

CAT 1, CLIMBER

Research engineer |
single-speed MTB'er



2023 Season Highlights

- 19 podiums (including 7 wins!) in the Northern California and Nevada Cycling Association (NCNCA) district
- NCNCA Men's Best All-Around Team (Elite 1/2)
- NCNCA Women's Best All-Around Team (Elite 1/2)
- NCNCA Women's Best All-Around Rider (Elite 1/2)
- NCNCA Women's Criterium District Championship Title



2023 NCNCA District Criterium Champion

Terún Elite rider Alexandrine Obrand captures the women's district criterium championship title at the Oakland Grand Prix on September 18th, 2023.





2023 NCNCA Best All-Around Rider

Terún Elite rider Ilan Jen-La Plante secures the women's district best all-around rider title from cumulative series points across the 2023 season.





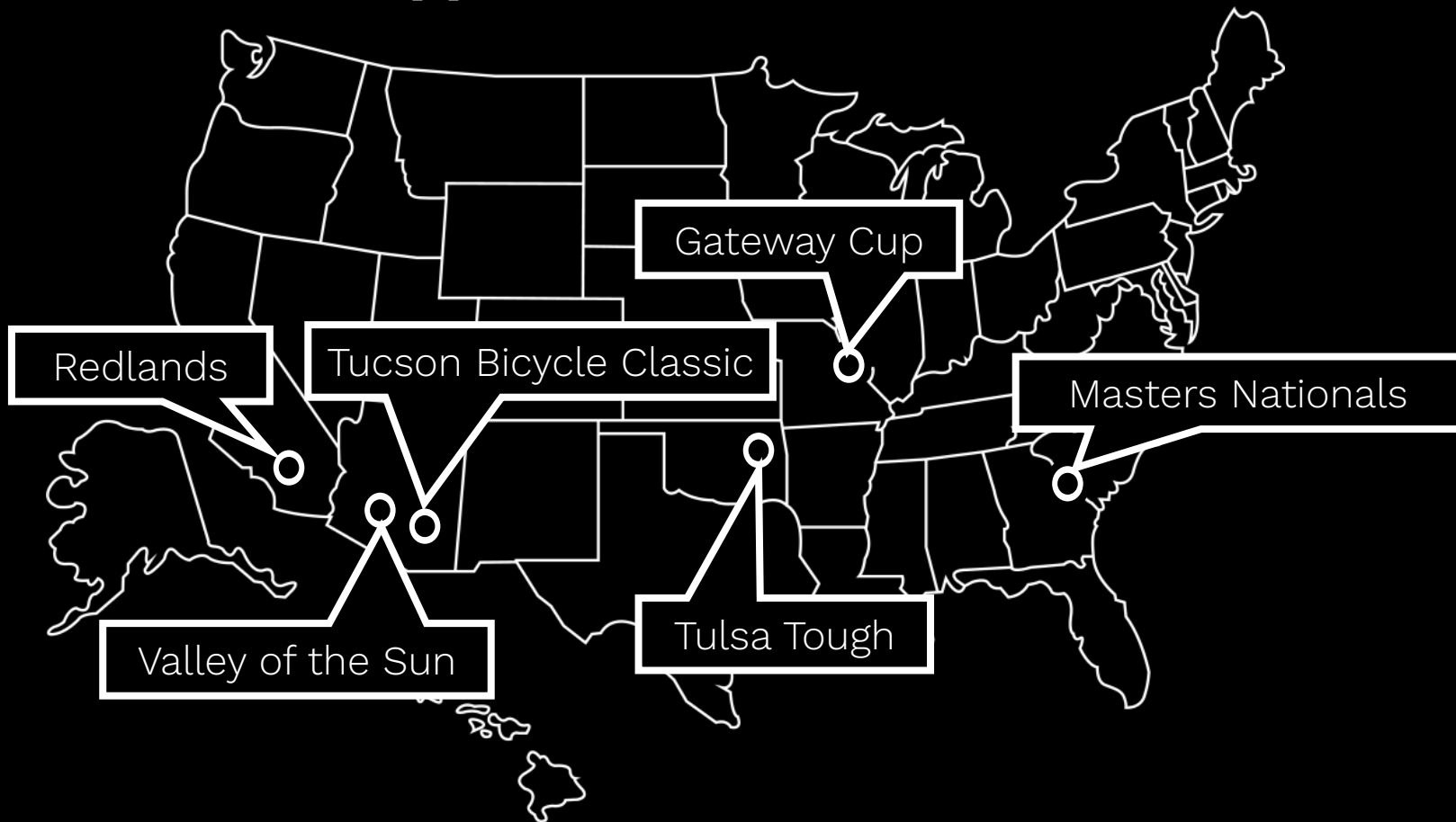
2023 NCNCA Best All-Around Team

Men's Best All-Around
Team (Elite 1/2 category)



Women's Best All-Around
Team (Elite 1/2 category)

2023 National Appearances





Redlands Bicycle Classic

2023 marked the first appearance of the Terún Elite women's team at Redlands. Teams compete by invitation and with >120 riders starting, this year marked one of the largest women's fields at a national event and provided invaluable racing experience in a pro field to our team.

The Terún Elite team after Stage 1: The Yucaipa Circuit Race



Terún Elite rider Caitlin Howell awarded the white jersey of the best amateur rider in the field 3 out of 5 stages

2024 Sponsor List

Terún, iTalico, Simplicity, Elisity, Dedicated Pregnancy Care, Agile Physical Therapy, Castelli, Lettieri Foods, Kask, KOO, TheFeed, Summit Bicycles



Sponsorship Levels



A+ Level

No contribution limit; to be negotiated

A Level

\$10,000 annually

B Level

\$5,000 annually

C Level

Product contributions and/or discount



Want big impact?
Join as a sponsor in the 2024 season



Special Thanks

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