

Initial Requirements of any Sponsored Athletes

Aside the exclusive use of material provided by Velotech, each and every sponsored entity must agree to unlimited use of their name and results in all Velotech and ROTORs publicity efforts. They are required to put at least two “Rotor bike components” stickers on the bikes they will use.

Each time ROTOR offers a subsidised price for sponsorship goods, we have to insist that we receive at least 2 Hi-Res quality photos of the sponsored individual(s) which are of sufficient composure and quality to be used in professional advertising. This means the lighting must be favourable for printing, the subject both sharp and recognizable and the product clearly visible, in each and every image. The required images are as follows:

A static image of the athlete standing next to his bike, with ROTOR’s product prominently visible.
A dynamic photo of the individual riding his/her/their bike(s) with the supplied product clearly visible, in a riding condition that this product excels in (for example, no downhill coasting photos for Q-Ring sponsorships!).

Additionally, each podium position the athlete achieves, must be communicated to Velotech with an attached image of suitable composition and quality for (print and web) publishing. All images must be supplied rights-free so that ROTOR can use it in it’s publicity at its own discernment.

ROTOR is very clear in its expectations of athletes which it sponsors: Sponsorship is as a Marketing expense, which must generate promotional material, consumer attention and increased sales. The sponsored athlete plays a part in carrying this responsibility.

ROTOR supplies the athlete with free or significantly subsidized products for their personal use, for their benefit, to improve their performance, so that their results may become beneficial to ROTOR.

To be able to make athlete’s results useful to ROTOR, images and updates on results must be supplied by the athlete who enters a contract with ROTOR. An advert placed without an image of an athlete who is successful, due to a lack of such material supplied by said athlete makes the sponsorship as wise as ROTOR having thrown the same materials in our waste bin, expecting them to then generate sales. Athletes who do not contact ROTOR with regular updates on results of their own accord, being sure to provide images of him or herself, are a foolish investment with no return.



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Only athletes who cooperate with the sponsorship programme's conditions are eligible for continued sponsorship. All those who do not cooperate with these simple conditions will be sent an invoice for the full value of goods they have received and will be barred from future sponsorship.

Sponsorship formats

Velotech in co-operation with ROTOR and where possible a Rotor dealer(shop) offers three different types of sponsorship. Two levels of discount and one level for free goods. The aim and details of each of these levels is as follows:

- Top Regional Riders or triathletes, Age group medallists, Open TT placings or Road Race winners etc

Velotech will supply goods with a discount from retail of 25% for personal use and only specific to usage of the athletes discipline of success.

- Top National athletes, National Champions or athletes of international racing success in the top 5 of their field. Elite Triathletes or riders.

Velotech will supply goods with a discount from retail of 40% for personal use and only specific to usage of the athletes discipline of success.

- For Top Level athletes of great fame or international renown. VELOTECH/ROTOR may offer goods for free.

Teams

Velotech can supply products at a discount of up to 40%, whenever possible, for its chosen teams.

This reduction is available only when the team wears clothing prominently displaying Rotor as a main "sponsor".



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Application process

Before discussions about sponsorship can begin we must receive the full CV of any Athlete or team in question, with the main information from the last two seasons. With this info, we can evaluate the opportunity presented and will reply with the level of sponsorship we can offer.

After the level of sponsorship has been proposed and the sponsored entity agreed to proceed, a Letter of intent must be signed by the entity to be sponsored before any test materials can be dispatched. With the signed LOI, Rotor can dispatch said products for testing to begin.

It is the responsibility of Velotech the UK distributor to ensure that all testing for regional and national sponsorships is done in a guided and assisted manner, providing the athlete with informed answers to questions that arise and helping them to optimize individual setup. ROTOR must be kept up to date (preferably by CC in emails) of the dialogue between the parties.

After a predefined testing period has been completed, the sponsored entity must sign the RCT sponsorship contract to maintain the right to use the products supplied.

Limitations

The duration of each and every sponsorship agreement is at least one year. At the end of this period ROTOR will discuss about the results and the convenience of continuing with the agreement.

Athletes who do not adhere to these requirements will be requested to send the products back, or will be sent an invoice for the market value of the goods received.

Want to go further then email us your CV at Info@velotechservices.co.uk



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