



Women's Mountain Bike Team

2005





The 2004 LUNACHix By The Numbers

63.2 Million
Print and Electronic Media
Impressions

\$3.4 Million
Value*

\$30,000
Generated for the Breast
Cancer Fund

99
Podium Appearances

45
Individual Race Wins

5
National Titles

#1
Ranked Team Overall in North
America

*Based on Averaging Print and Electronic Media Advertising
Rates at \$55 per 1000 circulation / subscribers



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Sponsorship Information
Contact: Dave McLaughlin - 415.332.4301



The 2005 LUNA Team Roster

Katerina Hanusova



Kathy Pruitt



Marla Streb



Shonny Vanlandingham



Alison Dunlap



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The LUNA Brand, The LUNA Team and the Breast Cancer Fund

- The LUNA Race and Ambassador Teams work to raise public awareness of breast cancer and The Breast Cancer Fund (BCF) by displaying BCF logo on team uniforms, promotional collateral and advertising.
- LUNA Team is the only professional cycling team that dedicates time and money to a worthy cause - the Breast Cancer Fund.
- A portion of every LUNA Bar sale is donated to the Breast Cancer Fund
- LUNACHix Ambassadors conduct an annual fund-raiser to benefit the Breast Cancer Fund.



PREVENTION STARTS HERE.

Founded in 1992 in response to the public health crisis of breast cancer, the Breast Cancer Fund (BCF) identifies – and advocates for elimination of – the environmental and other preventable causes of the disease. Breast Cancer Fund works from the knowledge that breast cancer is not simply a personal tragedy, but a public health priority that demands action from all.

For more information, please visit www.breastcancerfund.org.



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What LUNA Delivers to Sponsorship Partners

- Alignment with an established brand
- Opportunity to reach and leverage the target market of health conscience men and women
- Brand exposure on team support materials and uniforms including posters, advertising, collateral and location display at trade shows and events
- Brand or product mentions in interviews and appearances on CNN, FOX, NBC Today Show, Top Speed and network coverage
- On site sampling and product display opportunities with audiences of up to 60,000
- Cooperative internet marketing programs: hot links, dedicated promotional and team sections with original team and event content
- Internationally recognized and respected athletes
- Active brand exposure through Clif Bar and team sponsor PR channels
- Access to athletes for speaking engagements and company functions
- Client driven cross promotional opportunities at grocery, health food, drug and sport specialty retailers nationwide
- Brand recognition as a benefactor to women's causes



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Sponsorship

Please contact Dave McLaughlin for information regarding sponsorship of the Luna Women's Mountain Bike Team.

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