



# PROJECT XO: PARTNERSHIP OPPORTUNITIES





ALLWOMEN

ALLGRIT

ALLIN



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# CONTENT CREATION

Storytelling is at the heart of everything we do at XO. Each athlete has a unique journey, and by sharing these personal stories, we create a powerful narrative that resonates with fans, fellow athletes, and potential customers. Storytelling drives connection and fosters an emotional bond, which is crucial in building a loyal community around your brand.

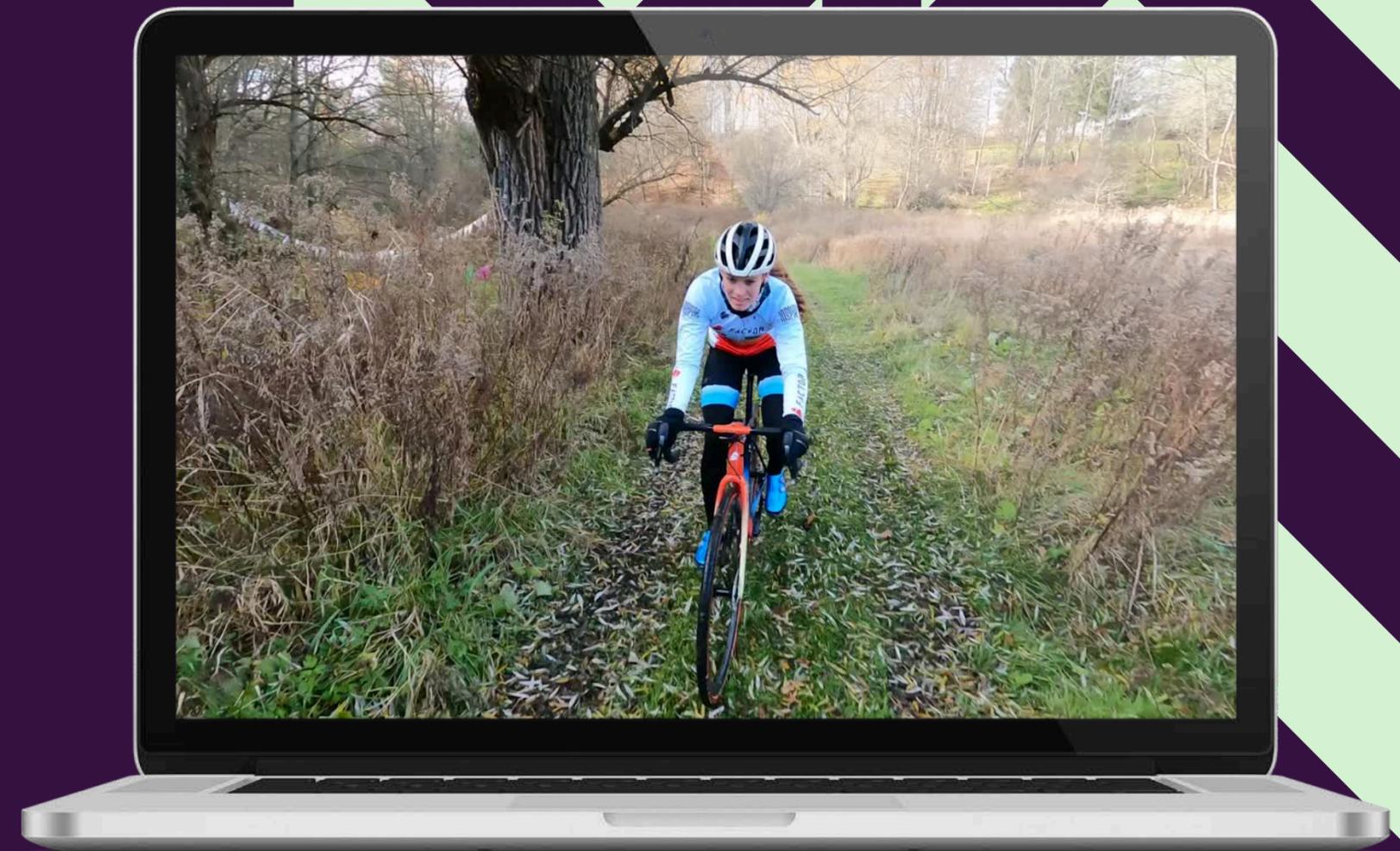
We offer an incredible opportunity to elevate your brand through compelling, authentic, and engaging content across YouTube and social media. Through our storytelling approach, we will bring your brand's values to life while showcasing the unique personalities, training, and race-day experiences of our team.

## **YouTube Series: "Grit & Gravel: The Story of XO Racing"**

- A documentary-style video series that captures the journey of our athletes from training to race-day. Each episode will focus on different aspects of the team's dynamic, from individual athlete profiles to the challenges of navigating gravel racing, and the camaraderie that makes XO a team like no other.
- Storylines will incorporate the personal journeys of our athletes, shedding light on their motivation, struggles, triumphs, and passion for the sport.
- This content will showcase our athletes in training, during races, and in downtime—emphasizing the human aspect of cycling, creating deep emotional connections with the audience.

Frequency: 4 episodes per season

By telling our stories, we offer your brand the chance to be a part of something bigger than just the race—an opportunity to inspire, empower, and create lasting change in the cycling community. As we share our highs and lows, our sponsors are woven into these stories, elevating their visibility and connection with an engaged, passionate audience.

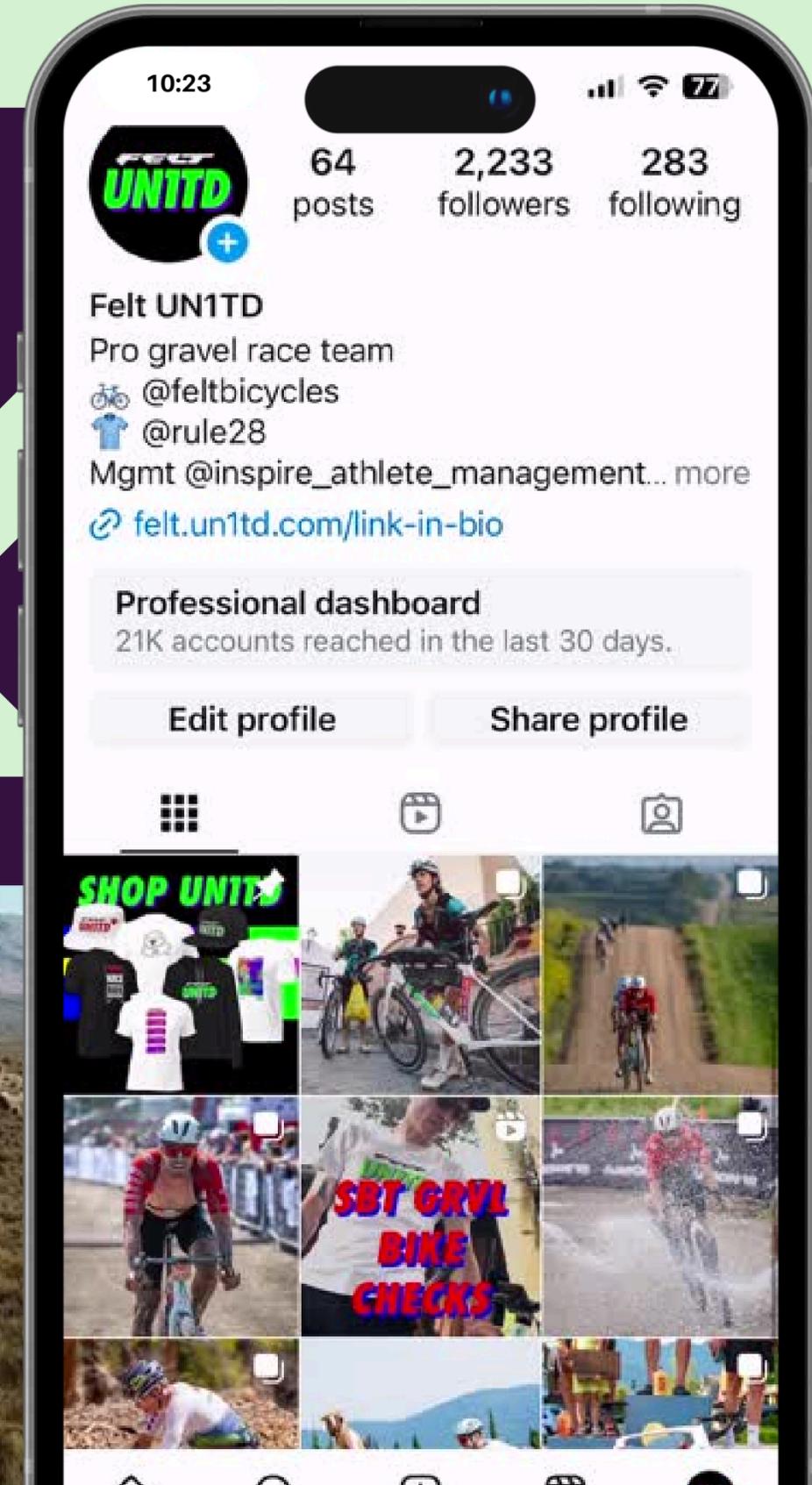




# SOCIAL MEDIA

- All Riders will post a minimum of 10 stories per year on their respective social channels
- Two product reviews per year on own channels and integrating brand's social feeds
- Logo visibility, tagging (@brandname #brandname)
- One story per quarter on Instagram and other channels
- Opportunity to create a singular or collective piece of content that will be posted on all athletes' social channels

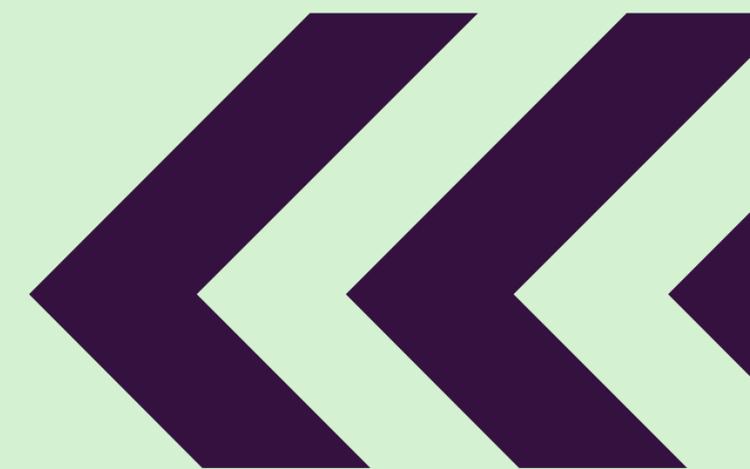
In addition to the athletes' social media accounts, the team would create and manage its own account, helping to amplify each individual athlete's posts through shares and collaborations, as well as creating and posting its own team-related content.





## OTHER MARKETING ASSETS

- The right to take or use video or film footage of athletes seen during training or competition provided this footage is not the copyright property of third parties, and provided that such use or production does not conflict with CYCLISTS' agreements with television rights holders.
- The right to create artwork of CYCLISTS attired in or connected with a product or service.
- The right to produce and give away, subject to prior written approval by CYCLISTS, promotional items such as caps, t-shirts, pens, crests, decals, or other similar materials incorporating the aforesaid logo and phrases.
- The right to create a signature series of branded products for sale based on a licensing agreement with the athlete and IAM.
- Access to CYCLISTS at various events where your brand is present for up to 30 minutes (meet and greets, autographs, etc).





## TITLE SPONSORSHIP OF TEAM XO (Tier One)

- Lead Partner Recognition CONTINENTAL XO on all marketing material, including prime positioning on the cycling kit.
- The exclusive right to the BICYCLE TIRES CATEGORY to be identified as the official TIRE sponsor to ATHLETES
- The right to use ATHLETES' and TEAM XO logo (to be sent out under separate cover) and any other approved marks that the ATHLETES may develop.
- The right to associate the Continental name, trade names, trademarks, logos, or other similar intellectual properties, or any part thereof with ATHLETES based on prior approval of ATHLETES.
- The right to an official sponsor link, using the Continental logo, on the ATHLETES website.
- The right to create a microsite off of the ATHLETES official website.
- The right to use the phraseology set out below or similar phraseology agreeable to Continental and ATHLETES in digital, print, television, radio, point of sale, or other forms of advertising:  
"Proud TIRE Sponsor of ATHLETES AND CONTINENTAL XO"

- Two (2) full-day appearances over the course of the agreement for photo shoots or promotional purposes. All expenses (additional travel, etc) incurred by ATHLETES will be at the expense of Continental.
- The right to take or use video or film footage of ATHLETES seen during training or competition.
- The right to create artwork of ATHLETES and TEAM attired in or connected with a product or service where such artwork depicts the image as connective to the image.
- The right to produce and give away, subject to prior written approval by ATHLETES, which shall not be unreasonably withheld, such promotional items as caps, t-shirts, pens, crests, decals, or other similar materials incorporating the aforesaid logo and phrases.
- The right to create a signature series of Continental branded products for sale based on a licensing agreement whose royalties will be negotiated under separate cover from this agreement.
- Access to ATHLETES at various events where Continental is present for up to 45 minutes (meet and greets, autographs, etc). Availability will depend on ATHLETES's schedule and ability to visit.

### **CONTENT MARKETING PLAN:**

Prime logo positioning and tagging within the following:

- Continental XO website design and management
- Continental XO custom kit design
- Continental XO press release
- 1 social media post per athlete to announce their partnership with Continental
- 6 social media posts per athlete specific to Continental, produced and posted by the athletes in collaboration with Continental
- 12 Instagram posts per athlete outside of race days (training, recovery, nutrition etc.) tagging Continental
- Weekly Instagram stories tagging Continental
- 4 IG reels per athlete specific to Continental, produced and posted by the athletes in collaboration with Continental
- 1 Instagram post per athlete at every race/event tagging Continental
- 2 long-format YouTube videos produced by XO
- TEAM XO Management of Social Account



# SPONSORSHIP TERMS

## TITLE PARTNER

1 Year Term  
**\$50,000 USD**



Title Partnership will feature your logo prominently on the chest, with the option to use your brand's official colours.

## PRESENTING PARTNER

1 Year Term  
**\$25,000 USD**

## OFFICIAL TIRE PARTNER

1 Year Term  
**\$15,000 USD**





# CONTACT US



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Inspire Athlete Marketing can assist in the marketing and amplification of your marketing efforts for an agreed to fee, Including:

- Graphic Design
- Content Creation
- Industry and Non-industry Public Relations
- Event Management at key events



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