



PELTONIA®

PELTON
LEADERSHIP
GUIDE



PELOTON LEADERSHIP GUIDE

Thank you for stepping up to lead your Peloton in 2021! Your leadership means so much more than ordering jerseys or coordinating weekend training rides. It means leading a group of individuals to get creative, work hard and harness their passion to change the future of cancer research, together.

Please use the information below as your reference to all things Pelotonia. *Pro tip:* bookmark the Peloton Resources page on your browser, where this guide is located, at:

pelotonia.org/community-hub/resources/pelotons

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GENERAL INFORMATION

KEY 2021 DATES

February 18	→	Registration open for all Riders, Challengers and Volunteers
July 8	→	Last day to withdraw or decrease route distance, or remove High Roller status
July 31	→	Volunteers can no longer change or remove activity
August 6	→	Opening Ceremony*
August 6	→	Last day to add or change Peloton members
August 7–8	→	Pelotonia Ride days
October 31	→	Fundraising ends

*Event details will be available closer to the event at pelotonia.org/events.

PELOTONIA OVERVIEW

Founded in Columbus, OH in 2009, Pelotonia started as a grassroots bike tour, but has become so much more than that. It is an organization that exists to change the world by accelerating innovative cancer research. Focused on a community of passionate fundraisers and centered around a three-day experience of cycling, entertainment, and volunteerism, Pelotonia has raised more than \$217 million for cancer research through its first twelve rides. Thanks to its generous funding partners, Pelotonia can direct 100% of participant-raised funds to innovative cancer research at The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute.

Pelotonia is an extraordinary experience for everyone who participates, but it's so much more than just an event. The Pelotonia community is all about people coming together and making great things happen. It is about hope for those battling cancer and about making tangible progress toward eradicating this disease for future generations. Together, we are making meaningful impact. This community of participants and donors have funded 567 Student Fellowships, 172 Senior Scientists, 175 Idea Grants, and 4 Statewide Initiatives. Every project and investment is intended to save lives! For more information about the groundbreaking advances funded by Pelotonia, check out pelotonia.org/impact.



GENERAL INFORMATION

RIDE WEEKEND SAFETY

Safety has, and will continue to be, our top priority throughout Ride weekend. Over the past several months, the Pelotonia team has worked with public health officials to ensure a safe Ride experience in 2021. The following preventive measures will be put into place:

- Increased number of hand washing and hand sanitizer stations at all venues.
- Social distancing measures will be implemented at all locations, including starting chutes.
- At this time, participants should assume that face masks will be required at all Pelotonia starts, rest stops and finishes. Riders should also wear a face mask while receiving assistance from fellow Riders, Pelotonia Volunteers, or support vehicles while on the road.
- All meals, snacks and beverages will be prepackaged, grab-and-go varieties.
- Increased frequency of cleaning and sanitization of all high-touch surfaces at rest stops and venues.
- Increased number of high-need amenities (i.e. restrooms, first aid stations) to allow more social distancing while approaching these areas, and more time between participant use for cleaning and sanitation.

PARTICIPATION AND FUNDRAISING COMMITMENTS

With three forms of participation, we have a way for everyone to get involved. Additional route details can be found on our Route Specifics page at pelotonia.org/rides-events/the-ride/ride-routes.

RIDERS

Riders inspire many through every sweaty, heart-pounding mile. We have ALL new routes this year ranging from 20 miles up to 200 miles. Fundraising commitments vary based on the route distance each Rider takes on.

Saturday Only

20 miles \$1,250	50 miles \$1,500	80 miles \$2,000	100 miles \$2,000
Starting in downtown Columbus to New Albany (point to point ride)	Starting in downtown Columbus, to New Albany, through the Granville experience, and back finishing in New Albany (point to point ride)	Starting in New Albany, through the Granville experience, 2 route options (hilly vs. less-hilly), finishing in Gambier at Kenyon College (point to point ride)	Starting in downtown Columbus, to New Albany, through the Granville experience, 2 route options (hilly vs. less-hilly), finishing in Gambier at Kenyon College (point to point ride)



GENERAL INFORMATION

PARTICIPATION AND FUNDRAISING COMMITMENTS (continued)

Sunday Only

35 miles
\$1,250

Starting in New Albany, through the Granville experience, and back finishing in New Albany. (loop ride)

100 miles
\$2,000

Starting in New Albany, through the Granville experience, and back finishing in New Albany (loop ride)

2-Day Options

180 miles
\$3,000

Starting Saturday in New Albany, finishing in Gambier at Kenyon College to complete the first 80 miles; then starting in New Albany on Sunday, through the Granville experience, and back to New Albany to complete the final 100 miles

200 miles
\$3,000

Starting Saturday in downtown Columbus, to New Albany, through the Granville experience, finishing in Gambier at Kenyon College to complete the first 100 miles; then starting in New Albany on Sunday, through the Granville experience, and back to New Albany to complete the final 100 miles

CHALLENGERS

Create your own activity goals to raise money for cancer research. Challengers commit to raising \$100, but the sky's the limit, with opportunities to earn Pelotonia swag at different incentive levels that range from \$250 to \$10,000. And did we mention there is no age limit to participate?

VOLUNTEERS

Helping with every imaginable piece of Ride Weekend, Volunteers make it all happen. And while they don't have a fundraising minimum, they don't hold back when it comes to bringing in dollars for cancer research.

HIGH ROLLERS

High Rollers are Pelotonia's biggest fundraisers. These individuals set big goals and thrive in the quest to make them happen. With a commitment to raise \$5,000, this crowd throws extra grit and determination into their fundraising efforts.



PELOTON LEADERSHIP SPECIFICS

UPDATES & COMMUNICATIONS CHANNELS

Throughout the year there will be countless important updates we hope you'll share with your Peloton members to enhance their experience with Pelotonia. A few ways you can expect to hear these updates:

- **Pelotonia email blasts** — Emails sent periodically to all registered participants detailing important community updates and Ride Weekend details. Please encourage your members to not unsubscribe from these communications, as they would miss all important Ride Weekend instructions.
- **Monthly Peloton Leadership email** — Once a month you'll receive a note from the Community Engagement team listing out key dates on the horizon, special opportunities and everyone's favorite — Peloton Leadership events!
- **Pelotonia social media** — Follow us on [Facebook](#), [Instagram](#) and [Twitter](#) for updates in real-time. You also have access to the [Peloton Captain Facebook Group](#), more details on page 8.
- **Pelotonia stories** — Check out pelotonia.org/community-hub/stories for the latest feel-good stories on your fellow Pelotonia participants, as well as tips and tricks for fundraising.

RECRUITMENT

→ Kick-Off Sessions

The best way to recruit support for your Peloton is to host a recruitment kick-off to share important information and generate excitement to participate. We recommend scheduling this anytime between March—early June to allow for ample time to register and raise funds. While most people are practicing social distancing and working from home, kick-off sessions are still effective through Zoom, Skype, or whatever video conference platform you prefer! This is the time to get new members on board, cover Pelotonia history, impact stories, and address commonly asked questions. *Pro Tip: Have Peloton members ready to share what their Pelotonia goals are for this year to inspire other members!*

We've put together a bundle of resources to make hosting your own kick-off session easier than ever! Download a sample PowerPoint and recruitment materials [here](#).

To schedule a Pelotonia staff member to lead your session, please reach out to Carolyn Appelhaus at cappelhaus@pelotonia.org.



PELOTON LEADERSHIP SPECIFICS

RECRUITMENT (continued)

→ **Email, Email, Email**

An email can be an effective tool to drive interest and new members to your Peloton! Send an email to coworkers, community members, family, friends, and former Peloton members to get them engaged in Pelotonia 2021. Include information on ways to participate, why your Peloton is passionate about Pelotonia, what you are doing to stay connected during this time and how to get involved with the Peloton.

Pro tip: encourage current Peloton members to send to their network to get more members involved!

PELOTON ADMINISTRATOR

We know you're working tirelessly to support your Peloton members, so please consider adding an Administrator, or two, onto your Peloton to help support you! All Captains can assign as many Admins to the Peloton as they'd like, but we encourage you to add no more than three. Captains can add Admins to the Peloton by logging into their account and selecting "Manage." Admins can approve member join requests, run Peloton reports, receive donation emails—virtually anything Captains can. Help them help YOU!

CAPTAIN & ADMINISTRATOR PROFILE FUNCTIONS

The following list of options and functions appear when logging into your profile under "Manage My Peloton:"

- **Peloton Profile Information** — create a Peloton story, view/export list of all past Peloton donors.
- **Select Peloton Administrator** — select a member or members of the Peloton to support your administrative capabilities. More information above!
- **Peloton Photos** — add a profile and cover photo to show off your team's personality.
- **Current Peloton Member Information** — see all current members' contact information, ride distance and fundraising history.
- **Prior Peloton Member Information** — see all past Peloton members' contact information, ride distance and fundraising progress.
- **Peloton History** — view/export a list of the Peloton's fundraising and participation history.
- **Add/Remove Peloton Member** — add members manually by Public ID.
- **Requests to Join Peloton** — approve/deny Peloton member requests.



PELOTON LEADERSHIP SPECIFICS

PELOTON LEADERSHIP FACEBOOK GROUP

Join our Peloton Leadership Facebook Group to start conversations, pose questions, post event happenings and generally, give your fellow Captains & Admins a virtual pat on the back! We will also post important updates and announcements as they happen throughout the year. This is a private forum, so the information shared will not be made public to anyone outside of the group. To join:

→ **Log into Facebook on your computer** → **Visit the group page [here](#)** → **Click "Join Group"**

Wait for your request to be approved, and voilà—you're in!

PELOTONIA STAFF CONTACT LIST

Please feel free to contact the following staff members for specific questions regarding:

- **General participant questions, Peloton management, recruitment events** — please contact our Community Engagement Coordinator Carolyn Appelhans at cappelhans@pelotonia.org.
- **Volunteer questions** — please contact our Events and Volunteer Manager Lauren Graham lgraham@pelotonia.org.
- **Donation processing & Rider registration discount link questions** — please contact our Gifts Processing Manager, Janelle Goldbach at jgoldbach@pelotonia.org.
- **Ride safety questions** — please contact our Events and Volunteer Manager Lauren Graham lgraham@pelotonia.org.
- **Jersey design approval, marketing material approval and usage of all Pelotonia-branded assets** — please contact Gabby Blauert at gblauert@pelotonia.org.
- **Company sponsorship of Ride Weekend & Pelotonia operations** — please contact our Director of Community Engagement & Partnerships Eric Olsavsky at eolsavsky@pelotonia.org.
- **In office needs** — The Pelotonia staff is currently working remotely. If you are need of yard signs, car magnets, or anything at all, please contact Carolyn Appelhans at cappelhans@pelotonia.org.
- Read more about our staff at pelotonia.org/about/team.

JERSEYS

Many Pelotons design custom jerseys to highlight their organization's support to the 15,000+ participants and supporters who attend Pelotonia weekend, as well as those who will see your Riders training throughout their community year-round. On page 15 you'll find a guide to our preferred jersey vendors, detailing their contact information, pricing and timelines. You are encouraged to utilize any Pelotonia logos and design assets in your jersey design, as detailed in the Pelotonia Graphic Usage section on page 14.

Please note that we do not provide jerseys to all Riders, aside from those identify as a Survivor. Jerseys will be distributed to this groups throughout the year via mail. Jerseys and other Pelotonia ride gear will also be available for purchase at shoppelotonia.org throughout the year.



SETTING PELOTON POLICIES

Every Peloton is working toward the same goal, but each one gets there in their own, unique way. Before you begin promoting your Peloton we encourage you to outline what it means to be a member of this special effort. Please keep in mind that it's not required that your Peloton provides any formal support to your participants, but the options listed below have proven to be great rallying points for our most successful Pelotons.

→ SET OFFICE GUIDELINES

Determine if your colleagues are permitted to meet during work hours to organize Peloton efforts and/or solicit colleagues for donations. Please communicate accordingly to ensure the Peloton is a positive enhancement to your culture!

→ SET MEMBER GUIDELINES

Determine if you'll allow non-employees to join your Peloton. Generally, all Pelotons allow friends and family to join, but some may limit or remove the non-associates' ability to receive fundraising perks.

→ CONSIDER PAYING THE RIDER REGISTRATION FEE

All Riders pay a registration fee to help cover the cost of the food, drink, event support and swag they receive during Ride Weekend. Rider registration starts at \$100 and is subject to increase throughout the course of the year. Registration increase dates will be announced at a later date.

Your company can elect to cover any amount or percentage of this fee to incentivize recruitment. It's up to you to determine how long this discount is active.

Pelotonia provides your company a unique code for your Riders to access the discount, then invoices the company in the fall for discounts used. Please contact Carolyn Appelhans at cappelhans@pelotonia.org set up your discount code.

→ CONSIDER OFFERING FUNDRAISING SUPPORT

Electing to donate toward your members' fundraising is one of most generous ways to incentivize participation. However you decide to support, we encourage you to set a policy that incentivizes your Peloton members to personally seek out grassroots donations from their networks. A few models we have seen work successfully:

- Donate a set amount to all members; we recommend no more than \$300.
- Donate a set amount once Riders reach different milestones in their fundraising.
Ex. Once they raise 50% donate \$50, raise 100% donate \$100, raise \$500 over commitment donate \$250.
- Donate to Peloton members who recruit a new Rider to the Peloton.

Pro tip: Wait until two weeks prior to the end of the fundraising period to process the company's contributions to individual Riders. This will encourage Riders to continue working toward their full fundraising commitment on their own, rather than stopping their fundraising efforts once they see their minimum commitment has been fulfilled.



SETTING PELOTON POLICIES

→ SET A FUND SHARING POLICY

Our fundraising commitments are meant to challenge participants, but at the same time, we know that they are 100% achievable. Fund sharing was created to help Pelotons fundraise together, then share earned funds appropriately. We encourage you to use it for this purpose and set a policy for the amount of shared funds a Rider can receive, so that no one can take advantage of the funds your members are working so hard to raise.

Core functionality of fund sharing:

The fund sharing period will occur over a two week period, which will be announced at a later date. During this time, there are two ways to share funds. First, a Peloton's general funds may be shared among individual Peloton Riders. Second, an individual Peloton member's funds in excess of their fundraising commitment may be distributed another Rider. Please remember that a High Roller cannot share funds below \$5,000, nor can they receive funds to get to their \$5,000 commitment. Similarly, Challengers cannot share funds below \$100, nor can they receive funds to get to his/her \$100 commitment.

Policy best practices:

- Set a maximum percentage of a total fundraising commitment a Rider can receive. We recommend no more than 1/3 to ensure you're spending your time recruiting, stewarding and training Riders who are truly all-in on furthering Pelotonia's mission.
- Set a participation requirement to earn Peloton funds. Some Pelotons who host numerous fundraisers throughout the year make a list of actionable items their Riders can do to support these events. Riders must complete a set number of these items per event if they want to receive funds earned.
- Require any Riders who need shared funds to personally ask the Captain—do not automatically share funds to all Riders who are short of their commitment! We hear from dozens of Riders every year who intended to personally contribute the remainder of their commitment, but they were never charged because funds were shared to their account without their request.



RESOURCES FOR MEMBERS

INFORMATIONAL MATERIALS

We're a ride, a community, a movement and cancer's worst enemy. Since our identity can't be defined in just one way, we have selected a few resources that will help you understand and communicate the key aspects of Pelotonia. These resources are great for answering common questions, recruiting Peloton members and educating potential donors. Be on the look-out for new resources coming in 2021!

For information on Pelotonia's impact on cancer research:

- [Pelotonia Impact page](#)
- [Survivor Video](#) — A Rider's life saved through Pelotonia funding
- [Pelotonia Institute for Immuno-Oncology](#)
- [Your Impact video series](#) — Pelotonia-funded researchers sharing how your fundraising is at work in their labs
- [2020 Pelotonia Investment Report](#)

For information on The Ride:

- [Pelotonia FAQ page](#)
- [Routes](#) — Each of our routes explained
- [Safety](#) — Learn about rules of the road
- [Training Tips](#) — Training plans, nutrition, injury prevention, and more

FUNDRAISING 101

We'll have a fantastic time together during Ride Weekend, but we must not lose sight of the purpose of Pelotonia: to raise funds for innovative cancer research. Pelotonia participants use so many creative ways to meet their fundraising commitments, but the most effective way of raising funds is simply by sending an email or handwritten note asking for a donation. We have done some of the heavy lifting for participants by pre-scripting a sample fundraising letter. To find this letter, go to our fundraising tips page at pelotonia.org/community-hub/resources/fundraising.

We offer further assistance with our Fundraising Toolkit: a 20+ page document designed to provide participants with the tools and information necessary to achieve their fundraising commitments. Whether you're a first-time Rider or a returning High-Roller, you can expect to learn something new and be inspired! Download the Fundraising Toolkit at pelotonia.org/community-hub/resources/fundraising.



RESOURCES FOR MEMBERS

FUNDRAISING INCENTIVES

This year, Pelotonia will offer different incentive levels to energize the community's fundraising efforts.



RAISE \$250+ → Get a \$10 gift card to The Pelotonia Shop



RAISE \$500+ → Get a surprise from a Pelotonia partner



RAISE \$1,250+ → Get the Pelotonia 2021 Rider gift bag



RAISE \$3,000+ → Get the Pelotonia 2021 Rider gift bag & mystery gift



RAISE \$5,000+ → Get the Pelotonia 2021 High Roller gift, Rider gift bag & mystery gift



RAISE \$10,000+ → Get the Pelotonia 2021 High Roller+ gift, Rider gift bag & mystery gift



RESOURCES FOR MEMBERS

DONATION PROCESSING

Donations made online to participant profiles will appear instantly if the donor uses a credit card to process payment. Donations will **not** appear instantly on participant profiles if:

- A donor pledges to send a check. These donations are processed within 1–2 business days of arrival at our lockbox. Please ensure all checks have a Rider ID in the memo section of the check, so we can ensure that it is appropriately allocated. All checks can be sent to:

Pelotonia
L-3454
Columbus, Ohio 43260-3454

- A donor submits a donation through a matching gift program. All matching gift programs work differently and can take anywhere from 6–12 weeks to arrive at our office after processing. Please have your donor reach out to their matching gift provider for an update on their donation status before contacting Pelotonia.
- A donor drops off cash at our office. These donations are processed within 1–2 business days of arrival.

Please see a full list of donation FAQs at pelotonia.org/get-involved/give/forms-and-faq. For all other donation inquiries, please contact Janelle Goldbach at jgoldbach@pelotonia.org.

STOCK DONATIONS

Donors should consult a tax advisor about the deductibility of an appreciated stock gift.

TO MAKE A STOCK DONATION:

- 01 → Contact your broker to set up the transfer of stock from your account to Pelotonia using the information below.

Pelotonia	DTC: Huntington Investment Company
450 W. Broad St.	DTC# 0443
Columbus, OH 43215	FBO: Pelotonia
Attn: Janelle Goldbach	Account Number: HCS024709
614-221-6100	
Tax ID: 82-4997087	

- 02 → Complete the [Charitable Gift Form](#) on the Pelotonia website in order to have your donation routed to Pelotonia. Once completed, email the form to jgoldbach@pelotonia.org.
- 03 → Be sure to have your broker let you know once the transfer is complete. You will receive an email confirmation from Pelotonia with the exact amount of your donation when the donation is received by Pelotonia and added to your Pelotonia profile. Be aware that the transfer and confirmation process could take up to 14 days.

QUESTIONS: If you have questions about your stock donation, please contact your personal broker or call Pelotonia at 614-221-6100.



RESOURCES FOR MEMBERS

TRAINING RIDES

We strongly encourage all Pelotonia Riders to spend ample time training on open roads, riding in groups and familiarizing themselves with the rules of the road (pelotonia.org/rides-events/the-ride/safety) in order to create the safest experience for all during Ride Weekend. If you decide to organize a training ride for your Peloton, we encourage you to incorporate these three factors and review the Training Tips page at [pelotonia.org/ community-hub/resources/training](https://pelotonia.org/community-hub/resources/training).

BIKE PURCHASING

You don't need a fancy bike to ride in Pelotonia, but the right equipment will provide you with a much more enjoyable experience on the road! Whether they're purchasing new or used, we encourage you to direct your Peloton members to this resource when beginning their search.

PELOTONIA GRAPHIC USAGE

We're proud of our branding and love to see the green arrow pop up in places around the world! There is no need to try to create your own graphics for your fundraising events, because you have full access to the 2021 Asset Kit. The graphics can be downloaded [here](#). You will be prompted to download a variety of Pelotonia graphics that can be utilized for custom Peloton jerseys, fundraising flyers, and other items you create to promote your Peloton. Brand guidelines are also included to help guide your designs. If you plan to utilize our assets on anything that will be sold or viewed publicly, please send a draft to Emily Smith at emsith@pelotonia.org for approval before printing.

PELOTONIA SWAG & MERCHANDISE

Once committed to Pelotonia, everyone wants to be able to show off their involvement by having their own Pelotonia swag! The Shop located at Pelotonia HQ is currently closed to the public, but we have our entire selection of merchandise available online at shoppelotonia.org. Stay tuned for the launch of new items throughout the year!

Please contact Carolyn Appelhans at cappelhans@pelotonia.org to talk through any questions you have about the items mentioned above or leading your Peloton to success in 2021!



2021 CUSTOM YARD SIGN TOPPER PROGRAM

Please see below for the 2021 yard sign topper vendors and their corresponding pricing information. Your Peloton should reach out to Merchandise Manager Ashley Ellashek at aellashek@pelotonia.org to manage the ordering the process.

PROMOTIONAL CONCEPTS

Final Size: 24" x 6", **Bleeds:** Yes, **Prepress:** Proof (PDF), **Stock:** Coroplast 4mm

NOTE: ARTWORK PRINTED OFFSET (WITH PANTONE COLORS). MAXIMUM 2 COLORS.

One Color, PMS Charge = \$35.00, one-time up-front charge per color
Shipping charges will vary and will be covered by each individual Peloton.
Color Changes = \$32.00, Copy Changes = \$32.00
Custom stake pricing: \$.45/Stake

50	100	250	500
\$6.00/each EXTRA COLOR, ADD \$2.30 EACH. (More than one, up to 2)	\$4.25/each EXTRA COLOR, ADD \$1.45 EACH. (More than one, up to 2)	\$2.50/each EXTRA COLOR, ADD \$.88 EACH. (More than one, up to 2)	\$2.00/each EXTRA COLOR, ADD \$.65 EACH. (More than one, up to 2)
1000	2000	3000	4000
\$1.85/each EXTRA COLOR, ADD \$.50 EACH. (More than one, up to 2)	\$1.65/each EXTRA COLOR, ADD \$.50 EACH. (More than one, up to 2)	\$1.50/each EXTRA COLOR, ADD \$.48 EACH. (More than one, up to 2)	\$1.49/each EXTRA COLOR, ADD \$.47 EACH. (More than one, up to 2)

WEST-CAMP PRESS

Final Size: 24" x 6", **Bleeds:** Yes, **Prepress:** Proof (PDF), **Stock:** Coroplast 4mm

NOTE: ARTWORK PRINTED DIGITAL (WITH CMYK COLORS)

Pack Notes: One 6" x 8" piggy back H stake per sign included.

Costs are the same for bleed or no bleed.

1	5	25	100	250	500	700
\$218.00	\$259.00	\$369.00	\$665.00	\$1,028.00	\$1,898.00	\$2,334.00
1000	1500	2000	2500	3000	3500	4000
\$3,305.00	\$4,229.00	\$5,322.00	\$6,389.00	\$7,460.00	\$8,584.00	\$9,651.00



CYCLING JERSEY VENDOR CONTACTS

Please see below for the 2021 preferred jersey vendors and their corresponding contact, pricing and timeline information. Your Peloton should reach out to these contacts directly and plan to manage payment directly with their team.



COMPANY	Hincapie Sportswear	
CONTACT NAME	Carl Corley	
CONTACT EMAIL	ccorley@hincapiesports.com	
WEBSITE	https://hincapie.com/	
TURNAROUND TIME	5–6 weeks	
DESIGN	Hincapie provides free access to a talented design team to assist in your design process.	
SPECIAL NOTES	You will also have access to a personalized, online team store so riders can process their order individually. Contact Carl Corley to start your ordering process and create your individualized online team store. Order deadline June 16th to guarantee delivery.	
STYLE	Axis Race/Club Jersey	
SIZING	https://hincapie.com/custom/find-your-fit/compare-collections/axis/	
PRICING	JERSEY COUNT	PRICE
	0–99	\$44.00
	100–199	\$34.00
	199+	Call
STYLE	Velocity Race Jersey	
SIZING	https://hincapie.com/custom/find-your-fit/compare-collections/velocity/	
PRICING	JERSEY COUNT	PRICE
	0–99	\$55.00
	100–199	\$45.00
	199+	Call



CYCLING JERSEY VENDOR CONTACTS



COMPANY	Alloy Cycling Wear										
CONTACT NAME	Phil Alloy										
CONTACT EMAIL	philalloy@gmail.com										
WEBSITE	http://alloycyclingwear.com/										
TURNAROUND TIME	6 weeks										
DESIGN	Fit Kit available for exact men's & women's jersey and shorts sizing. Complete design assistance available.										
SPECIAL NOTES	Columbus-based cycling wear supplier. We've supplied dozens of Pelotonia teams. We donate 15% of your order to your team's fundraising goal. Additional cycling apparel available. Free delivery. Orders placed by June 10th delivered by Pelotonia Ride Weekend.										
STYLE	Short Sleeve or Sleeveless Jersey Men's and Women's sizing XS-4XL. American Club Cut relaxed fit sizes. CoolMax technical material. Full front zipper. 3-rear storage pockets. See website for complete description and other available styles. New for 2021 EuroTech professional grade jersey material option. Ask for details.										
SIZING	https://alloycyclingwear.com/cycling-jerseys-4-2/										
PRICING	<table><tr><th>JERSEY COUNT</th><th>PRICE</th></tr><tr><td>12-24.....</td><td>\$55.00</td></tr><tr><td>25-99.....</td><td>\$45.00</td></tr><tr><td>100-199.....</td><td>\$35.00</td></tr><tr><td>200+.....</td><td>Call</td></tr></table>	JERSEY COUNT	PRICE	12-24.....	\$55.00	25-99.....	\$45.00	100-199.....	\$35.00	200+.....	Call
JERSEY COUNT	PRICE										
12-24.....	\$55.00										
25-99.....	\$45.00										
100-199.....	\$35.00										
200+.....	Call										

Info on Alloy cycling shorts and caps continued on next page.



CYCLING JERSEY VENDOR CONTACTS



Style	Cycling Shorts Men's and Women's sizing. Gender specific contoured gel pad insert. See website for complete description and bib shorts option.										
SIZING	http://alloycyclingwear.com/bibs-and-shorts-2/										
PRICING	<table><tr><th>COUNT</th><th>PRICE</th></tr><tr><td>12-24</td><td>\$60.00</td></tr><tr><td>25-99</td><td>\$50.00</td></tr><tr><td>100-199</td><td>\$40.00</td></tr><tr><td>200+</td><td>Call</td></tr></table>	COUNT	PRICE	12-24	\$60.00	25-99	\$50.00	100-199	\$40.00	200+	Call
COUNT	PRICE										
12-24	\$60.00										
25-99	\$50.00										
100-199	\$40.00										
200+	Call										
Style	Cycling Caps One size fits all. Lightweight CoolMax technical material. See website for complete description.										
SIZING	http://alloycyclingwear.com/caps/										
PRICING	<table><tr><th>COUNT</th><th>PRICE</th></tr><tr><td>12-24</td><td>\$20.00</td></tr><tr><td>13-99</td><td>\$15.00</td></tr><tr><td>100-199</td><td>\$12.00</td></tr><tr><td>200+</td><td>Call</td></tr></table>	COUNT	PRICE	12-24	\$20.00	13-99	\$15.00	100-199	\$12.00	200+	Call
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200+	Call										



CYCLING JERSEY VENDOR CONTACTS

PRIMAL

COMPANY	Primal										
CONTACT NAME	Jake Hayes										
CONTACT EMAIL	Jake.h@primalwear.com										
WEBSITE	https://www.primalwear.com/collections/custom										
TURNAROUND TIME	4-7 weeks										
DESIGN	No color or design limitations; design by Primal team included in pricing.										
SPECIAL NOTES	Primal Gives Back program donates 15% of your total spend back to your Pelotonia fundraising. Online team store ordering available – each member can place and pay for their own order separately. Individual drop shipping available as well. Many other styles and products available for customizing.										
STYLE	Sport Cut Jersey (Club Cut, relaxed fit, SpeedPro Technical Fabric, full length hidden zipper, 3 rear cargo pockets)										
SIZING	https://www.primalwear.com/pages/fit-guide										
PRICING	<table><tr><th>JERSEY COUNT</th><th>PRICE</th></tr><tr><td>15-50</td><td>\$60.00</td></tr><tr><td>51-100</td><td>\$54.00</td></tr><tr><td>101-299</td><td>\$47.50</td></tr><tr><td>300-500</td><td>\$42.00</td></tr></table>	JERSEY COUNT	PRICE	15-50	\$60.00	51-100	\$54.00	101-299	\$47.50	300-500	\$42.00
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