

**PELOTONIA<sup>®</sup>**

PELTON  
LEADERSHIP  
GUIDE

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# PELOTON LEADERSHIP GUIDE

Thank you for stepping up to lead your Peloton in 2023! 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.

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# GENERAL INFORMATION

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## Key 2023 Dates

<b>March 1</b>	→	Registration open for Ride Weekend, Gravel Ride, Challengers and Volunteers
<b>May 15</b>	→	Rider Registration Fee increases to \$179
<b>July 11</b>	→	Registration Fee increases to \$229 and last day to withdraw or decrease route distance for Ride Weekend, or remove High Roller status
<b>July 29</b>	→	Volunteers can no longer change or remove activity for Ride Weekend
<b>August 4</b>	→	Opening Ceremony*
<b>August 4</b>	→	Last day to add or change Peloton members
<b>August 5–6</b>	→	Ride Weekend
<b>August 31</b>	→	Last day to withdraw or decrease route distance for Gravel Day
<b>September 30</b>	→	Gravel Day
<b>October 9–18</b>	→	Fund Sharing
<b>October 15</b>	→	Fundraising Closes
<b>November</b>	→	Impact Celebration

\*Event details will be available closer to the event at [pelotonia.org/opening-ceremony](https://pelotonia.org/opening-ceremony).

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## 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 \$258 million for cancer research through its first fourteen rides. Thanks to its generous funding partners, Pelotonia can direct 100% of every donation to 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 616 Pelotonia Scholarships, 194 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/our-impact](https://pelotonia.org/our-impact).

# GENERAL INFORMATION

## Participation and Fundraising Commitments

With three forms of participation, we have a way for everyone to get involved. Additional event-specific route details can be found at [pelotonia.org/ride-weekend](http://pelotonia.org/ride-weekend) or at [pelotonia.org/gravel-day](http://pelotonia.org/gravel-day).

### RIDERS

Riders inspire many through every single mile. There are now TWO ride events for Riders to partake in!  
*All routes and mileages subject to change based on road conditions.*

### Ride Weekend:

SATURDAY, AUGUST 5				SUNDAY, AUGUST 6
<b>24 MILES</b>	<b>50 MILES</b>	<b>77 MILES</b>	<b>101 MILES</b>	<b>NEW ROUTE</b> <b>37 MILES</b>
<b>\$1,250 commitment</b> Downtown Columbus to Pickerington	<b>\$1,500 commitment</b> Downtown Columbus to New Albany	<b>\$2,000 commitment</b> Pickerington to Gambier	<b>\$2,000 commitment</b> Downtown Columbus to Gambier	<b>\$1,250 commitment</b> New Albany loop route

TWO DAY WITH OVERNIGHT	TWO DAY WITHOUT OVERNIGHT	
<b>160 MILES</b> (77+83)	<b>184 MILES</b> (101+83)	<b>37 MILES</b> + ANY SATURDAY ROUTE
<b>\$3,000 commitment</b> Pickerington to Gambier Gambier to New Albany	<b>\$3,000 commitment</b> Downtown Columbus to Gambier Gambier to New Albany	<b>\$3,000 commitment</b>

### Gravel Day:

SATURDAY, SEPTEMBER 30		
<b>20+ MILES</b>	<b>30+ MILES</b>	<b>50+ MILES</b>
<b>\$1,500 commitment</b> Nelsonville loop route	<b>\$1,500 commitment</b> Nelsonville loop route	<b>\$1,500 commitment</b> Nelsonville loop route

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# GENERAL INFORMATION

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## Participation and Fundraising Commitments (continued)

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### **CHALLENGERS**

As a Challenger you can participate and support Pelotonia from anywhere in the world. No need for a bike, helmet, or even spandex. With the Challenger program, you can choose up to 5 activity goals to inspire your network of donors and commit to raising \$100, but the sky's the limit! 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.

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# PELOTON LEADERSHIP SPECIFICS

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## 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 9.

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## Recruitment

### → Kick-Off Sessions

The best way to recruit participants for your Peloton is to host a recruitment kick-off to share important information and generate excitement amongst past and new team members. We recommend scheduling this anytime between March – late May to allow for ample time to register and raise funds. 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 is going to be 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 Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org).

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# PELOTON LEADERSHIP SPECIFICS

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## Peloton Administrator

We know you're working tirelessly to support your Peloton members, so please consider adding an Administrator, or more, 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 requests, run Peloton reports, receive donation emails — virtually anything Captains can. Help them help YOU!

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## 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.

Watch [this video](#) to better learn how to navigate the Peloton page!

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## 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.

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# PELOTON LEADERSHIP SPECIFICS

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## 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 Manager, Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org).
- **Volunteer questions** — please contact our Event and Volunteer Operations Coordinator Elaine Boyd at [eboyd@pelotonia.org](mailto:eboyd@pelotonia.org).
- **Rider registration discount code questions** — please contact our Community Engagement Manager, Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org).
- **Donation processing & Matching gift questions** — please contact our Gift Processing Coordinator Emily Delp at [edelp@pelotonia.org](mailto:edelp@pelotonia.org).
- **Ride safety questions** — please contact our Event and Volunteer Operations Coordinator Elaine Boyd at [eboyd@pelotonia.org](mailto:eboyd@pelotonia.org).
- **Jersey design approval, marketing material approval and usage of all Pelotonia-branded assets** — please contact our Digital and Creative Marketing Coordinator Ellie Madison at [emadison@pelotonia.org](mailto:emadison@pelotonia.org).
- **Company sponsorship of Ride Weekend & Pelotonia operations** — please contact our Vice President of Community Engagement & Partnerships Eric Olsavsky at [eolsavsky@pelotonia.org](mailto:eolsavsky@pelotonia.org).
- **In office needs** — you are need of yard signs, car magnets, or anything at all, please contact our Gift Processing Coordinator Emily Delp at [edelp@pelotonia.org](mailto:edelp@pelotonia.org).
- Read more about our staff at [pelotonia.org/about/team](https://pelotonia.org/about/team).

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## 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 pages 14-17, 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 13.

Please note that we do not provide jerseys to all Riders, aside from those identify as a Survivor or who have committed to being a High Roller. Jerseys will be distributed to these groups at Opening Ceremony. Jerseys and other Pelotonia gear will also be available for purchase at [shoppelotonia.org](https://shoppelotonia.org) throughout the year. Any merchandise related questions can be sent to Ashley Ellashek, [aellashek@pelotonia.org](mailto:aellashek@pelotonia.org).



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# 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.

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Fees are set by the following dates:

**RIDE WEEKEND: 3/1–5/15: \$129 → 5/16–7/10: \$179 → 7/11–8/4: \$229**

**GRAVEL DAY: 3/1–9/30: \$50**

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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](mailto: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.

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# RESOURCES FOR MEMBERS

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## 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 2023!

**For information on Pelotonia's impact on cancer research:**

- [Pelotonia Impact page](#)
- [Pelotonia Institute for Immuno-Oncology](#)
- [Your Impact video series](#) — Pelotonia-funded researchers sharing how your fundraising is at work in their labs
- [Pelotonia Impact Report](#)

**For information on The Ride:**

- [FAQ](#)
- [Ride Weekend Routes](#) — Ride Weekend routes explained
- [Gravel Day Routes](#) — Gravel Day routes explained
- [Safety](#) — Learn about rules of the road and other important safety best practices
- [Training Tips](#) — Tips on selecting the best bike and training plan for you

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## 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/fundraising](https://pelotonia.org/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/fundraising](https://pelotonia.org/fundraising).

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## RESOURCES FOR MEMBERS

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### Matching Gifts

Encourage your Peloton members to reach out to their donors to see if their employers match charitable contributions! Many employers match donations made by their employees. This is a great way to add to the money someone personally has donated to you.

To determine if your donors' employer matches gifts, click [here](#) to utilize the search tool.

Questions on matching gifts? Email Emily Delp at [edelp@pelotonia.org](mailto:edelp@pelotonia.org).

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### Payroll Deductions

Work with your company's benefits team to set up a payroll deduction program for your associates to support Pelotonia! A payroll deduction gift, also known as workplace giving, is typically set-up as recurring or as a one-time deduction. Donations will then be automatically deducted from an associate's paycheck. These funds will be sent to Pelotonia weekly, bi-weekly or monthly depending on your employer.

Questions on payroll deductions? Email Janelle Goldbach at [jgoldbach@pelotonia.org](mailto:jgoldbach@pelotonia.org).

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### Recurring Gift

You can now make (or receive!) a recurring monthly gift at a minimum of \$5/month! This is a great way for supporters to sustain their impact, or for participants to support their own fundraising efforts on a year-round basis.

For more information on recurring gifts, go to [pelotonia.org/get-involved/give/forms-and-faq](https://pelotonia.org/get-involved/give/forms-and-faq).

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# RESOURCES FOR MEMBERS

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## 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](https://pelotonia.org/get-involved/give/forms-and-faq). For all other donation inquiries, please contact Janelle Goldbach at [jgoldbach@pelotonia.org](mailto:jgoldbach@pelotonia.org).

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## 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](mailto: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.

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# RESOURCES FOR MEMBERS

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## 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, available on our Safety Page at [pelotonia.org/safety](https://pelotonia.org/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/training](https://pelotonia.org/training).

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## 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 2023 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. If you plan to utilize our assets on anything that will be sold or viewed publicly, please send a draft to Ellie Madison at [emadison@pelotonia.org](mailto:emadison@pelotonia.org) for approval before printing.

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## Pelotonia Swag & Merchandise

Once committed to Pelotonia, everyone wants to be able to show off their involvement by having their own Pelotonia swag! We have our entire selection of merchandise available online at The Shop at [shoppelotonia.org](https://shoppelotonia.org). Stay tuned for the launch of new items throughout the year!

Any merchandise related questions can be sent to Ashley Ellashek, [aellashek@pelotonia.org](mailto:aellashek@pelotonia.org).

Please contact Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org) to talk through any questions you have about the items mentioned above or leading your Peloton to success in 2023!

# CYCLING JERSEY VENDOR CONTACTS

Please see below for the 2023 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.



<b>COMPANY</b>	<b>Hincapie Sportswear</b>
<b>CONTACT NAME</b>	Carl Corley
<b>CONTACT EMAIL</b>	ccorley@hincapiesports.com
<b>WEBSITE</b>	<a href="https://hincapie.com/">https://hincapie.com/</a>
<b>TURNAROUND TIME</b>	5–6 weeks
<b>DESIGN</b>	Hincapie provides free access to a talented design team to assist in your design process.
<b>SPECIAL NOTES</b>	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 14th to guarantee delivery.

<b>STYLE</b>	<b>Axis Club Jersey</b>	
<b>SIZING</b>	<a href="https://hincapie.com/custom/find-your-fit/fit-guide/#sizing-guides">https://hincapie.com/custom/find-your-fit/fit-guide/#sizing-guides</a>	
<b>PRICING</b>	<b>JERSEY COUNT</b>	<b>PRICE</b>
	<b>1–99</b>	<b>\$61.50</b>
	<b>100+</b>	<b>\$54.00</b>

<b>STYLE</b>	<b>Velocity Race Jersey</b>	
<b>SIZING</b>	<a href="https://hincapie.com/custom/find-your-fit/fit-guide/#sizing-guides">https://hincapie.com/custom/find-your-fit/fit-guide/#sizing-guides</a>	
<b>PRICING</b>	<b>JERSEY COUNT</b>	<b>PRICE</b>
	<b>1–99</b>	<b>\$65.00</b>
	<b>100–199</b>	<b>\$59.75</b>

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# CYCLING JERSEY VENDOR CONTACTS

## PRIMAL

<b>COMPANY</b>	<b>Primal</b>										
<b>CONTACT NAME</b>	Katie Rohrer										
<b>CONTACT EMAIL</b>	katie.r@primalwear.com										
<b>WEBSITE</b>	<a href="https://www.primalwear.com/collections/custom">https://www.primalwear.com/collections/custom</a>										
<b>TURNAROUND TIME</b>	4–7 weeks										
<b>DESIGN</b>	No color or design limitations; design by Primal team included in pricing.										
<b>SPECIAL NOTES</b>	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.										
<b>STYLE</b>	<b>Sport Cut Jersey</b> (Club Cut, relaxed fit, SpeedPro Technical Fabric, full length hidden zipper, 3 rear cargo pockets)										
<b>SIZING</b>	<a href="https://www.primalwear.com/pages/fit-guide">https://www.primalwear.com/pages/fit-guide</a>										
<b>PRICING</b>	<table><thead><tr><th><b>JERSEY COUNT</b></th><th><b>PRICE</b></th></tr></thead><tbody><tr><td><b>10–20</b></td><td><b>\$60.00</b></td></tr><tr><td><b>21–50</b></td><td><b>\$55.00</b></td></tr><tr><td><b>51–100</b></td><td><b>\$50.00</b></td></tr><tr><td><b>101–200</b></td><td><b>\$45.00</b></td></tr></tbody></table>	<b>JERSEY COUNT</b>	<b>PRICE</b>	<b>10–20</b>	<b>\$60.00</b>	<b>21–50</b>	<b>\$55.00</b>	<b>51–100</b>	<b>\$50.00</b>	<b>101–200</b>	<b>\$45.00</b>
<b>JERSEY COUNT</b>	<b>PRICE</b>										
<b>10–20</b>	<b>\$60.00</b>										
<b>21–50</b>	<b>\$55.00</b>										
<b>51–100</b>	<b>\$50.00</b>										
<b>101–200</b>	<b>\$45.00</b>										

# CYCLING JERSEY VENDOR CONTACTS



<b>COMPANY</b>	<b>Peak 1 Sports</b>
<b>CONTACT NAME</b>	Luke Huwar
<b>CONTACT EMAIL</b>	lhuwar@peak1sports.com
<b>WEBSITE</b>	<a href="https://peak1sports.com">https://peak1sports.com</a>
<b>TURNAROUND TIME</b>	6 weeks (standard), 3 weeks (rush)
<b>DESIGN</b>	Free design work. Jersey designs can be created by the team, Peak 1 Sports graphics department, or online design tool, with design proof included. Unlimited options for colors, logos, graphics, and text!
<b>SPECIAL NOTES</b>	

Peak 1 Sports donates 15% of custom jersey orders to team fundraising total! Sample jerseys available at no charge for quality and fit evaluation. Optional team store available at no charge for online order fulfillment. Custom performance tech shirts available in same design as team jersey for non-riders. Custom shorts, bibs, and cycling accessories to create a matching team kit.

<b>STYLE</b>	<b>Cycling Jerseys</b> in Short Sleeve, Sleeveless, Long Sleeve and T-Back
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<b>PRICING</b>	<b>JERSEY COUNT</b>	<b>PRICE</b>
	10 – 24	\$60
	25 – 49	\$52
	50 – 99	\$47
	100 – 199	\$40
	200+	CALL

### Custom Performance Tech Shirt

<b>SHIRT COUNT</b>	<b>PRICE</b>
1 – 24	\$39
25 – 49	\$34
50 – 99	\$29
100 – 199	\$25
200+	CALL

TECH SHIRT PRICING DISCOUNTED AS COMPANION TO JERSEY OF THE SAME DESIGN



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# CYCLING JERSEY VENDOR CONTACTS



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**STYLE**

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**Custom Bike Shorts**

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**PRICING**

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**SHORT COUNT**

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**PRICE**

**10 – 24**

**\$59**

**25 – 49**

**\$49**

**50 – 99**

**\$45**

**100 – 199**

**\$39**

**200+**

**CALL**

BIBS SHORTS CAN BE COMBINED IN BIKE SHORTS ORDER AT +\$10 PER PAIR

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# 2023 AUCTION PLATFORM

Thank you so much for participating in Pelotonia this year! We can't wait to get your auction started through the **GiveSmart** platform. Here are a couple quick reminders, best practices, and required fields for hosting your virtual silent auction.

Auctions are a great way to raise money for cancer research! Many teams have had success in the past by collecting items such as gift cards, concert/sporting event tickets, weekend getaways and much more. Once your items have been curated, we can help by hosting those items using the Givesmart platform.

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## GETTING STARTED

- 1 Contact Ashley at [aellashek@pelotonia.org](mailto:aellashek@pelotonia.org) to get your auction started. To start, details will include:
  - a. Event Name/Title
  - b. Location
  - c. Auction or Ticket Sales Start/End Date and Time (can be modified as needed)

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- 2 Curate pictures and relevant links to include in the descriptions of items you're selling. The more engaging you can make each product, the higher the bids will go! Excel sheets or Google Docs will help make it easier to keep track of this information and collaborate with other team members.

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- 3 Write a Peloton description for the "Host Details" on the platform. Who are you? How many participants do you have? What's the story of your team?

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- 4 Here are the remaining details we need for each item to create your virtual silent auction:
  - a. Start and End Date
  - b. SKU – Keep it simple! Start with 1, 10, 100, whatever works for you.
  - c. Item Name
  - d. Item Description
  - e. Donated by (optional) – Does the person who donated this item need to have the full amount raised go back to their specific fundraising goal? Simply include their Name, Public ID and email.
  - f. FMV – Fair Market Value of the item (optional)
  - g. Starting Bid
  - h. Buy Now Price (optional) – Would you like some items to be able to be purchased in the moment and not wait for incremental bids? We can do that!
  - i. Item Certificate Notes – Has your item been certified? For example, did a participant donate an autographed football? If you have documentation to support this, it's best to include it up front.
  - j. Image and/or additional images
  - k. YouTube Video Link (optional)
  - l. Contact List – Auction URL links can be shared via text message and/or email. We can send this information through our platform, *Givesmart*, or you can distribute on your end. Don't forget to share on your social media platforms as well!

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# 2023 AUCTION PLATFORM

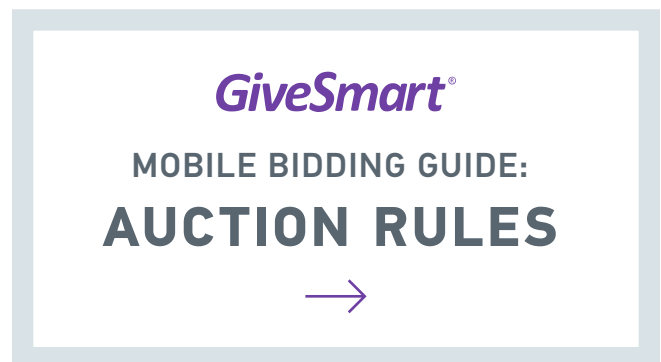
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## POST AUCTION

- 1 Pelotonia will issue all auction related reports, including:
  - a. Auction participants are encouraged to cover the cost of credit card fees during checkout. If participants opt out of paying for those fees, the fees will be deducted from the total amount raised. After credit card fees are applied to the total funds raised, the remaining balance will be distributed.
  - b. Revenue – We will distribute the funds raised to your Peloton once the auction has ended and all payments have been made in full.
  - c. Outstanding Balances
  - d. Payments Received
  - e. Top items
  - f. Registered Users
  - g. Other reports available as needed

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## HOW TO VIDEOS



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## FUND SHARING

The fund sharing period will occur over a ten-day period, starting October 9 and ending on October 18. 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.

Additionally, participants who ride in both Ride Weekend and Gravel Day cannot share funds below their set commitment, nor can they receive funds to get to their fundraising commitment.