Thank you for stepping up to lead your Peloton in 2019! 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 this guide on your browser for quick access here.

Together, we are unstoppable.

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KEY 2019 DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 21</td>
<td>Registration open for all riders, virtual riders and volunteers</td>
</tr>
<tr>
<td>June 11</td>
<td>Registration fee increase to $150</td>
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<tr>
<td>July 11</td>
<td>Last day to withdraw or decrease route distance, or remove high roller status</td>
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<tr>
<td>July 11</td>
<td>Registration fee increase to $200</td>
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<tr>
<td>July 30</td>
<td>Volunteers can no longer change or remove activity</td>
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<tr>
<td>August 2</td>
<td>Opening Ceremony*</td>
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<tr>
<td>August 2</td>
<td>Last day to add or change Peloton members</td>
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<tr>
<td>August 3–4</td>
<td>Pelotonia Ride days</td>
</tr>
<tr>
<td>September 30</td>
<td>Fund sharing begins</td>
</tr>
<tr>
<td>October 4</td>
<td>Fundraising ends</td>
</tr>
<tr>
<td>October 11</td>
<td>Fund sharing closes</td>
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</table>

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

PELOTONIA OVERVIEW

Founded in 2008, Pelotonia was established with the objective to fund life-saving cancer research. Focused on a community of passionate fundraisers and centered around a three-day experience of cycling, entertainment, and volunteerism, the Pelotonia community has raised more than $184 million. 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. Last year, 8,470 riders from 38 states and 13 countries participated along with 3,072 virtual riders and 3,028 volunteers. The Pelotonia community invests in innovative research, the brightest minds and ideas, and the tools and technology needed to reach our one goal. For more information about the groundbreaking advances funded by Pelotonia, check out http://pelotonia.org/impact/.
**GENERAL INFORMATION**

**PARTICIPATION AND FUNDRAISING COMMITMENTS**

With three forms of participation and fifteen routes to choose from, we have a way for everyone to get involved. Additional route details can be found on our Route Specifics page at [http://pelotonia.org/ride/event/routes/](http://pelotonia.org/ride/event/routes/).

**RIDERS**

Riders inspire many through every sweaty, heart-pounding mile. Fundraising commitments vary based on the route distance each rider takes on.

### Single Day Rides

- **25**
  - Columbus to Pickerington
  - $1,250

- **35**
  - Granville to New Albany
  - $1,500
  - *SUNDAY ONLY*

- **45**
  - Columbus to New Albany
  - $1,500

- **55**
  - New Albany to Gambier
  - $1,750

- **75**
  - Pickerington to Gambier
  - $2,000

### 2-Day Rides *WITH HOUSING*

- **135**
  - New Albany to Gambier, Gambier to New Albany
  - $2,500

- **155**
  - Pickerington to Gambier, Gambier to New Albany
  - $2,500

- **180**
  - Columbus to Gambier, Gambier to New Albany
  - $2,500

- **200**
  - Columbus to Gambier, Gambier to New Albany+
  - $3,000

**NEW!** 2-Day Rides *WITHOUT HOUSING*

You can add a 35 Mile Sunday route (departing from Granville) to any Saturday route.

- **25 (+35)**
  - Columbus to Pickerington, Granville to New Albany
  - $1,750

- **45 (+35)**
  - Columbus to New Albany, Granville to New Albany
  - $2,000

- **55 (+35)**
  - New Albany to Gambier, Granville to New Albany
  - $2,250

- **75 (+35)**
  - Pickerington to Gambier, Granville to New Albany
  - $2,500

- **100 (+35)**
  - Columbus to Gambier, Granville to New Albany
  - $2,500
PARTICIPATION (continued)

VIRTUAL RIDERS
Focused on fundraising, virtual riders support Pelotonia from anywhere in the world. No training, no volunteering, no bike shorts. Virtual riders commit to raise a minimum of $100—but the sky’s the limit. In 2018, virtual riders raised an average of $683, bringing in $2.1 Million for cancer research!

VOLUNTEERS
Helping with every imaginable piece of the ride weekend, over 3,000 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. In 2018 volunteers contributed over 18,500 hours and raised over $85,000 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, and gets some extra benefits as well!
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 updates and Ride Weekend details. Please encourage your Peloton not to unsubscribe from these communications, as they would miss all important Ride Weekend instructions.

- **Monthly Pelotonia Leadership email** — Once a month you’ll receive a note from the Ride community team listing out key dates on the horizon, special opportunities and everyone’s favorite—Pelotonia Leadership events!

- **Pelotonia social media** — Follow us on Facebook, Instagram and Twitter for updates in real-time. You also have access to the Pelotonia Captain Facebook Group; please see more details on page 7.

- **Pelotonia blog** — Keep an eye on our pelotonia.org/the-blog for the latest feel-good stories on your fellow Pelotonia participants and research breakthroughs funded by Pelotonia dollars.

PELOTON 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 late March—early June to allow for ample time to register and raise funds. This is the time to cover Pelotonia history, impact stories, how to participate and address commonly-asked questions.

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 at link to come.

To schedule a Pelotonia staff member to lead your session, please reach out to Olivia Rozsits at orozsits@pelotonia.org.

PELOTON ADMINISTRATOR

We know you’re working tirelessly to support your Peloton members, so please consider adding an Administrator onto your Peloton to help support you! All Captains can add one Admin onto the team by logging into their account and selecting “Select Peloton Administrator.” Admins can approve member join requests, run Peloton reports, receive donation emails—virtually anything Captains can. Help them help YOU!
PELOTON LEADERSHIP SPECIFICS

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 of the Peloton to support your administrative capabilities. More information below!
- **Peloton Photos** — add photos to your Peloton’s profile 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 rider ID.
- **Requests to Join Peloton** — approve/deny Peloton member requests.
- **Vanity URL** — select a custom URL for your Peloton (ex. Pelotonia.org/TheDreamTeam).
- **RSI Leads** — select riders to lead your group during Ride Weekend.

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!
PELOTON LEADERSHIP SPECIFICS

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 Ride Community Coordinator Olivia Rozsits at orozsits@pelotonia.org.
- **Volunteer questions** — please contact our General Manager of the Ride Kris Anderson at kanderson@pelotonia.org.
- **Donation processing & Rider registration discount link questions** — please contact our Director of Administration Janelle Goldbach at jgoldbach@pelotonia.org.
- **Ride safety questions** — please contact our General Manager of the Ride Kris Anderson at kanderson@pelotonia.org.
- **Jersey design approval, marketing material approval and usage of all Pelotonia-branded assets** — please contact our Communications Manager Emily Smith at esmith@pelotonia.org.
- **Company sponsorship of Ride Weekend & Pelotonia operations** — please contact our Director of Business Development & Partnerships Eric Olsavsky at eolsavsky@pelotonia.org.
- **In office needs** — Please visit our office located at 351 West Nationwide Blvd., Columbus, Ohio 43215. We are across from Huntington Park near the Arena District with free visitor parking in front of our building. Our normal office hours are M–F from 8:30am to 5:30pm.
- **Read more about our staff at pelotonia.org/about/leadership.**

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 14 you’ll find a guide to 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 who elect to become a high roller, or who identify as a Survivor. Jerseys will be distributed to these groups during check-in at Opening Ceremony. 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 the 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. Fees are set by the following dates:

- 2.21.19–6.10.19: $100
- 6.11.19–7.10.19: $150
- 7.11.19–8.2.19: $200

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 link for your riders to access the discount, then invoices the company in the Fall for discounts used. Please contact Olivia Rozsits at orozsits@pelotonia.org to set up your discount link.

→ 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.
SETTING PELOTON POLICIES

Pro tip: Wait until 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.

» SET A FUND SHARING POLICY

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 between 9/30/19–10/11/19. 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 to 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, virtual riders 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 2019!

For information on Pelotonia’s impact on cancer research:

► Pelotonia Impact page
► Survivor Video — A rider’s life saved through Pelotonia funding
► Your Impact video series — Pelotonia-funded researchers sharing how your fundraising is at work in their labs
► 2018 Pelotonia Investment Report

For information on The Ride:

► Pelotonia FAQ page
► Routes — Each of our ten routes explained and turn-by-turn directions
► Safety — Learn about rules of the road in our Ride Safety Initiative (RSI)
► Training Tips — Nutrition, injury prevention and training plans
► Ride Weekend Video — A glimpse into Pelotonia Ride Weekend

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 life-saving 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, a participant will log in to his/her personal profile and select “Manage My Profile: Solicit Donors/Fundraising Letter.”

We offer further assistance with the 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 Toolkit at pelotonia.org/fundraising/tips/.
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/donate/faq/. For all other donation inquiries, please contact Janelle Goldbach at jgoldbach@pelotonia.org.

TRAINING RIDES

We strongly encourage all Pelotonia Riders to spend ample time training on open roads, riding in groups and familiarizing themselves with the RSI program (pelotonia.org/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 (pelotonia.org/ride/tips). If you would like to see a list of other Peloton’s open training rides or post your own to the public, please visit the Events page (pelotonia.org/events) and see “Training Rides.”

BIKE PURCHASING

Our partners at roll: Bicycle Company have detailed out their recommendations for bike purchasing at pelotonia.org/ride/tips. 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.
RESOURCES FOR MEMBERS

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 2019 Asset Kit. The graphics can be downloaded at https://pelotonia.org/wp-content/uploads/2019/02/PEL19_Asset_Kit.zip. 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 esmith@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! Anyone is welcome to visit the Pelotonia office at 351 West Nationwide Boulevard, Columbus, OH 43215 to snag their free yard signs, posters and buttons, and shop our merchandise selection.

We also have our entire selection of merchandise available online at The Shop at shoppelotonia.org. Stay tuned for the launch of new items throughout the year!

Please contact Olivia Rozsits at orozsits@pelotonia.org to talk through any questions you have about the items mentioned above or leading your Peloton to success in 2019!
Please see below for the 2019 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.

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>Hincapie Sportswear</th>
<th>CONTACT NAME</th>
<th>Carl Corley</th>
<th>CONTACT EMAIL</th>
<th><a href="mailto:ccorley@hincapiesports.com">ccorley@hincapiesports.com</a></th>
<th>WEBSITE</th>
<th><a href="https://hincapie.com/">https://hincapie.com/</a></th>
<th>TURNDOWN TIME</th>
<th>5–6 weeks</th>
<th>DESIGN</th>
<th>Hincapie provides free access to a talented design team to assist in your design process.</th>
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<tbody>
<tr>
<td>SPECIAL NOTES</td>
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<td>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 17th to guarantee delivery.</td>
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<td>STYLE</td>
<td>Axis Race/Club Jersey</td>
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<td>Axis Race/Club Jersey</td>
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<td>PRICING</td>
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<td>Velocity Race Jersey</td>
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<td>Velocity Race Jersey</td>
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# CYCLING JERSEY VENDOR CONTACTS

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<tr>
<th>COMPANY</th>
<th>Alloy Cycling Wear</th>
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</thead>
<tbody>
<tr>
<td>CONTACT NAME</td>
<td>Phil Alloy</td>
</tr>
<tr>
<td>CONTACT EMAIL</td>
<td><a href="mailto:info@alloycyclingwear.com">info@alloycyclingwear.com</a></td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="http://alloycyclingwear.com/">http://alloycyclingwear.com/</a></td>
</tr>
<tr>
<td>TURNAROUND TIME</td>
<td>6 weeks</td>
</tr>
<tr>
<td>DESIGN</td>
<td>Complete design assistance available at no charge. Jersey and shorts Fit Kit available to determine exact sizing.</td>
</tr>
<tr>
<td>SPECIAL NOTES</td>
<td>Columbus based. Donation of 15% of your purchase to your team’s fundraising efforts. Online team store ordering available with complimentary design creation, individualized URL, additional team apparel options, and pricing will include free delivery for each order. Orders must be placed by June 10th to be received by Ride Weekend.</td>
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</table>

**STYLE**

**Short Sleeve Jersey**

Men’s/Women’s/Women’s sizing. Club Cut relaxed fit. CoolMax technical material. Full zip front. 3 rear storage pockets. See website for complete description and options.

**SIZING**

http://alloycyclingwear.com/sizing-shortsleevejersey

**PRICING**

<table>
<thead>
<tr>
<th>JERSEY COUNT</th>
<th>PRICE</th>
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<tr>
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<td>$45.00</td>
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<tr>
<td>100–199</td>
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<td>200+</td>
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Info on Alloy cycling shorts and bib shorts continued on next page.
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<tr>
<th>Style</th>
<th>Cycling Shorts</th>
<th>SIZING</th>
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<td>Style</td>
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</tr>
<tr>
<td>CONTACT NAME</td>
<td>Jake Hayes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONTACT EMAIL</td>
<td><a href="mailto:Jake.h@primalwear.com">Jake.h@primalwear.com</a></td>
<td></td>
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<td>WEBSITE</td>
<td><a href="https://www.primalwear.com/collections/custom">https://www.primalwear.com/collections/custom</a></td>
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<tr>
<td>TURNAROUND TIME</td>
<td>4–7 weeks</td>
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<tr>
<td>DESIGN</td>
<td>No color or design limitations; design by Primal team included in pricing.</td>
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<tr>
<td>SPECIAL NOTES</td>
<td>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.</td>
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<tr>
<td>STYLE</td>
<td>Sport Cut Jersey</td>
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<tr>
<td></td>
<td>(Club Cut, relaxed fit, SpeedPro Technical Fabric, full length hidden zipper, 3 rear cargo pockets)</td>
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