



PELTONIA[®]

PELTON
LEADERSHIP
GUIDE



PELOTON LEADERSHIP GUIDE

Thank you for stepping up to lead your Peloton in 2020! 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](#).

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GENERAL INFORMATION

KEY 2020 DATES

February 20	→	Registration open for all riders, virtual riders and volunteers
June 11	→	Registration fee increase to \$150
July 8	→	Last day to withdraw or decrease route distance, or remove High Roller status
July 9	→	Registration fee increase to \$200
July 31	→	Volunteers can no longer change or remove activity
August 7	→	Opening Ceremony*
August 7	→	Last day to add or change Peloton members
August 8–9	→	Pelotonia Ride days
September 28	→	Fund sharing begins
October 2	→	Fundraising ends
October 9	→	Fund sharing closes

*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. Pelotonia is focused on a community of passionate fundraisers and centered around a three-day experience of cycling, entertainment, and volunteerism. Through its first eleven rides, the Pelotonia community has raised more than \$207 million for cancer research. 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, 7,484 Riders from 39 states and 12 countries participated along with 3,339 Virtual Riders and 3,174 Volunteers. This community of participants and donors have funded 534 Student Fellowships, 172 Junior and Senior Scientists, 166 Idea Grants, and 3 Statewide Initiatives.

In July 2019, Pelotonia announced the creation of the Pelotonia Institute for Immuno-Oncology (PIIO) at The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute. The institute launched with an initial \$102,265,000 pledge from the Pelotonia community. This money will be raised over the next 5 years and represents the 2,265 riders who participated in the first Pelotonia in 2009. The PIIO will build on the successful endeavors in this relatively new area of cancer research and therapy, largely considered the next frontier in cancer prevention and treatment.

Every project and investment is intended to save lives! For more information about the groundbreaking advances funded by Pelotonia, check out [http://pelotonia.org/impact/](https://pelotonia.org/impact/).



GENERAL INFORMATION

PARTICIPATION AND FUNDRAISING COMMITMENTS

With three forms of participation and 15 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/>.



RIDERS (THE UNYIELDING)

Riders inspire many through every sweaty, heart-pounding mile. With routes from 25–200 miles, there is something for everyone of all levels of fitness and training. Fundraising commitments vary based on the route distance each Rider takes on.

Single Day Rides

<p>25</p> <p>Columbus to Pickerington</p> <p>\$1,250</p>	<p>35</p> <p>Granville to New Albany</p> <p>\$1,500 SUNDAY ONLY</p>	<p>45</p> <p>Columbus to New Albany</p> <p>\$1,500</p>
<p>55</p> <p>New Albany to Gambier</p> <p>\$1,750</p>	<p>75</p> <p>Pickerington to Gambier</p> <p>\$2,000</p>	<p>100</p> <p>Columbus to Gambier</p> <p>\$2,000</p>

2-Day Rides WITH HOUSING

<p>135</p> <p>New Albany to Gambier, Gambier to New Albany</p> <p>\$2,500</p>	<p>155</p> <p>Pickerington to Gambier, Gambier to New Albany</p> <p>\$2,500</p>	<p>180</p> <p>Columbus to Gambier, Gambier to New Albany</p> <p>\$2,500</p>	<p>200</p> <p>Columbus to Gambier, Gambier to New Albany</p> <p>\$3,000</p>
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NEW! 2-Day Rides WITHOUT HOUSING

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

<p>25 (+35)</p> <p>Columbus to Pickerington, Granville to New Albany</p> <p>\$1,750</p>	<p>45 (+35)</p> <p>Columbus to New Albany, Granville to New Albany</p> <p>\$2,000</p>	<p>55 (+35)</p> <p>New Albany to Gambier, Granville to New Albany</p> <p>\$2,250</p>	<p>75 (+35)</p> <p>Pickerington to Gambier, Granville to New Albany</p> <p>\$2,500</p>	<p>100 (+35)</p> <p>Columbus to Gambier, Granville to New Albany</p> <p>\$2,500</p>
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GENERAL INFORMATION

PARTICIPATION (continued)



VIRTUAL RIDERS (THE SPIRITED)

Focused on fundraising, Virtual Riders support Pelotonia from anywhere in the world. No training, no bike shorts, just an amazing advocate for Pelotonia. You don't even need to hop on a stationary bike. All you need to do is commit to raise \$100 for innovative cancer research.

\$100



VOLUNTEERS (THE SELFLESS)

Over 3,000 Volunteers help with every imaginable piece to make Ride Weekend possible. While Volunteers don't have a fundraising commitment, they don't hold back when it comes to raising money for cancer research.

\$0



HIGH ROLLERS (THE TENACIOUS)

High Rollers are Pelotonia's next-level fundraisers. Each High Roller makes a commitment to raise at least \$5,000 for cancer research—not quitting until they do.

\$5,000





PELTON 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. We also recommend using a personal email address, rather than a company one, to avoid any issues with employer firewalls that could potentially block our emails.
- **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 [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, research breakthroughs funded by Pelotonia dollars, and training tips.

PELTON 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 [link coming soon](#).

To schedule a Pelotonia staff member to lead your session, please reach out to Carolyn Appelhans at cappelhans@pelotonia.org. If you'd like to include a researcher from The James, please keep in mind they request morning or late afternoon sessions and please request this at least one month in advance.

PELTON 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!



PELTON 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.

PELTON 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 Community Engagement Coordinator Carolyn Appelhans at cappelhans@pelotonia.org.
- **Volunteer questions** — please contact our Community Engagement Coordinator Carolyn Appelhans at cappelhans@pelotonia.org.
- **Donation processing & Rider registration discount link questions** — please contact our Matching Gifts Manager Molly Lyons at mlyons@pelotonia.org.
- **Ride safety questions** — please contact our Events and Volunteer Manager Lauren Graham at lgraham@pelotonia.org.
- **Merchandise questions** — please contact our Merchandise Manager Ashley Ellashek at aellashek@pelotonia.org.
- **Jersey design approval, marketing material approval and usage of all Pelotonia-branded assets** — please contact our Marketing & Communications Manager Emily Smith at esmith@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** — Please visit our office located at 450 W Broad St, Columbus, Ohio 43215. We are located in the Gravity Building in Franklinton. Upon arrival, park in the Gravity garage, located off North May Ave. Immediately after you enter the garage, please turn right, left, and then right again and you will see the Pelotonia office directly ahead. Please bring your parking ticket with you so that we may validate it. Our normal office hours are M–F from 8:30am to 5:00pm.
- 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 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 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:

- 2.20.19–6.10.20: **\$100**
- 6.11.20–7.08.20: **\$150**
- 7.09.20–8.07.20: **\$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 Carolyn Appelhans at cappelhans@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 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.

→ 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 9/28/20–10/09/20. 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 2020!

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
- [2019 Pelotonia Investment Report](#)

For information on The Ride:

- [Pelotonia FAQ page](#)
- [Routes](#) — Each of our 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
- [2019 Recap Video](#) — A glimpse into Pelotonia 2019

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 our Fundraising Toolkit: a 20+ page document designed to provide participants with the tools and information necessary to achieve their fundraising commitments, and our Fundraiser Toolkit: a guideline to hosting fundraising events with examples of successful community and corporate fundraisers hosted in the past. 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/fundraise and the Fundraiser Toolkit https://pelotonia.org/wp-content/uploads/2020/01/PEL20_Fundraising_Toolkit.pdf.



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.

A matching gift submission from an employer may take up to a year. We encourage you to apply for your matching gift as soon as possible to ensure your funds have the best chance of arriving into your account before the fundraising deadline.

Please see a full list of donation FAQs at pelotonia.org/donate/faq/. For all other donation inquiries, please contact Molly Lyons at mlyons@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. Pelotonia also has a variety of different discounts from bike shops that you can view at <https://pelotonia.org/ride/specials/>.



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 2020 Asset Kit. The graphics can be downloaded at https://pelotonia.org/wp-content/uploads/2020/01/PEL20_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 YARD SIGN TOPPERS

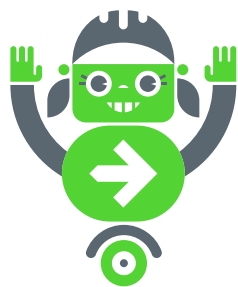
Pelotons can order custom toppers for their 2020 yard signs. Orders can be managed directly through Ashley Ellashek at aellashek@pelotonia.org and will be placed every Friday through July 17th. The toppers will take 2–3 weeks to process with a deposit due with order placement. Final invoice will be issued upon delivery. Information regarding yard sign topper pricing can be found on page 14.

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 450 W Broad St., 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!

TONYA, PELOTONIA'S CHATBOT



Have a question about the rules of the road, directions to Opening Ceremony, or anything else about Pelotonia? Ask Tonya, the friendly AI chatbot! Tonya is available through the Pelotonia website or any mobile device to answer most Pelotonia-related questions. Text "One Goal" to 25525 to start a conversation.

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 2020!



2020 CUSTOM YARD SIGN TOPPER PROGRAM

Please see below for the 2020 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

25-50	100	250	500
\$6.00/each	\$4.25/each	\$2.50/each	\$2.00/each
EXTRA COLOR, ADD \$2.30 EACH. (More than one, up to 2)	EXTRA COLOR, ADD \$1.45 EACH. (More than one, up to 2)	EXTRA COLOR, ADD \$.88 EACH. (More than one, up to 2)	EXTRA COLOR, ADD \$.65 EACH. (More than one, up to 2)
1000	2000	3000	4000
\$1.85/each	\$1.65/each	\$1.50/each	\$1.49/each
EXTRA COLOR, ADD \$.50 EACH. (More than one, up to 2)	EXTRA COLOR, ADD \$.50 EACH. (More than one, up to 2)	EXTRA COLOR, ADD \$.48 EACH. (More than one, up to 2)	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
\$208.00	\$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 2020 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 17th 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 jersey supplier. We donate 15% of your purchase to your team's fundraising goal. Additional team cycling apparel available. Free order delivery. Orders placed by June 10th delivered by Pelotonia Ride Weekend.										
STYLE	Short Sleeve Jersey (SSJ) Men's and Women's sizing. Club Cut relaxed fit. CoolMax technical material. Full front zipper. 3-rear storage pockets. See website for complete description and other available styles.										
SIZING	https://alloycyclingwear.com/cycling-jerseys-4-2/										
PRICING	<table border="1"> <thead> <tr> <th>JERSEY COUNT</th> <th>PRICE</th> </tr> </thead> <tbody> <tr> <td>6-12</td> <td>\$55.00</td> </tr> <tr> <td>13-99</td> <td>\$45.00</td> </tr> <tr> <td>100-199</td> <td>\$35.00</td> </tr> <tr> <td>200+</td> <td>Call</td> </tr> </tbody> </table>	JERSEY COUNT	PRICE	6-12	\$55.00	13-99	\$45.00	100-199	\$35.00	200+	Call
JERSEY COUNT	PRICE										
6-12	\$55.00										
13-99	\$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 (SRT) Men's and Women's sizing. Gender specific contoured gel pad insert. See website for complete description.	
SIZING	http://alloycyclingwear.com/bibs-and-shorts-2/	
PRICING	COUNT	PRICE
	6-12	\$60.00
	13-99	\$50.00
	100-199	\$40.00
	200+	Call

Style	Cycling Caps (CAP) One size fits all. Lightweight CoolMax technical material. See website for complete description.	
SIZING	http://alloycyclingwear.com/caps/	
PRICING	COUNT	PRICE
	6-12	\$20.00
	13-99	\$15.00
	100-199	\$12.00
	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.										
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 border="1"> <thead> <tr> <th>JERSEY COUNT</th> <th>PRICE</th> </tr> </thead> <tbody> <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> </tbody> </table>	JERSEY COUNT	PRICE	15-50	\$60.00	51-100	\$54.00	101-299	\$47.50	300-500	\$42.00
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CYCLING JERSEY VENDOR CONTACTS



COMPANY	Emblem Athletic	
CONTACT NAME	Garnet Shumaker	
CONTACT EMAIL	garnet@emblemathletic.com	
WEBSITE	https://www.emblemathletic.com/pelotonia	
TURNAROUND TIME	3–6 weeks depending on product	
DESIGN	Unlimited colors and fully custom—Emblem provides free custom art services.	
SPECIAL NOTES	Columbus based. Available by email, phone (937-344-9158) or in person. We'll make it easy and set up an online team store to handle size and payment from your riders. We also offer custom fitness gear (shirts, bags, hoodies) as fundraising options for your team. Built in 10% discount on pricing & 20% donation to Pelotonia. Join hundreds of Pelotonia teams that have trusted us for the last two years. Bonus—owner is riding the 200 mile and will provide personal high-fives to any rider in Emblem Jerseys.	
STYLE	Short Sleeve Jersey (Men's & Women's)	
SIZING	Classic cycling jersey in a lightweight, comfortable and highly breathable birdeye mesh fabric. Features full zip front with three pocket back design.	
PRICING	JERSEY COUNT	PRICE
	12	\$49.00
	13-49	\$44.00
	50-100	\$39.00
	100+	Call
STYLE	Performance Shirts, Shorts, Hoodies, and Gear Bags Emblem Athletic creates fully custom athletic gear for teams across the country, including the US Olympic team—Add other custom fitness apparel to your Pelotonia Team Jersey store.	



CYCLING JERSEY VENDOR CONTACTS



COMPANY	Cuore of Switzerland
CONTACT NAME	Scott Tietzel
CONTACT EMAIL	stietzel@cuore.ch
WEBSITE	https://www.cuore.ch
TURNAROUND TIME	4 Weeks + Shipping. We also do offer expedited 2 and 3 week production for an additional cost.
DESIGN	Full design capability for creative and production setup. \$180.00 (Tops), \$80.00 (Bottoms), \$30.00 (Accessories)
SPECIAL NOTES	Custom Tailor Length Adjustments, Online ordering platform, individual or bulk shipping options. Order min as low as 1 piece.
STYLE	Cycling, Running, Triathlon, Lifestyle and Accessories
SIZING	Men's XS-5XL, Women's XXS-3XL, Kids 116-164

PRICING

Item	300+	100+	75+	50+	35+	20+	10+	5+	1+
Finisher Sport Event Jersey	\$19.75	\$39.00	\$40.00	\$41.50	\$43.50	\$46.50	\$51.00	\$62.00	\$94.00
Bronze Sport Vent Jersey		\$59.50	\$61.50	\$64.00	\$67.50	\$72.00	\$79.00	\$96.50	\$146.50
Bronze Bib Shorts		\$56.00	\$57.50	\$60.00	\$63.00	\$67.00	\$73.50	\$89.50	\$136.00
Bronze Shorts		\$52.00	\$53.50	\$55.50	\$58.50	\$62.00	\$68.00	\$83.00	\$126.00
Cycling Cap		\$12.00	\$12.50	\$13.00	\$13.50	\$14.50	\$16.00	\$19.50	\$29.50
Full Print Tall Socks		\$17.50	\$18.00	\$18.50	\$19.50	\$20.50	\$22.50	\$27.50	\$42.00