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## GIANT NORTHWEST OFF-ROAD RACING PROGRAM 2015 DEALER - RIDER OUTLINE

The following is an outline for the grassroots-level off-road racing program in the Northeast Region. The goals of such a program are: to increase the presence of Giant branded athletes at local and regional events, develop more exposure for Giant product and our cycling lifestyle, create a stepping-stone for developing racers in the region, and build a solid rider base and support structure for the continued success of the Giant Northeast - Pro/Elite branch, formerly the Giant Mid Atlantic Off-Road Team.

### **Description:**

The Giant Northeast Off-Road Team is an opportunity for riders to share their Ride Life with the local cycling community. Giant's Ride Life philosophy fits no single mold, rather molding to those that represent and live it. The intent of this program is to bring together a group of individuals whose personalities and experience combine to tell a unique story which represents the cycling community in the Northeast. Through active involvement and by displaying the positive ideals of 'Ride Life', the result will be enhanced growth in sport, community, and the products themselves. Our team concept can best be defined as a 'professional grassroots' program, with membership consisting of amateur and professional category riders, all operating at a professional level. Although results are important, it is most important that riders embody the Ride Life philosophy and maintain a friendly and healthy attitude at all times.

### **Dealer Benefits/Requirements:**

Building a relationship with the Giant Northeast Off-Road Team offers a unique opportunity that increases awareness of Giant products in your immediate locale and establishes your presence as a resource for the community in the following:

- Create a positive company image by assisting developing athletes/brand ambassadors.
- Enhanced direct relationships with top-level local riders.
- Access to social and marketing opportunities through team events and races.
- Dealers will be required to take delivery of and build each selected rider's bike, due to liability.
- Payments will be processed directly through Giant Northeast Team Management (see your Giant Bicycles Sales Representative for details)

### **Member Benefits/Requirements:**

- Selected members will receive preferred team pricing on a required membership package; package to include a Giant bicycle, cycling kit(s), helmet, socks, clothing, etc. (final package contents and pricing to be determined, see next page for list of targeted bike models, payment to "GMA Cycling" in-full will be required once an applicant is accepted and order is submitted)
- Riders will also have access to current and future pro-level sponsors, as negotiated with each sponsor.
- Riders must register & compete in a minimum of 10 competitive off-road cycling events, in their respective region, plus 2 non-competitive events.
- Members will be invited to attend team-only season kick-off and closing events. These events are likely to include team building, coaching/training, and product knowledge sessions, as well as meals and social opportunities.
- Junior riders will have exclusive access to mentorship opportunities with established senior riders, where junior members will have direct contact with senior and pro-level riders to ask questions and receive advice and guidance on riding, training, product promotion, etc.
- Riders will be required to complete race reports and submit active online feedback about their products and experiences.

**Application:**

All interested Dealers/Riders should contact their respective Giant Sales Representative for access to the GIANT NORTHEAST – RIDER APPLICATION. While the program is targeting the involvement of U23 developing CAT 1 and upper level U18 CAT 2 racers, **all** are welcome to apply.

**Target Models (Dependent on Availability, Riders must choose an Available Model):**

- Anthem Advanced 27.5 0 Team, 1 & 2
- XTC Advanced 27.5 SL, 1 & 2
- Trance Advanced 27.5 1
- Trance 27.5 1
- Trance SX 27.5
- Reign X1
- Lust Advanced 0 & 2
- Obsess Advanced 1
- Intrigue 1

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**GIANT NORTHEAST OFF-ROAD RACING PROGRAM**

**(Including Liv Northeast Riders)**

*2015 RIDER APPLICATION*

NAME:

ADDRESS:

PHONE:

EMAIL:

2015 RACING AGE:

RACING DISCIPLINES: XC ( ) ENDURO ( ) CX ( ) DH ( )

CATEGORY:

PRIMARY DISCIPLINE: ( ) ( ) ( ) ( )

USAC#:

YEARS RACING:

TOP TEN COMPETITIVE RESULTS:

CURRENT/FORMER TEAMS:

PROUDEST CYCLING ACCOMPLISHMENT:

NON-COMPETITIVE CYCLING EVENTS TYPICALLY ATTENDED/PLANNED:

KEY RACING GOALS/PLANS FOR 2015:

LIST YOUR TARGETED RACE SERIES:

**COMMUNITY:**

YOUR LOCAL GIANT DEALER (NAME/LOCATION):

LOCAL DEALER CONTACT (NAME/EMAIL):

Do you have an established relationship with your local Giant Dealer?

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**PERSONAL BACKGROUND:**

DAY JOB DESCRIPTION:

EDUCATIONAL EXPERIENCE:

SKILLS:

NON-CYCLING INTERESTS/HOBBIES:

**ESSAY:**

Why are you interested in joining the Giant North East Off Road racing team?

What does "Ride Life" mean to you?

How do you envision your local (and the greater North East) cycling community growing in 2015?

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Additional Space for Essay responses

*SUBMIT RESPONSES BY EMAIL TO: [team@giantnortheast.com](mailto:team@giantnortheast.com)  
APPLICATIONS MUST BE RECEIVED NO LATER THAN **November 15, 2014**  
RIDERS ARE HIGHLY ENCOURAGED TO COMPLETE APPLICATIONS PRIOR TO THIS DATE*