

Gillingham & District Wheelers Club Constitution

Annexe B - Sponsorship Agreement (2025)

Club and Sponsor Relationship Agreement with Wheels Cycles Ltd

1. The purpose of the sponsorship is to provide a mutually beneficial and commercial relationship between the Gillingham and District Wheelers (the Club) and Wheels Cycles Ltd (the Sponsor), trading as Wheels of Dorset.
2. In order to facilitate communication between the Club and the Sponsor, a representative of the Sponsor may attend all Club committee meetings. The representative may make presentations on issues relating to the sponsor and the sponsorship but is not a committee member and may not vote.
3. The sponsorship arrangements between the Club and Wheels Cycles Ltd will be reviewed annually and agreed prior to the AGM.
4. The following points highlight the respective commitments of the Sponsor and the Club.

Wheels Cycles Ltd sponsorship of the Gillingham and District Wheelers:-

1. 10% off parts and accessories in store; excluding bikes, power meters, sale items, and not in conjunction with other offers.
2. Price matching of internet and rival shops products where possible.
3. Priority servicing in the workshop.
4. Supplying of prizes for the following events:
 - i. Summer and John Holman Road Races
 - ii. Overall winners of the Henstridge Circuit Race Series (if held)
 - iii. Open Time Trial
 - iv. Double Bulbarrow Hill Climb
5. The prizes may take the form of Wheels of Dorset vouchers and may cover up to the first 3 depending on number of entrants.
6. Promotion of the Club.
7. Payment of commercial sponsorship registration fees.
8. For **2025** GDW Member Benefits will include:
 - i. Advice from the Performance Centre Manager on racing and training.
 - ii. Fitting service for members of the club.
 - iii. Computrainer bike sessions for the club.

Gillingham and District Wheelers support of Wheels Cycles Ltd.

1. The 'Wheels of Dorset' name becomes incorporated in the name of the Club e.g. Gillingham and District Wheelers / Wheels Of Dorset.
2. Club members will use the full name of the Club, including the Sponsor's name, when entering events.
3. Club members will ride responsibly and within the law and not act in a way that might damage the reputation of the Sponsor.
4. Club members will be encouraged to give their custom to the Sponsor where possible.
5. Promote the Sponsor within the wider cycling community.