

Cylance Pro Cycling Teams Up With Velo Veneto

Innovative collaboration creates cycling travel experiences for fans and supports Cylance Pro Cycling team sponsor activation programs.

(March 7th, 2016: Irvine, CA) [Cylance Pro Cycling](#), a professional cycling team with a focus on the inaugural UCI Women's World Tour calendar, has teamed up with cycling vacation experts [Velo Veneto](#). Throughout the season, fans will have unique opportunities to meet the athletes and ride with the team. Exclusive VIP events offer the chance for clients, fans, and Velo Veneto guests to engage with the team's sponsors and partners.

"Traditional cycling sponsorships focus solely on results and impressions," says team founder Omer Kem. "We aim much higher. This will be a groundbreaking new way for our partners to activate their sponsorships. By connecting them with their customers and business partners at a wider variety of events and locations than the typical professional cycling team, we are focused on taking each sponsor's ROI to a whole new level."

"At our core, we're focused on racing and performance cycling camps, so teaming up with a world-class team makes perfect sense," says Velo Veneto owner Jason Cardillo. "We're excited about the possibilities for our guests to meet, ride with, and learn from some of the top cyclists in the world." Cylance Pro Team riders will attend and train for key races at select Velo Veneto camps throughout the season, and will offer insight into training, racing, and travel through blog posts and social media.

Cardillo also pointed out that, "the idea to join forces came about through one of our guests. We've all heard how 'cycling is the new golf' when it comes to business and networking, but we see it first-hand at every one of our camps and events. We're using that experience to bring great benefits to our guests, the team's sponsors, and their customers and partners." Velo Veneto will support activating the team's other sponsorships, including providing logistical and organizational support for customized cycling events throughout the year.

The partnership kicks off with an exclusive Cylance Pro Cycling VIP event at the Women's Tour of Flanders. Legendary Velo Veneto services including a central hotel overlooking the Ronde

sign-on area will be complemented with behind-the-scenes access. Guests will scout the course with the team, dine with the team, and sit in on the pre-race team meeting. Multiple race viewings on the big day, including VIP hospitality areas, complete the unique package.

ABOUT Cylance Pro Cycling Team

Inspire Sports is an organization focused on using sport to create innovative marketing strategies for brand partners. Inspire Sports is dedicated to creating a platform for amateur and world-class athletes to inspire fans young and old to inspire others, inspire themselves and inspire to achieve their dreams in athletics. For more information, please email info@inspireprocycling.com

ABOUT Velo Veneto™

Velo Veneto is a cycling vacation provider based in the San Francisco Bay Area. Founded in 1986, the company focuses on challenging cycling trips around the world for avid cyclists, racers, and gran fondo riders. In addition to scheduled camps, Velo Veneto also provides custom events for clubs, teams, and businesses.

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