

Piedmont Charity Sports Promotions, Inc.

212 Hillcrest Dr

High Point, NC 27262

Dear fellow High Point resident and supporter,

I am sending you this letter and information packet in hopes that you and/or your company will consider supporting the High Point City Criteriums, taking place in downtown High Point on Friday, May 28 and Saturday, May 29.

Enclosed is information about the event, how the idea came about and the purpose for the event along with a narrative explaining exactly what a criterium bike race is.

Simply put, the mission of the High Point City Criterium is to promote the City of High Point, North Carolina, showcase its incredible resources, excitement, and energy of the city and its citizens, by hosting the finest criterium races in the Southeast.

I personally became involved with this through my long-standing passion of cycling and by continually seeing the beautiful IHFC transportation terminal as an incredible start - finish area for a downtown race event. As principal owner of Mock Orange Bikes in Winston Salem, NC, I also sponsor, support, and race on a USA Cycling sanctioned team which races across the Southeast. I have wanted to promote and bring a race to downtown High Point for over three years but it has just not made business sense.....it still does not. However, it now makes perfect sense for High Point in these difficult times and for me and others as residents who want to support the City, to make this event happen.

The leaders of the City of High Point and the High Point Convention and Visitor's Bureau are excited, agree and are solidly behind this event. We hope you will agree with other committed sponsors and be willing to help. We hope with early success we can bring the State Championships here and grow to a national caliber pro cycling event in 2-3 years.

Promoting an event such as this requires great energy, commitment and time. I, along with Mock Orange Racing Team Members and with the help of Piedmont Charity Sports Promotions, a 501(c)3 organization, am donating these efforts and time in kind. The City is supporting with services. Approximately 350 racers from throughout the Southeast and across North Carolina will come to race for two days and experience what likely will be a world-class criterium circuit. They will bring family and friends and will stay in the city, thus highlighting High Point.

Secondarily, it is hoped and expected that additional funds raised above event costs will go to three High Point Charities: Open Door Ministries, The Community Clinic, and His Laboring Few Ministries. Our goal is to raise \$15,000-30,000 for these charities. These monies go indirectly to those citizens needing it most, and via charities that have no government support.

We/Piedmont Charity Sports Promotions have done the same thing the past 2 years in

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Lexington, [North Carolina](#) with overwhelming response from their city and citizens and with over \$30,000 returned in charitable donations.

So, this is not just a bike race, nor just another charity event, nor promotion of the bike business. No, this is an awesome opportunity developed to highlight the City of High Point and its resources and secondarily to support those in greatest need in the city.

Additionally, we want you as a supporter and sponsor to find value for your company from this event such that it is a win-win. There will be many things going on besides racing, but too [many](#) to explain in this letter.

I look forward to talking with you about ways to make this all happen. Please review the materials attached and also visit our website, [www.highpointcitycrits.com](http://www.highpointcitycrits.com) to see what lies ahead as well as the efforts and professionalism put forward to date to help promote this event and ultimately the City of High Point.

Sincerely,

Chip Duckett, MD  
Piedmont Urological Associates



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