

# 2024 Avout Racing Sponsor Information and Deals

An important word on sponsorship deals:

Unless stated below, the deals are for you alone, not for parents, kids, siblings, family, friends, blood brothers, etc. Just you! Absolutely no resale of items on marketplace/craigslist/ebay -- that is a huge no-no! And sponsors don't like it when athletes go around talking to strangers about the sweet deal they got through the sponsorship: Talk up the products but keep the details to yourself.

Referrals and social media are the most important things that we can do as a team to get and keep these sponsors. Talk up our sponsors; tell everyone about how great they are. And use the sponsor hash tags in your social media posts. And if you have a friend or family member who wants these great deals? Invite them to join the team!

**ACTION ITEM: Find these sponsors on Facebook and/or Instagram and follow them!**

## 2024 Sponsor List

- Avout Corporation
- Marczyk Fine Foods
- Inspire Orthodontics
- Matt Wimmer, DMD
- Castelli Cycling
- Hawk Construction
- Susan Schell Realtor
- Mike's Bikes
- Flow Formulas
- Challenge Tires
- Bike Works
- Conifer Bike Shop
- Crankbrothers
- Feedback Sports
- Fenix Lighting
- Finish Line
- High Road Coaching
- Honey Stinger
- Light Bicycle
- Limar Helmets and Sunglasses
- Pedal Industries
- Racer's Edge Nutrition
- ROL Wheels
- Schwalbe Tires
- SRM Power Meters
- Sterling Sports Group
- Timber Bells
- Trestle Bike Park
- Zealios
- Other Opportunity: Expert Voice

Read on to learn more about our sponsors and some awesome deals and incentives that are available.

**Avout Corporation**, Avout Racing Founder Barry Wiebe, President and CEO

We are Avout Racing because Barry Wiebe founded the team with the support of his company, Avout Corporation. Avout provides IT project staffing and delivery leadership, Oracle and Microsoft license sales, cloud integration, and managed services to help organizations streamline operations and build

dynamic competitive advantages. Using extensive experience and a vast network, Avout gives clients the right skills, at the right time, at the right price.

Avout's principals and staff have been delivering Oracle and Microsoft applications and related technology for decades. And we've been behind the creation of the best Oracle services practices in the world: Oracle Consulting Services, Accenture, and Capgemini. Now, we are at the forefront of implementing cloud applications and related technologies and integrating those applications with on-premise systems. Over the decades, we've built our own skills and experience as well as a wealth of connections with consultants, vendors, and software manufacturers.

We use that experience, expertise, and network to deliver the right skills, at the right time, at the right price. Team members and immediate family will receive: Minimum of \$500 and up to \$5000 referral gift for an introduction to a company that results in Avout doing business with that company.

Contact Barry Wiebe: Barry.Wiebe@Avout.com, (303) 378-6417, <http://avout.com>

### **Marczyk Fine Foods**, owned by team member Paul Marczyk & family

If you are in Denver, be sure to check out one of Marczyk Fine Foods' locations for seriously awesome meat, wine, fresh baked bread, prepared foods, desserts... and much more! Marczyk Fine Foods is a big supporter of Avout Racing... please give them your support. Think of them for family gatherings in 2024: corned beef for St. Patrick's Day, ham for Easter, barbeques for the 4<sup>th</sup> of July, Friday night burgers at their stores in the summer, turkeys for Thanksgiving, beautiful Christmas roasts, and much more!

- "The Ace": 770 E. 17th Ave., Denver, CO 80203
- "The Deuce": 5100 E. Colfax Ave., Denver, CO 80220

<https://marczyk.com/>

Give shout outs to: @marczykfinefoods

### **Inspire Orthodontics**, owned by team member Wade Housewright, DDS, MS

Inspire Orthodontics has been a critical supporter of ours since we brought on our juniors team and is the reason behind the Inspire Juniors name. Team Members and Immediate Family will receive:

- Complimentary Exam and Consultation
- 20% off Orthodontics and Other Services (up to \$1000 total discount)
- Aerodynamic Smile to make you Faster!

<http://www.inspireorthodontics.com>

Give shout outs to: @inspire\_orthodontics

## **Matthew Wimmer, DMD**, owned by team member Matt Wimmer

Dr. Wimmer graduated from Marquette University with a BS in Biomedical engineering and went on to dental school at Tufts University. Dr W. completed an internship in oral and maxillofacial surgery and an additional year studying all aspects of dental implants. He is a member of the American Dental Association, American Academy of Facial Esthetics, and holds Fellowship status in the International College of Oral Implantologists and is currently working towards his board certification with the American Board of Oral Implantology. He teaches other doctors about dental implants at Implant Pathway in Gilbert, Arizona and lectures for several dental technology companies.

Dr. Wimmer is a general dentist. He provides a wide range of services from regular checkups and cleanings to cosmetic work, dental implants, and minimally invasive treatments for gum disease. Dr W also offers facial cosmetic procedures including botox and dermal fillers, and Opus Plasma skin resurfacing. He offers oral, IV, and nitrous oxide sedation for fearful patients. He utilizes the latest in laser technology allowing most dental procedures to be done comfortably without the use of a painful injection. There is an in-house dental laboratory to handle any restorations without the need to send them to an outside dental lab. That means you spend less time in uncomfortable temporaries and each restoration is tailored to your needs. We have cozy blankets, pillows, noise cancelling headphones, and warm face towels for your comfort. Team members and their dependents can receive the following:

- Non-Insured: 20% off of normal UCR fee
- All team members only will receive a FREE initial exam and X-rays (does not apply to family members)

<https://www.matthewwimmerdmd.com/>

When scheduling an appointment please mention that you are an Avout Racing team member. Give shout outs to: @wimmerdental

## **Castelli Cycling**

Castelli provides our excellent kits at an excellent discount. And you can get non-team Castelli products at a discount several times throughout the year – stay tuned for coupon codes.

<https://www.castelli-cycling.com/us/>

Give shout outs to: @castellicycling

## **Hawk Construction**, Jim Poggemeyer

Jim Poggemeyer was one of the initial forces behind our juniors team and continues to support our team today. Consider Hawk Construction for your remodeling needs!

- Full Service Residential Remodeling
- Complete Projects including
  - Design
  - Construction
  - Product Selection
  - Final Inspection

- In-house designers and design center

<http://remodelingdenver.co/>

Give shout outs to: @hawkconstructiondenver

## Susan Schell Realtor

New for this year – Get your Avout Racing Registration Fees covered by Susan!

Susan is a Ken Caryl resident and mountain biker with a passion for supporting our team goal of riding bikes, having fun, and getting more kids on bikes.

Consider Susan if you are buying or selling a home. Susan has lived in the Denver Area for more than 30 years and has extensive real estate knowledge and experience in the Ken Caryl area, as well as the entire Denver metro area. Susan loves people and helping them find their perfect home! She prides herself on putting her clients interests first, doing a thorough job and having a lightning-fast response time. You can trust Susan will give you, or your referrals, impeccable service. Susan is ranked as a top agent out of 3500 licensed agents in Littleton, and has over 125 reviews on Zillow – see what her clients have to say about her: <https://www.zillow.com/profile/SusanSchellSells>

*New For 2024: If any member of the bike club/team sends Susan Schell a new client referral that closes, Susan will make an additional donation of \$500 to Avout Racing, \$250 to the team and \$250 for you to use towards an Avout Racing team/program registration.*

Contact Susan for your real estate needs: <http://www.homesofkencaryl.com/>

Cell: 303 929 0341 or Email: [susanschellsells@gmail.com](mailto:susanschellsells@gmail.com)

Give shout outs to: @susanschellsells

## Mike's Bikes

Four convenient locations for all of your bike service and merchandise needs:

Highlands Ranch	Parker	Downtown Denver	Denver East
2030 East County Line Road Highlands Ranch, CO 80126 (303) 730-8038	18403 Longs Way, Unit 107 Parker, CO 80134 (303) 841-8522	1500 Wynkoop Street #102 Denver, CO 80202 (303) 835-3438	821 North Ash Street Denver, CO 80220 (720) 573-9988

We are excited to have Mike's Bikes again as our team shop. Team deals with Mike's Bikes are for team members only. Adult team members – discounts are just for you, not your spouse, kids, or anyone else! Junior team members – discounts are just for you, not your parents, siblings, or anyone else! If junior parents want to get the Mike's Bikes discount, they can join the Adult Team. In addition to the Mike's Bikes Team Night deals a few times a year, every day team discounts (for team members only) of 15% are available on parts and accessories, and 10% on bikes. For discounts, let the cashier know you are part of Avout Racing when you check out.

<https://mikesbikes.com/>

Give shout outs to: @mikesbikes

## Flow Formulas

We are excited to continue in our second year with Colorado local Flow Formulas as Avout Racing's sports drink sponsor. Flow Formulas is a premier brand in the endurance sports nutrition space, with clean, allergen-free products to hydrate, fuel, and recover all your adventures.

<https://flowformulas.com/> All team members can get 30% off with code FFAVOUT30. If you have friends or family interested in giving Flow Formulas a try, you can give them this referral code for a one-time discount of 30%: AVOUT30

Note: Our race focused team members (Selects, Academy, and Adults) receive deeper discounts. Email [Jessica@AvoutRacing.com](mailto:Jessica@AvoutRacing.com) to get your discount code.

Give shout outs to: #fueledbyflow #flowformulas @flowformulas

## Challenge Tires

We are excited to bring cyclocross experts, Challenge Tires, on board this year. They will be supporting our CX team with discounted tires. Stay tuned for CX season!

<https://us.challengetires.com/>

Give shout outs to: @challengetires

## Bike Works

We are excited to welcome Colorado local Bike Works to Avout Racing this year. Bike Works makes quality comfortable bike grips in fun colors and patterns. <https://www.bikeworksco.com/> All team members receive 40% off with code Avout40%.

Note: Our race focused team members (Selects, Academy, and Adults) receive deeper discounts. Email [Jessica@AvoutRacing.com](mailto:Jessica@AvoutRacing.com) to get your discount code.

Give shout outs to: @\_bike\_\_works\_

## Conifer Bike Shop

We are excited to welcome Conifer Bike Shop to the Avout Racing family. As our Inspire Juniors Rec MTB program expands to Conifer this year, we are thrilled to have a neighborhood shop join us. Conifer Bike Shop is known for the awesome quality of their bike service work, they also have a great selection of parts and accessories and the ability to special order almost anything you can think of. You can check out [www.coniferbikes.com](http://www.coniferbikes.com) to see a list of brands they carry or reach out with any requests. Team members only can take advantage of 10% off bikes (in stock and special order), 15% off clothing and accessories, 10% off components (in stock and special order), and 20% off bulk orders on boxes of nutrition. They will also give priority timing on service.

Give shout outs to: @the\_conifer\_bike\_shop on Insta or @coniferbikeshop on Facebook

## **Crankbrothers**

Crankbrothers is a long time supporter of Avout Racing. You'll get 50% off MSRP on their website. They are making a process a little more complicated this year. If you want to place an order, please email [Jessica@AvoutRacing.com](mailto:Jessica@AvoutRacing.com) to get the team account log in info and coupon code. <https://www.crankbrothers.com/>

Give shout outs to: @crankbrothers

## **Feedback Sports**

Feedback Sports supports our team and keeps us set up with the tools we need! Look out for emails about discount team orders or reach out to [Jessica@AvoutRacing.com](mailto:Jessica@AvoutRacing.com) if you want to make a purchase at 40% off. <https://www.feedbacksports.com/>

Give shout outs to: @feedbacksports

## **Fenix Lighting**

Fenix Lighting allows us to hold cyclocross practices after dark by providing discounts on bike lights and provides occasional discount codes! Contact us with more information if you want to place an order. <https://www.fenixlighting.com/>

Give shout outs to: @fenixlightingus

## **Finish Line**

Finish Line – the lube experts – have everything you need for great bike maintenance and performance. Finish line will be providing the team with product for everyone to use at races. Hopefully later in the year as they update their website, you will be able to buy direct from their site with a team discount code. <http://www.finishlineusa.com/>

Give shout outs to: @finishlineusa

## High Road Coaching

We are excited to bring on a strong local female coach to the team! You've likely seen Natalie around the local race scene, often in an organizational role with Team Evergreen (Beti Bike Bash, Triple Bypass, etc.) Natalie has been a student of health, fitness, and athletics her whole life. She left the corporate world in 2017 to pursue coaching full time. She is a Level 3 USA Cycling Coach, TrainingPeaks Certified Coach, ACE Health Coach, and National Strength and Conditioning Association Personal Trainer. Natalie primarily identifies as a mountain biker but also enjoys gravel and road. She has had her fair share of success on the bike but is now thriving by helping others. She specializes in creating unique plans based on an athlete's available time, equipment, and goals with a strong correlation between enjoyment and results. <https://highroadcoaching.com/> Natalie will waive the sign-up fee for all Avout Racing team members.

Give shout outs to: @highroadcoaching

## Honey Stinger

You can join the Honey Stinger Hive here: <https://honeystinger.com/pages/the-hive>  
We will offer occasional team ordering opportunities for 40% discounts on Honey Stinger product.  
Give shout outs to: @honeystinger

## Light Bicycle

If you aren't familiar with one of our new sponsors this year, Light Bicycle, be sure to check them out. They are a fantastic source of reasonable priced wheels from China. Our team members get discounts ranging from 5-30% off their already reasonable prices, depending on the type of product. We will offer periodic team orders or reach out to [Jessica@AvoutRacing.com](mailto:Jessica@AvoutRacing.com) if you are interested in ordering something with the team discount.  
<https://www.lightbicycle.com/>

Give shout outs to: #RideLB #LightBicycle @lightbicycle

## Limar Helmets and Sunglasses

Limar is back to support Avout Racing this year, with a bigger line of helmets with MIPS technology and the option of ordering a team custom helmet. If you are interested in ordering a discounted helmet with custom Avout Racing graphics, email [Jessica@AvoutRacing.com](mailto:Jessica@AvoutRacing.com). If you are placing an order on their website for any of their non custom products, you can use code avoutracing30 to receive 30% off your purchase. <https://us.limar.com/>

Give shout outs to: @limarhelmetsofficial

## Pedal Industries

Pedal Industries makes some great cycling accessories, like this Avout Racing custom bag: <https://pedalindustries.com/collections/avout-racing/products/avout-racing-2024-cycling-raceday-bag%E2%84%A2> Use code TEAMAVOUT at checkout for a 20% off discount. If you are a member of the Select team, please email [Jessica@AvoutRacing.com](mailto:Jessica@AvoutRacing.com) if you are interested in a race bag.

Give shout outs to: @pedalindustries

## Racer's Edge Nutrition

Everything they do is tailored to YOU. They provide science-based solutions to help you reach your goals. No diets, no fads, no temporary success. So whether you're looking to get the edge over your competition or just racing against yourself to be the best you, Racer's Edge Nutrition will help you get there. <https://www.racersedgenutrition.com/> Team members receive 20% off your first month and 10% off subsequent months for a year. Oh, and you'll probably become healthier and/or faster!

Give shout outs to: @racersedgenutrition

## ROL Wheels, Tom Hall, Inspire Juniors Rec Head Coach

ROL Wheels is a local company, whose Managing Director, Tom Hall, is one of our Inspire Juniors Rec MTB coaches. ROL Wheels hand builds all their wheels in Denver, for road, cyclocross, adventure, and mountain bikes. <https://rolwheels.com/> You can get custom engraving in your wheels for approximately \$10 per rim! Email Tom Hall [tom@rolwheels.com](mailto:tom@rolwheels.com) for questions on custom engraving. Use code AR20 at checkout for 20% off. Selects and Elite Adult team members receive deeper discounts. Email [Jessica@AvoutRacing.com](mailto:Jessica@AvoutRacing.com) for the coupon code for these teams. As with all deals, it is very important that you never share these discount codes with others. These are for team member purchases only. If you order wheels, please give them a shout out on social media once they arrive and again on your first ride with them, using these tags: @rolwheels and #rolwheels When mentioning on social media, you can highlight and thank the company's support of our team, but never directly share the discount or coupon code.



Give shout outs to: @rolwheels #rolwheels

## Schwalbe Tires

We will have at least one order per season with approximately 40% off MSRP of Schwalbe Tires. Feel free to reach out to [Jessica@AvoutRacing.com](mailto:Jessica@AvoutRacing.com) at any time if you are interested in ordering (check that what you want is in stock) and we can get another order going soon!

<https://www.schwalbetires.com/>

Give shout outs to: @schwalbetires

## SRM Power Meters

SRM Power Meters is offering 20% off all crank based PowerMeters and PC8 head units and set prices on the X-Power pedals of \$1000 for SPD version and \$1125 for the flat version.

<https://onlineshop.srm.de/usa/> Use code Avout20 for crank based and PC8 head units. All pedal orders will have to be emailed to cody@srm.de as SRM does not discount these often. Check out their attached product catalog. A reminder about sponsor deals: Unless otherwise stated, deals are for the team member only – not their parents, kids, spouses, or friends. If you want to take advantage of sponsor deals and you are a junior parent, join our Adult Team!

<http://avoutracing.com/adult-team/>

Give shout outs to: @srm.usa @srmpower

## Sterling Sports Group – Matt McNamara – Avout Racing Academy Director

Matt is a USA Cycling Certified Level 1 Coach with a B.A. in Exercise Physiology, USAC Power and Skills Certifications, and over 25 years of competitive racing, team management and coaching experience. He has coached athletes around the world creating power, heart rate, and perceived exertion-based programs that are custom built to each athlete and situation. Matt has worked with pros, amateurs, juniors, teams, and individuals across a wide spectrum of goals and abilities, and he always appreciates the project that is good coaching.

- USA Cycling Elite Coach
- USA Cycling Certified Skills Instructor
- USA Cycling Power Based Training Certification
- Training Peaks Level 1 Coach

<http://sterlingwins.com/> Avout Racing team members receive 20% off any of his coaching plans!

Give shout outs to: @sterlingspeed

## Timber Mountain Bike Bells

Timber Bells is amazing to provide bells for all our juniors at a discount. <https://www.mtbbell.com/>  
Give shout outs to: @timbermtbbells

## **Trestle Bike Park**

Coming soon. Team members will be able to purchase discounted day passes, season passes, and lodging before the start of the downhill bike season. <https://www.trestlebikepark.com/> Information will be updated at the end of the ski season.

Give shout outs to: @trestlebikepark

## **Zealios**

Zealios offers premium personal care products for athletes and adventurers, such as sun, shower, anti-chafe, and recovery. <https://teamzealios.com/> All team members receive a 25% discount anytime with code: ZupAVOUT

Give shout outs to: @teamzealios

## **Other Opportunities:**

### **Expert Voice**

Expert Voice is a discount website that offers discounts on a variety of brands depending on your profession or organization affiliation. USA Cycling members can sign up for an account and get deals on a variety of brands through this website. <https://www.expertvoice.com/>