



Bike Pure Certification and Licensing

www.bikepure.org



What is Bike Pure?

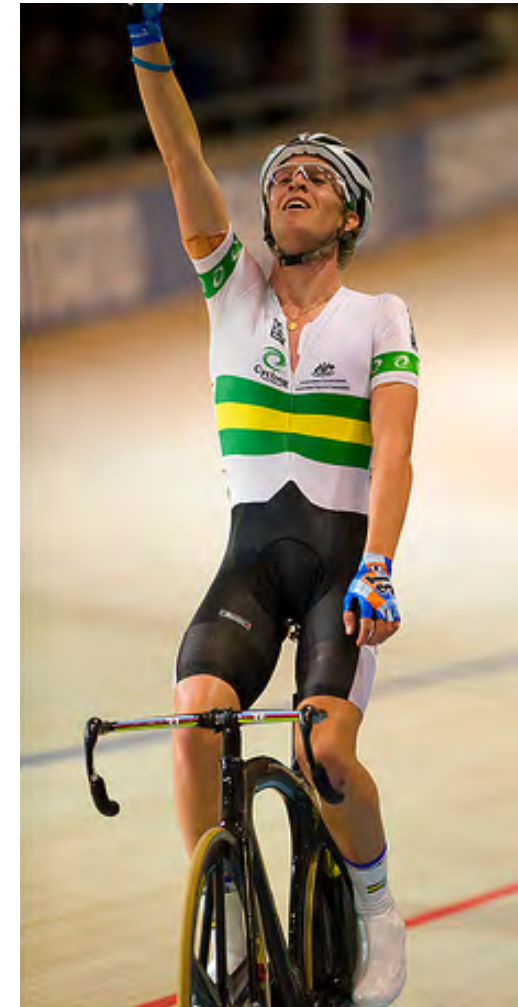
Bike Pure is a not for profit organisation conceived from the doping scandals that hit the 2008 Tour de France and has grown to become the world's largest independent anti-doping and ethical sporting organisation of it's kind.

Bike Pure has become the independent voice for honest, ethical and drug free cycling on a global scale, sending a strong message that you don't have to resort to taking drugs to compete in cyclesport.

Professional riders and teams signing up to Bike Pure adhere to our honour code. Pledging to do their best using only their talent and hard effort, never using performance enhancing drugs or knowingly bringing the sport into disrepute.

More than 130 professional riders use their endorsement of Bike Pure to tell the world that they are opposed to drugs in sport. Among these riders are several World and Olympic Champions, National Champions and World Cup winners including:-

- Cameron Meyer (Triple World Champion and Australian Champion)
- Marianne Vos (World Cup winner and Multiple World Cyclo-Cross Champion)
- Katie Compton (Multiple US Cyclo-Cross Champion)
- Jack Bobridge (World Individual Pursuit Record Holder and Australian Champion)
- Travis Meyer (Former Australian Champion)
- Marco Pinnoti (Italian Time Trial Champion)
- Burry Stander (South African and World Champion Mountain Biker)
- Sarah Storey (Team GB, Paralympic Champion and World Champion)
- Luke Durbridge (World U23 Time Trial Champion and Australian Champion)
- Coryn Rivera (Multiple USA Junior Champion)
- Taylah Jennings (World Junior Champion and Australian Champion)
- Alex Dowsett (Team Sky, British Time Trial Champion)
- Jeremy Powers (1st USA Cyclo Cross rankings 2010/11)
- Alex Morgan (World Junior Champion, Youth Commonwealth Games Champion)
- Jack Bauer (Team Garmin, 2011 New Zealand Champion)



*Cameron Meyer (Garmin-Cervelo)
World Points Race Champion
UCI ProTour Tour Down Under winner*

Photographs courtesy of JXP Photography, Anton Vos & Thomas van Btacht.

Brochure designed & produced by Andy Layhe

The Bike Pure logo and droplet is trademarked and remains the intellectual property of Bike Pure Inc.

Safeguarding the future of cyclesport

Bike Pure acknowledge that both amateur and professional cyclists are not immune to the pressures of doping and cheating in sport. A fundamental part of Bike Pure's philosophy is to help educate young athletes to the dangers of doping and promote honest, ethical participation in sport.

We work closely with many cycling coaches and groups to educate and raise awareness of doping to young athletes. Bike Pure feel that correct guidance given to the next generation of riders will have a foundational effect in the decisions athletes make if they are ever faced with a decision to dope.

The effects of doping are far reaching, not only physically but psychologically. It is imperative that all athletes, beginners and professionals alike, understand that the use of forbidden substances can have severe consequences on both their physical and mental well being. Aspiring young athletes need sincere role models that they can look up to.

Bike Pure are also compiling a set of proposals entitled **Cyclesport 2.0**, a blueprint for the future. **Cyclesport 2.0** is a collection of proposals which we hope will improve cycle sport and help eradicate doping. These recommendations will be democratically correlated, into a finished, working document to start a new era of professional bike racing.

In June 2011 we established an Anti-Doping Research Fund, where 10% of our store proceeds are allocated. Annual proceeds from the Anti-Doping Research Fund are then forwarded directly to anti-doping research organisations in the fight against doping in sport. This gives our members a direct and personal means of contributing to anti-doping.

Bike Pure also enjoy close ties with many national anti-doping agencies including the World Anti-Doping Agency (WADA) and USADA (United States Anti Doping Agency).

Young cyclists in Ireland show their support for Bike Pure.



Bike Pure statistics

- In excess of 40,000 members worldwide who support the Bike Pure message of drug free sport
- 52,000 Bike Pure wristbands in circulation since our inception in October 2008*
- 27,000 Token Products, aluminium Bike Pure headset spacers in circulation since our inception in October 2008*
- 10,600+ followers to Bike Pure's Facebook page* across more than 30 countries**
- 6,900 followers on Bike Pure's Twitter feed*
- Regular updates regarding Bike Pure on leading cycling websites such as CyclingNews.com, VeloNation.com and BikeWorldNews.com
- BikePure.org website viewed in 142 countries (between August 2009 & June 2011)
- Bike pure partnered the 2010, 2011 and 2012 Tour of Langkawi, producing specially commissioned wristbands for the event
- Bike Pure wristband featured in television coverage of many high profile cycling events including World Track Championships, Tour of Ireland, Tour of Britain, Tour Down Under, Tour of Langkawi and the World Cyclo-Cross Championships
- Magazine coverage in major cycling publications including Pro Cycling, Cycle Sport, Bicycling Australia, RIDE Magazine, VeloNews and Cycling Weekly
- Audio coverage on Eurosport and numerous interviews with press and media connected to the cycling industry
- More than 150 amateur teams across the world carry the Bike Pure logo on their cycling kit to show their support for ethical sport
- Official partners to the 2011 Asia Bike Show in China and the 2011 UK Youth Cycling Championships
- Official partner to Out Of The Saddle Charity cycling organisation with UK professionals Russell and Dean Downing
- Official partner to SportsTag ID Identification bracelets to provide a safer environment to cyclists

** We receive in excess of 35,000 page views per day on our Facebook page

* Figures as of January 2012



*Travis Meyer winning the 2010
Australian Road Race Championships.*

Align with Bike Pure

Bike Pure is registered as an Australian not for profit organisation and rely on donations and fund raising to carry out the core services of our organisation. Funding allows Bike Pure to continue it's profound anti-doping message and awareness at both a grass roots and mainstream level. A more in depth analysis on how funding is used can be viewed on page 9.

We encourage companies and individuals to unite under Bike Pure's anti-doping philosophy. This can be accomplished in one of three ways:-

- **License Agreements (page 7)**
- **Corporate Donation Funding (page 10)**
- **Individual Donation Funding (page 10)**

Corporate donation packages C, D and E (see page 10) and any licensing agreements are automatically granted the Bike Pure Certification Mark.

This Certification Mark provides consumers with an assurance that their company endorses the future of cycle sport. Bike Pure is viewed the world over as a trusted brand, associated with integrity and honesty. Registered companies can share in Bike Pure's positive message, using the Bike Pure Certified Mark on their products and websites as a visible sign of ethical union, integrity and honesty.

We believe companies should send a clear message that they will not support, condone or tolerate cheating in sport. This can be achieved by aligning with Bike Pure.

Bike Pure can also licence companies to use the Bike Pure Mark on product packaging and similar promotional material, signifying their alignment with Bike Pure's trusted image.

Aligning your company with Bike Pure allows your valued consumers to make a difference not only in the products they choose, but also by bringing about a major personal impact in the fight against doping and integrity within their own sport.

By purchasing products that carry the Bike Pure Certification Mark, consumers support companies who themselves share and support Bike Pure's anti-doping message and values.

Bike Pure License Agreements

We also operate a system where companies can capitalise on the use of our logo and branding as part of exclusive license agreements.

The granting of a licence agreement authorises companies to use our logo, therefore themselves benefitting from our ethical sporting message.

We encourage the production of accessories associated within the cycling industry and aligned to Bike Pure under license agreements. This could include a wide range of cycling accessories and apparell including helmets, shoes, clothing, wheels and frames to name some examples.

The implementation of license agreements enables Bike Pure to create sustainable revenue, enabling us to continue with our anti-doping message and operations of our organisation, whilst at the same time enabling companies to benefit from our positive message of ethical and honest sport. A percentage of license fees also goes directly to our 'Bike Pure Anti-Doping Fund', giving consumers a direct means of contributing to the fight against doping in sport.

Consumers faced with a choice of purchasing a Bike Pure liscensed product are making an ethical choice in the purchasing of that product and at the same time helping to support honest, ethical sport.

Companies who align with Bike Pure via a license agreement automatically become Bike Pure Certified. The first such company to endorse a Bike Pure License Agreement were renowned compression clothing company SKINS.

If your company or organisation would like more information on our license agreement scheme then please contact Andy Layhe on (0061) 410 896 114 or email andy@bikepure.org.

"I am proud to partner with Bike Pure and believe in their strong code of ethics. I hope that more cycling companies adopt Bike Pure's important commitment to protecting the lives and integrity of our sport."

Greg LeMond - triple Tour de France winner



Bike Pure co-founder Andy Layhe presents a specially commissioned jersey to 3 time Tour de France winner Greg Lemond to raise money for charity.



*Bike Pure proudly support Russell and Dean Downing's Charity organisation Out of the Saddle
www.outofthesaddle.org*

The Certification Process

Companies can apply to become Bike Pure Certified by emailing Andy Layhe at andy@bikepure.org.

Once an application is submitted, our Certification team will evaluate a companies anti-doping attitude and values. We will then begin a process of consultation in building a relationship through positive measures prior to issuing the Bike Pure Certification Mark.

Each company will then be issued with an individual Certification Number as part of the Certification Mark. Use of the Bike Pure Certification Mark will be determined by details set out in an agreement.

Both companies and individuals can take advantage of a number of benefits which form part of the Certification Scheme. A table outlining the benefits can be found on page 10.

Your commitment to drug free sport

Companies wishing to form part of the Bike Pure Certified Company scheme will be subject to an independent analysis of their anti-doping attitudes. This ensures a compliance with Bike Pure's anti-doping philosophy, therefore protecting the integrity of Bike Pure.

It is vitally important that companies become an integral part of Bike Pure's belief of a unified voice for anti-doping and as such, this will be evaluated during the certification process.

Bike Pure's policy on licence fees is to operate a system that is transparent and consistent that balances the need for Bike Pure's anti-doping message to be adequately resourced with the objective of maximising opportunities for Certified Companies.

How are funds used?

Donations and fund raising contributes to the expenses of operating and developing the core services of our organisation, strengthening educational anti-doping awareness and support on a world wide scale. Investing in our effort helps educate all those involved in the sport and we believe that investing in education and building public awareness are the keys to providing a solution to doping and promoting honest, ethical sport.

Distribution of funds:-

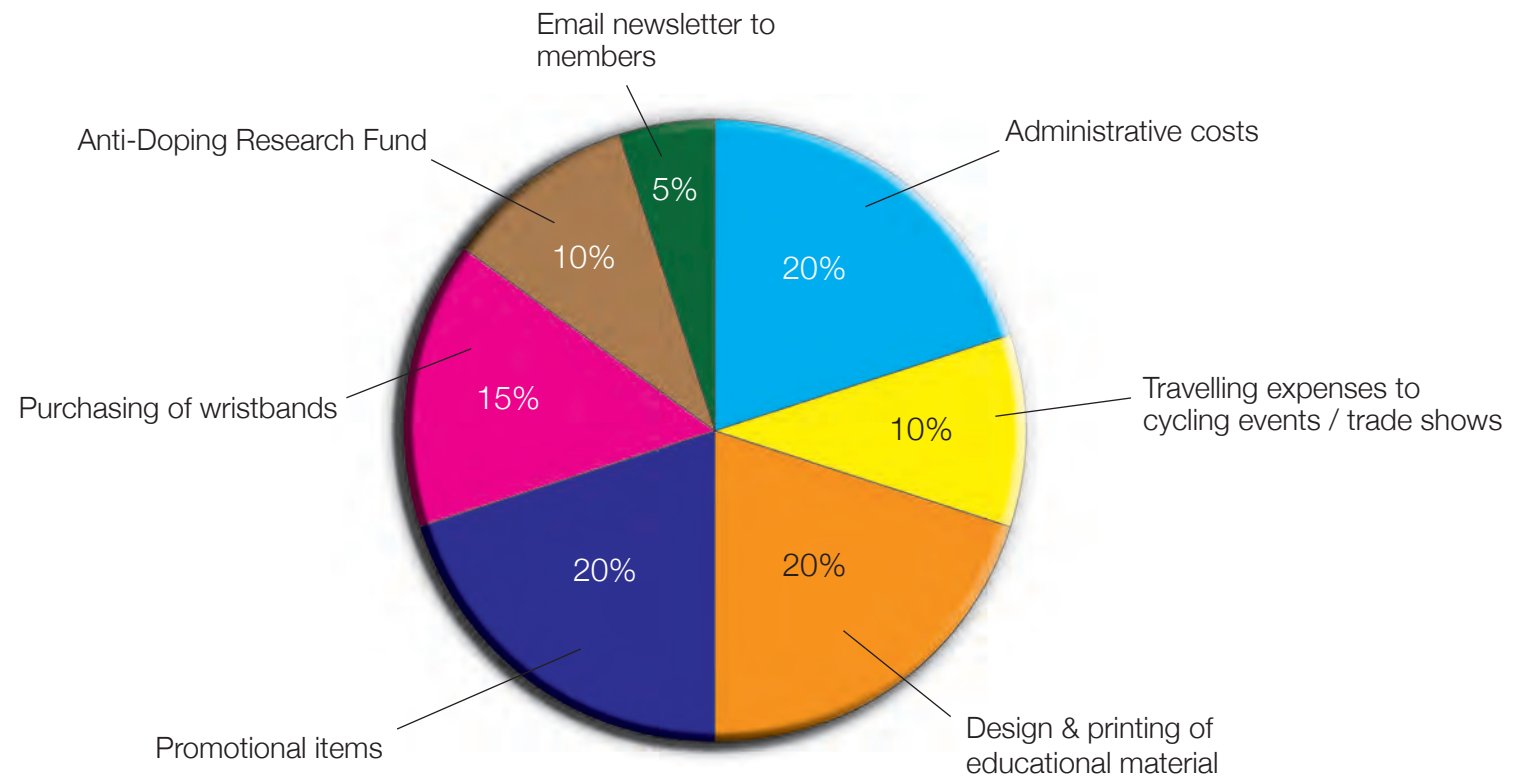


Photo: © jxpphotography.com

World and Olympic Champion Cam Meyer (GreenEdge) is a proud Bike Pure Ambassador

Certification Donation Packages

As part of the Certification process, we have established a variety of corporate and individual packages to suit your budget and requirements.

Donation packages are available from only A\$250 with customised benefits for both Corporate or Individual sponsorship packages.

The chart opposite outlines the benefits with each package price point for both Corporate or Individual sponsorships.

All companies who undertake Corporate sponsorship packages will also benefit from periodic publicity and promotion on our website, Facebook and Twitter feeds along with mentions in our email newsletter to members.

5% of all donations are allocated to our 'Bike Pure Anti-Doping Fund'. This fund is distributed annually to assist anti-doping research and development, giving companies and individuals a direct means of helping to fight doping in sport.

Bike Pure Sponsorship Packages	Corporate Packages					Individual Donation Packages				
	A	B	C	D	E	F	G	H	I	J
Donation Amount (Australian \$)	\$500	\$1000	\$2,500	\$5,000	\$10,000	\$250	\$500	\$1000	\$2000	\$5000+
5% donation to Bike Pure's Anti-Doping Fund	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Box advert on each page of Bike Pure website for 6 months			✓	✓	✓					
Company listing/link on Bike Pure Certification page	✓	✓	✓	✓	✓					
500 Bike Pure tshirts with your company name & Bike Pure logo to be sold on our online store				✓	✓					
Bike Pure limited edition Certification Pin Badge		✓	✓	✓	✓		✓	✓	✓	✓
A selection of Bike Pure wristbands and Token Products headset spacers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5000 official Bike Pure wristbands embossed with your company name/logo					✓					
Framed Certification certificate displaying your affiliation to Bike Pure	✓	✓	✓	✓	✓		✓	✓	✓	✓
Photo CD of Bike Pure riders		✓	✓	✓	✓		✓	✓	✓	✓
Duration of Certification	1 year	1 year	2 years	2 years	2 years					

Use of the Bike Pure Certified Mark

The Bike Pure Certified Mark is a symbol of trust and integrity which represents a company's commitment to honest, ethical sport. Examples of how the mark can be displayed include packaging, point of sale material, websites, retail display stands and banners etc.

Bike Pure will also issue a press release via our large network of press and media contacts providing notification of new Bike Pure Certified companies. Bike Pure Certified Companies will also be displayed on a dedicated area of the Bike Pure website, including company description and links to external websites.

Our extensive membership will be notified of new Bike Pure Certified companies on our Facebook and Twitter media channels, along with our e-newsletter.

Guidelines for use of the Bike Pure Certified Mark on product packaging and promotional materials will be defined in a Bike Pure Certified license agreement.

As a certification label, the Bike Pure Certified Mark can be used in relation to products that are certified in accordance with Bike Pure's ethical standards. We encourage the Mark be reproduced on printed promotional materials, encouraging consumers to purchase Bike Pure certified products.



Russell Downing shows off his Bike Pure wristband at the 2010 Tour Down Under.
© jxpphotography.com



Current Bike Pure Certified Companies





Portugal's Rui Costa wins stage 8 of the 2011 Tour de France



“Cycling fans deserve honest, authentic performances based on trust and integrity”

Myles McCorry & Andy Layhe - co-founders of Bike Pure



17 Queenscliff Place, Mardi, NSW 2259, Australia
www.bikepure.org info@bikepure.org
Tel: (0061) (0)410 896 114



[Facebook.com/BikePure](https://www.facebook.com/BikePure) [Twitter.com/BikePure](https://twitter.com/BikePure)







be part of the future of cyclesport

