

## For Your Bike MS Teams

The benefits of working with Primal include:

**National Sponsor.** Primal is pleased to announce our national sponsorship of the Bike MS program. We are committed to building a true partnership with Bike MS events and their teams. As part of this partnership, our goal is to help Bike MS grow their fundraising potential. If we can work with every Bike MS team, we have the potential to donate more than \$500,000 directly back to fundraising efforts.

**Preferred Pricing.** Primal offers preferred pricing to all teams participating in Bike MS event. Initial design, two revisions, printing set up, bagging and tagging of each item and delivery is included in the price of our custom apparel.

**Primal Gives Back.** As a Bike MS team, we will donate 15% of your custom order total directly back to your team's fundraising account. This additional fundraising will go directly back to your local MS chapter to help fight this disease and support those living with MS.

**Customer Service.** We know that being the captain for Bike MS team is a rewarding, but time consuming position. Cycling apparel isn't your full time job, but it is ours, and your dedicated Primal custom team is committed to helping you create a design and manage your timelines to ensure that everything arrives in your hands in time.

**World Class Design.** The Primal Creative Department is made up of the 10 most talented artists in the cycling industry who are committed to helping your team create a design which stands out and represents your team spirit.

**Premium Quality.** Over the past 20 years, Primal has emerged as the leading designer and manufacturer of premier cycling apparel for teams, clubs and events around the world. We use the best and most technologically advanced components to create apparel that looks good, fits great, feels comfortable and last.

**Primal Custom Pro.** Primal has designed and developed an online system, Primal Custom Pro (PCP), which helps you manage all aspects of your custom order: product requirements, design, production and delivery.

Primal Custom Pro also features a team store option which is an invaluable tool for any team captain. The PCP Team Store allows your team members to place and pay for their orders individually – eliminating any need for you to collect orders and handle money. As a Team Manager on PCP, you are also able to view all orders that are placed by team members and manage communication.