



mentorship + mountain biking

2024

**SPONSORSHIP
OPPORTUNITIES**





WHY SPONSOR THE CYCLE EFFECT?

The Cycle Effect empowers young women through mountain biking to create brighter futures and build stronger communities.

With an emphasis on mentorship and equity, The Cycle Effect's benefits go far beyond the bike. **As a sponsor, you'll help young women pursue their dreams, on and off the trail.**

in 2022, The Cycle Effect...



provided **6,200** hours of year-round coaching + mentorship



worked toward equity: **73%** of athletes identified as Latina and/or BIPOC



impacted **264** athletes across Eagle, Summit, Routt and Mesa counties



awarded **\$33,000** in athlete program scholarships



WHY SPONSOR THE CYCLE EFFECT?



"Through The Cycle Effect, I have not only been able to get better at my mountain biking skills, but I have also been able to expand my community. From the girls that I ride with consistently, to the younger girls that I get to help coach, I am able to create a relationship with them that I would never have if it wasn't for biking.

-Tatum, Cycle Effect athlete

We believe in the transformational powers of belonging and self-fulfillment. We work to remove barriers to the sport of mountain biking by providing everything our participants need, including bikes, apparel, transportation and race fees.

We also go beyond the bike to provide year-round coaching, mentorship and support for our athletes.

Your generosity as a sponsor helps us continue to remove barriers, expand our programming and build equity within the sport of cycling.





SPONSORSHIP LEVELS

PRO LEVEL

transportation sponsorship | \$3,000

- logo placement on one county team van or trailer
- logo placement on one county team practice tee

ELITE LEVEL

race jersey sponsorship | \$2,500

- logo placement on one county team race jersey
- logo placement on one county team practice tee

EXPERT LEVEL

practice tee sponsorship | \$1,000

- logo placement on one county team practice tee

ALL sponsorships include:

- logo and link on The Cycle Effect website
- logo placement in select newsletters
- social media recognition
- opportunity for advocacy days with the team, including trail building, guest speaking, volunteering and group rides



TRANSPORTATION SPONSORSHIP

PRO LEVEL

transportation sponsorship | \$3,000

Your sponsorship provides vital gear storage and transportation for athletes to attend practice, races and events.

More than that, you're helping us create **increased access** to the sport of mountain biking.

boost your brand visibility and break down barriers for our participants.

Eagle, Summit, Routt and Mesa Counties draw **millions of visitors** every year. With bi-weekly practices and community events throughout the year, our vans and trailers are highly visible ways to make your brand stand out to visitors and locals alike.





RACE JERSEY SPONSORSHIP

ELITE LEVEL

race jersey sponsorship | \$2,500

Your sponsorship helps cover the cost of uniform kits, which are provided for every athlete.

Through their experience in The Cycle Effect, 100% of our participants develop goal setting, grit, resilience and confidence that translates to life off the trail.

Your brand logo will be seen on our jerseys at elite races around Colorado, including international visibility at events like SBT GRVL.





PRACTICE TEE SPONSORSHIP

EXPERT LEVEL

practice tee sponsorship | \$1,000



We offer 80 days of programming per team every year, which equals **80 days** that your brand logo will be seen at local trails and events throughout your community.

Help us outfit our athletes for practice! The Cycle Effect tees unite our teams, creating an atmosphere of **belonging**.

Plus, it creates visibility and a reputation for values-based marketing for your brand.



complete this form online



SPONSORSHIP COMMITMENT

PRO LEVEL

transportation sponsorship | \$3,000

- logo placement on one county team van or trailer
- logo placement on one county team practice tee

van **county:** eagle summit mesa routt

trailer **county:** eagle summit mesa routt

ELITE LEVEL

race jersey sponsorship | \$2,500

- logo placement on one county team race jersey
- logo placement on one county team practice tee

county: eagle summit mesa routt

EXPERT LEVEL

practice tee sponsorship | \$1,000

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name

date

company

total sponsorship \$

signature

Fill, sign and return to info@thecycleeffect.org by **December 15.**

The Cycle Effect Tax ID# 46-0961369 | thecycleeffect.org | 970-306-7572

complete this
form online



IN-KIND SPONSORSHIP

what does "in-kind" mean?

In-kind sponsorships represent donations of storage space, mountain bike equipment, cycling apparel, gift cards, food, mentorship opportunities for athletes, bike park passes, bike mechanic service, professional services (e.g. photography), or other *non-monetary sponsorship* that benefits The Cycle Effect.

These in-kind sponsorships help offset our budget expenses and enhance our mission!

We offer sponsorship benefits at 50% of the in-kind value. For example, a sponsorship donation valued at \$2,000 = \$1,000 sponsorship level benefits.

tell us about your in-kind sponsorship donation:

in-kind value of your sponsorship \$

name

date

company

signature

Fill, sign and return to info@thecycleeffect.org by **December 15**.

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THANK YOU!

learn more about our impact

