

2024



Sponsorship  
Opportunity  
Package



# Cycling on PEI is growing fast and WE NEED YOU to be part of the movement.

## Our Mission

For the benefit of its members, partners and the general public, Cycling PEI provides **education and leadership** that contributes to a **vibrant and healthy cycling experience** on Prince Edward Island.



## What are we up to?

**Cycling PEI is involved with all aspects of cycling on PEI.**

- We make cycling accessible for all.
- We focus on kids and get them riding early.
- We work with governments and other cycling groups to develop bike paths for commuting and recreation.
- We advocate for cyclo-tourism on PEI.
- We provide insurance to our members participating in sanctioned events.

## We are making our mark

- We are driven to be **inclusive** in all of our activities because we believe in a more **diverse** cycling community.
- As an active member of the Sport PEI family, Cycling PEI is the only organization that can sanction nationally recognized **cycling events** on PEI.
- We **celebrate**, recognize and honour the **achievements** of our members, volunteers and community leaders.
- Cycling PEI's all-ages and abilities **programming** continues to grow in leaps and bounds.

## Your sponsorship can

- Support the development and growth of cycling on Prince Edward Island.
- Connect you to a movement that promotes active living and healthy lifestyles.
- Help broaden the cycling community by supporting our community leaders.
- Make cycling safer for all cyclists on PEI.
- Provide access to a diverse and growing membership that offers great marketing visibility and outreach.



[cyclingpei.org](http://cyclingpei.org)



# Marketing Opportunities

**Cycling PEI delivers awareness, visibility, and marketing opportunities as part of the return on your investment.**

## Events

Cycling PEI is hosting more than a dozen races and rides in 2023 that attract athletes, their families and friends, and other spectators.

You can sponsor an event for \$300 to \$1200, or talk to us about hosting your own cycling event - see the next page for details!

## Clubs and Programs

From our Rigid Riders all-ages mountain bike club with hundreds of participants every week, to our new HopOn kids cycling program coming to schools and communities throughout PEI, there are many opportunities to connect to the communities of enthusiasts we convene!

## Exposure for your brand

All sponsors receive thanks through our website, newsletter, social media and annual awards ceremony. There are also opportunities for additional exposure, by sponsoring kids bikes in our fleet, through ads in our monthly newsletters, adding your logo to Cycling PEI jerseys, on our prominent storage container at Brookvale, on our race tape, number plates and podium.



## Sponsorship Opportunities



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GET INVOLVED



Be part of the movement

Become a Member

[cyclingpei.org](http://cyclingpei.org)

# Sponsorship Specs



## Extra Perks for our Sponsors!

No matter what form your sponsorship takes, your business will receive additional perks depending on your overall annual sponsorship level.

	CARBON \$5000+	TITANIUM \$2500+	ALUMINUM \$1000+	STEEL \$500+
<b>1</b> Featured on CPEI website				
<b>2</b> Newsletter and social media shoutout				
<b>3</b> Logo on official CPEI jersey				
<b>4</b> Free ad in newsletter	x 3	x 2		
<b>5</b> Merchandising opportunities to CPEI members				
<b>6</b> Annual Award Naming & Presentation				



## Event Sponsorship

The cost to sponsor an event is depends on the expected number of participants (including both athletes and spectators). Events are promoted widely though email and social media, further extending your brand's exposure beyond day-of participants.

A maximum of TWO sponsors are accepted per Event.

<b>Piccolo (20-50): \$300</b>	<b>Grande (101-150): \$900</b>
<b>Medio (51-100): \$600</b>	<b>Enorme (151+): \$1200</b>

**Please contact us for a complete list of event sponsorship opportunities.**

### Event Sponsorship Benefits:

- ✓ Your brand featured in all event promotions and race results.
- ✓ Opportunity to provide banners and/or set up a presence to engage with event participants.
- ✓ Recognition during awards ceremony or event wrap-up.
- ✓ Opportunity to provide door prizes and/or special offers to participants.

### Host an Event

Want to be the exclusive Title Sponsor of a cycling event, co-designed and organized with Cycling PEI to achieve your desired objectives (including brand exposure, opportunities for employees, fundraising and more?). Please talk to us!

**Be it a race, ride or bike rodeo, Cycling PEI can help make it happen, bringing our:**

- Expertise
- Insurance
- Gear
- Promotional power
- Staff & Officials
- Bikes



## Club & Program Sponsorship

Cycling PEI is host to a variety of cycling clubs and programs taking place on a recurring basis throughout the cycling season. including:

- **Rigid Riders All-Ages Mountain Bike Club (250 direct participants)**
- **HopOn School & Community Youth Program (for kids aged 6-16)**
- **High Performance Youth Summer Program (25+ youth and coaches)**
- **High School Intro to Mountain Biking Program**
- **Wednesday Women's Mountain Bike Rides**
- **Stratford Women's Road Rides Club**
- **Monday Night Road Ride Club (Charlottetown)**

## Club & Program Sponsorship Benefits may include:

- ✓ Your brand featured in all club/program promo.
- ✓ Opportunity to provide banners and/or set up a presence to engage with participants during club events .
- ✓ Your brand on club jerseys.
- ✓ Opportunity to provide door prizes and/or special offers to club participants.

**Please contact us to discuss the best Club or Program Sponsorship fit for your business!**

## Bike Sponsorship

In order to grow and enhance our youth offerings, Cycling PEI is investing in a fleet of quality bikes that we lend to kids participating in our programs.

**For just \$200 per year, your business can be recognized as the official sponsor of a kids bike in our fleet, complete with a sticker on the bike featuring your brand!**

Your sponsorship will help cover costs to maintain and eventually replace your sponsored bikes, ensuring that our bike fleet can be enjoyed by youth for years to come!

## More Opportunities for your Brand

Opportunity	Value
<b>"Own the Podium"</b> (three-year sponsorship term - your brand on the gold, silver or bronze step of our podium)	<b>Gold:</b> \$1500 <b>Silver:</b> \$1250 <b>Bronze:</b> \$1000
<b>Race Plates Sponsor</b> (three-year sponsorship term - your logo one of two featured on the race plates used by all racers in our MTB events for three years).	<b>\$1000</b>
<b>Race Tape Sponsor</b> (three-year sponsorship term - your brand featured on all course-marking tape used for Mountain Bike events for three years).	<b>\$1000</b>
<b>Seacan or Event Trailer Sponsor</b> (three-year sponsorship term - your brand featured on our prominent storage container at Brookvale, and/or our ubiquitous event trailer.	<b>\$1000 for one location</b> <b>\$1500 for both seacan &amp; trailer</b>



# THANK YOU!

We would appreciate the opportunity to sit down with you to answer any questions you may have. We would like to hear your feedback on how we could partner for mutual benefits in this diverse and growing sport and activity called cycling!

## Contact:

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## Cycling PEI Board of Directors

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