



# 2018 SPONSORSHIP OPPORTUNITY PACKAGE



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Remember  
the first time you  
rode a bike? The thrill and feeling of  
independence  
that came with your first trip  
around the block?



**Cycling PEI is developing  
the sport of cycling on the Island.  
We need you to be part of our team!**

## SPONSORSHIP OPPORTUNITY

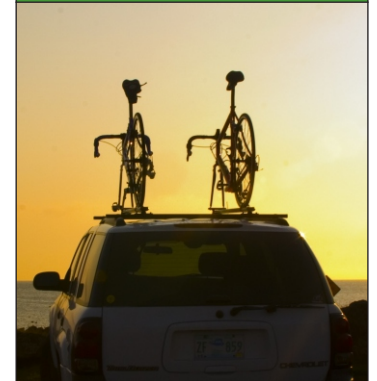
### Our Mission

### 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.

### Who Are We?

Cycling PEI is a non-profit, volunteer-directed provincial body for bicycling. We are affiliated with the Union Cycliste Internationale (UCI) through our partnership with the Canadian Cycling Association (CCA) and a member of the Atlantic Cycling Center in Dieppe. We represent the full diversity of cycling.







## What do we do?

Cycling PEI is engaged in every aspect of competitive and non-competitive cycling. We train and certify coaches, officials, volunteers and riders - young and old. We licence racers and insure members when they are cycling in our sanctioned events, including our recreational rides. We work with the Atlantic Cycling Center to develop young athletes' potential through the Long Term Athlete Development program. We are also involved with municipal and provincial governments to develop bicycle lanes and paths for commuting and recreation. We support the cyclo-tourism industry and its benefits to the Island.

## How are we unique?

Cycling PEI is the only organization that can sanction nationally recognized bicycling events on Prince Edward Island. As an active member of the Sport PEI family of sports, Cycling PEI recognizes and encourages riders of all ages with an annual awards banquet. Riders and volunteers from across the province are recognized for their hard work, achievement and contribution to the sport of cycling.

## Why be involved?

- Support the development of cycling on Prince Edward Island
- Be part of a green sport that promotes active living and healthy lifestyles
- Assist us to provide community leadership and involvement
- Education and promote safe cycling practices for all cyclists
- Access to a diverse membership that offers great marketing visibility

### SPONSORSHIP OPPORTUNITY

#### What do we do?





## Marketing Opportunities

### *Sport Fairs, Clinics, Trade shows*

Cycling PEI showcases our sport to the general public, at schools, and directly to our membership with clinics and courses. Our "Podium Banner" used at these events adds exposure and photo opportunities beyond our existing membership, increasing your brand and/or logo awareness.

### *Cycling PEI Jersey*

Cycling jerseys are well known for their vibrant colors and eye catching logos. Cycling PEI's first jersey was produced in 2008 and was a huge success with hundreds produced. We anticipate great potential for this product again this year, as the excitement over having our own jersey, and the demand from cycling tourists has been overwhelming. Cycling jerseys are typically worn in all conditions for competitions, while riding or just enjoying a Sunday afternoon ride. The long lifespan of a jersey is a marketing dream. Time and space for the coming season are limited, don't miss this opportunity!



*Cycling PEI production jersey design. Subject to change without notice.*

## SPONSORSHIP OPPORTUNITY

## Marketing Opportunities





## Marketing Opportunities

### *Event Banners*

We can provide added exposure and branding by displaying your provided banner at key events.

### *E-Newsletter*

Cycling PEI distributes an E-newsletter to registered members and to the general public who wish to be on the mailing list. This regular communication includes promotional opportunities for sponsors.

### *Merchandising*

Cycling PEI has numerous opportunities with membership kits, race or event day kits, and public displays to promote and advertise on your behalf. Whether its coupons, flyers, product samples or brochures, we have avenues to increase awareness of your brand, product or service for your sponsorship dollar.

## SPONSORSHIP OPPORTUNITY

## Marketing Opportunities



*Cycling PEI membership card promotional opportunity.*





## Marketing Opportunities

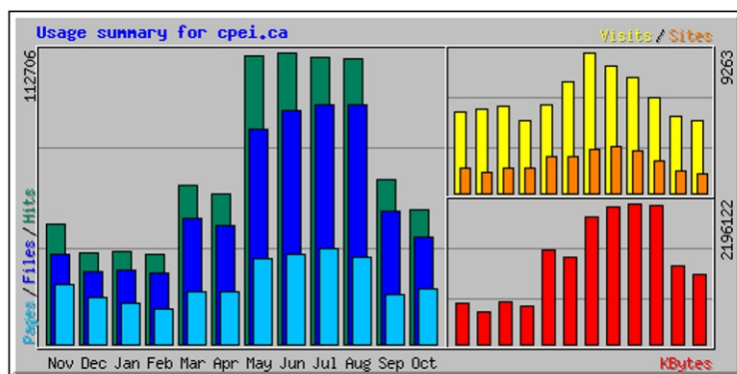
Cycling PEI delivers awareness, visibility, and marketing opportunities as part of the return on your investment.

### *Cycling PEI Events*

Cycling PEI sanctions and hosts dozens of major events throughout the year. From recreational touring rides to high paced mountain bike and road races, there are opportunities to sponsor a single event, a series or to be our Presenting Sponsor. We have a level of sponsorship to fit all needs and budgets.

### *Web Site Logos, Links and Banners*

All sponsors are provided with strategic advertising opportunities on the Cycling PEI website. Our site is clean, updated on a regular basis and is the focus point for cycling information for not only local cyclists, but potential tourists and visitors as well. At well over 400,000 page views per year, our site is successful and growing! A quick visit to our website will show the benefit our current sponsors are receiving!



## SPONSORSHIP OPPORTUNITY

## Marketing Opportunities







## Sponsorship Packages

### **Carbon** \$7,500 (1 position)

- Presenting sponsor at all CPEI events
- All press releases
- Start & Finish Line Banners
- Front page logo and link on web site
- Premium logo placement on CPEI Jersey
- Banner and recognition at Annual General Meeting
- Logos on all Bibs and Plates
- CPEI Jersey and membership kits (4)
- Invitation to AGM banquet (4)
- Award naming and presentation award at AGM
- A guided ride hosted by CPEI
- Merchandising opportunities to members
- Podium banner with premium placement

### **Titanium** \$2,500 (3 positions)

- Citizen series discipline sponsor (MTB or Road or Recreational)
- Pertinent press releases
- Selected page logo and link on web site
- Key logo placement on CPEI Jersey (sleeve or pocket)
- Recognition at Annual General Meeting
- CPEI Jersey and membership kits (2)
- Invitation to AGM banquet (2)
- Merchandising opportunities to members
- Podium banner with preferred placement

### **Aluminum** \$1,000 (8 positions)

- Selected page logo and link on web site
- Logo placement on CPEI Jersey
- Recognition at Annual General Meeting
- CPEI Jersey and membership kit (1)
- Invitation to AGM banquet (2)
- Merchandising opportunities to members
- Podium banner

## SPONSORSHIP OPPORTUNITY

### Sponsorship Packages





## Sponsorship Packages

### **Steel \$500** (12 positions)

- Single event sponsor of our choice
- Selected page logo and link on web site
- Black & white Logo placement on CPEI Jersey
- Recognition at Annual General Meeting
- Membership kit (1)
- Invitation to AGM banquet (1)
- Merchandising opportunities to members
- Podium banner

### **Supporter \$250**

- Link on web site
- Recognition at Annual General Meeting
- Membership kit (1)
- Invitation to AGM banquet (1)
- Podium banner

### **Project Based Support**

- Technical Director position - \$10,000
- Kids buy a bike program - \$500 - \$2,000
- Medals and Awards program - \$500
- Create your own! Let's talk...

### **Donor Program**

Cycling PEI is able to provide a charitable tax receipt for monetary donations. Donations can be directed toward a specific program or discipline (BMX, Road, MTB, etc) or can be more broad in nature e.g. youth programs. Non specific donations will be used to build and support the foundations of our goals and mission.

#### SPONSORSHIP OPPORTUNITY

#### Sponsorship Packages







## Why BMX?

Bicycle Motocross is an excellent draw for youth. While BMX can be technical and demanding in its elite form, for beginners, its fun, easy to learn, and remarkably safe. BMX encompasses many facets ranging from dirt track racing, to ramp and freestyle activity. BMX riding creates the foundation for a life-long love of cycling and is almost always an instant hit with kids. BMX is a new sport in the Olympic Games, and will be part of future Canada Games competitions.

## Why recreational riding?

Most people are not involved in bicycling for the competitive side of the sport. This doesn't prevent them from enjoying the healthy benefits of bicycling. Our Island presents many unique cycling opportunities for riders of all ages and abilities. From our Confederation Trail, winding Heritage Roads, quiet woodland trails to our picturesque country roads we have some of **the best** cycling opportunities on the planet! We are proud to host and promote recreational riding as an important part of active living and a healthy lifestyle. Cycling PEI is not just all about racing!

## Why mountain biking?

Cycling PEI has a long term lease to use the nordic ski trails at Brookvale during the summer months. This is an excellent centralized location for premium mountain biking. Currently we are aiding in the development of additional mountain bike venues throughout the province. Many island youth get their start in mountain biking. The Rigid Riders is an excellent example of a successful volunteer-based youth mountain bike club devoted to developing youth and the sport.

## Why road riding?

From any front door on the Island, an abundance of beautiful rural roads is mere minutes away! Cycling is one of the better sports for cardiovascular fitness. Cycling has no age barriers. Road riding is generally appreciated more in Canada following the successes of Lance Armstrong in the Tour de France. In reality, competitive cycling has been steadily growing in popularity for decades. Road riding creates more than just elite athletes; adult riders can continue to ride for their entire lives. Cycling PEI is proud to be involved in large competitive and recreational road events, such as the Tour de PEI and the North Cape Coastal Ride.

### SPONSORSHIP OPPORTUNITY

#### Why BMX?





## 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, amazing sport called cycling!

## Contact Information

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### *President:*

Paul Deighan

## SPONSORSHIP OPPORTUNITY

Thank You!

