



# Sponsorship Proposal

Gastown Cycling Club 2022





## Dear Prospective Sponsor,

Gastown Cycling Association (“Gastown”) is dedicated to building mutually valuable relationships that both advance our club’s objectives, and the regional brand presence of each of our sponsors. We believe that an association with Gastown will bring real and measurable benefits to your company or organization and we look forward to identifying just how.



## About Us

Gastown is a B.C. based, non-profit organization created in 2009 by local cycling enthusiasts to provide a forum for education, fitness and camaraderie. We share an enjoyment of cycling in all its forms, and attract riders from across the spectrum, from weekend warriors to Cat 2 racers. Our club’s mission is to foster a greater awareness and appreciation of cycling as a way of life, while leading in fundraising for local charities and advocacy for safer city streets for all users.



## Gastown’s 2021 Goals are:

- Improving the rider experience by focusing on skills, confidence and safe navigation;
- Ensuring all rides are inclusive, enjoyable, challenging, and celebrate the region’s diverse geographies;
- Continued engagement in fundraising and advocacy initiatives;
- Expansion and improvement of our racing team.

With a recognized brand and an infectious attitude, Gastown is spreading the good word of cycling, one ride at a time.

**We’d love for you to join us!**



# Club Facts

Gastown Cycling offers an opportunity for individuals to nurture their love of cycling through organized group rides and social gatherings with friends, family and coaches. Rides are designed to improve skills on all types of terrain: we ride road, indoor track, and cyclocross; with challenging hill climbs, technical trails and time trial courses. In all our endeavours, we stress safety, teamwork and respect for the rules of the road; we recognize that as ambassadors for our sponsors, we have a duty to ride responsibly at all times.

Our club is also a racing team; many of our members race locally for fun, and our group includes a team of serious, seasoned racers who, prior to 2020, travelled regularly to provincial and national events. In 2019, our racers began the season in UCI CAT3 and CAT4 status in recognition of their past success, much of which came down to selfless teamwork.

## **2021 Team Facts:**

54 members.

(43 men & 11 women)

Men's and Women's Racing Team

(CAT2 to CAT4 status)

3 NCCP Certified Cycling Coaches

## **Representative Events:**

Pacific Populaire

Rotary Ride for Rescue

Tour de Cure©

Canada Day Populaire

Gastown Grand Prix

Gran Fondo Axel Merckx Penticton

Triple Crown for the Heart

Prospera Valley Fondo

Gloutman Simpson Cypress Challenge

Wheel to Heal

RBC Whistler GranFondo



# Cycling – A Growing Force in Canada’s Economy

Cycling is on the move, demonstrating enviable year over year growth in both participation rates and economic terms. This should not be surprising: it represents an environmentally friendly, economic, and healthy mode of transportation that fits particularly well with our West Coast lifestyle. Road racing is the pinnacle of the sport and offers the best way of capturing the imagination of aspiring racers and recreational cyclists alike.

## Cycling Stats in Canada

- \$642.8 million total contribution to the Canadian economy in 2013 (Source: Statistic Canada).
- Physical inactivity alone cost \$1.6 billion in annual health care cost across Canada. A 10% increase in physical activity will help save \$150 million annually to the Canadian health care system (Source: Health Canada).
- 30 minutes of brisk cycling several times a week reduces the risk of developing coronary heart disease, adult diabetes and obesity by as much as 50% (Source: David Suzuki Foundation).
- Individual savings – it costs about \$200 per year to maintain a bike, plus an additional \$300 for accessories – compared to \$7,500 the average Canadian pays to own a car (Source: David Suzuki Foundation).
- Workplace benefits – for companies with employee physical activity initiatives, increased productivity and reductions in absenteeism, turnover and injury can result in a benefit of \$513 per worker per year (Source: <http://thirdwavecycling.com/>).
- 2010 Cycling Canada reported 10,000 competitive & 24,000 recreational licensed riders, increasing at a rate of 10% per year. These figures do not include the ten of thousands of recreational cyclists that do not belong to a cycling club (Source: Cycling Canada Association).
- Since 2010, Granfondo Whistler rider capacity grew to 7,000 cyclists ranging in ages from 14 to 79. It is an epic 122 km ride from Vancouver to Whistler along the scenic Sea to Sky Highway (Source: <http://granfondowhistler.com/>).
- Since its inception, the Ride to Conquer Cancer has raised more than \$105 million in eleven years, making it B.C.’s largest cancer fundraiser.





# Sponsorship

## How does your contribution work?

We want your company to be a part of the Gastown Cycling community. We recognize that our social, advocacy, and charitable fundraising objectives cannot be met without partners, and your financial support is necessary to help the club operate and sustain growth. The cost of participating in organized cycling events – which includes **licenses, insurance, race fees, travel, uniforms, equipment** and **club / event administration & operations**, quickly absorbs funds generated by club dues. Your support ensures that our club members and racers have an opportunity to contribute to the cycling community, while we spread our sponsors' brand and grow their reputations as leading contributors to worthy community causes.

## Sponsorship Benefits

To all of our supporters, we offer a unique opportunity to participate in the visible presence of cycling in our region, and benefit from the expertise our members have cultivated as safe streets advocates, urban and transportation planners, visual designers, and much more.

Cycling has everything your company needs for mass public attention: speed, drama and inspiring accomplishments of endurance and athleticism. It has broad demographic appeal, and is a powerful community builder.

Our aim is to co-design with you a sponsorship package that advances the objectives you bring to your involvement – from increased, place-based social media presence to an outlet for your own employees' team-building.





# Sponsorship Levels

Each year, hundreds of cycling kits are distributed to club members, alumni around the country, as well as to friends, family and supporters. Your logo will receive thousands of hours of exposure as a moving billboard, and will gain recognition through media and our growing membership body. Different levels of sponsorship provide varying levels of exposure for your brand.

**GASTOWN**  
*cycling*



## Co-branding Sponsors (A+D): \$15,000

Primary logo placement on Club & Racing jerseys

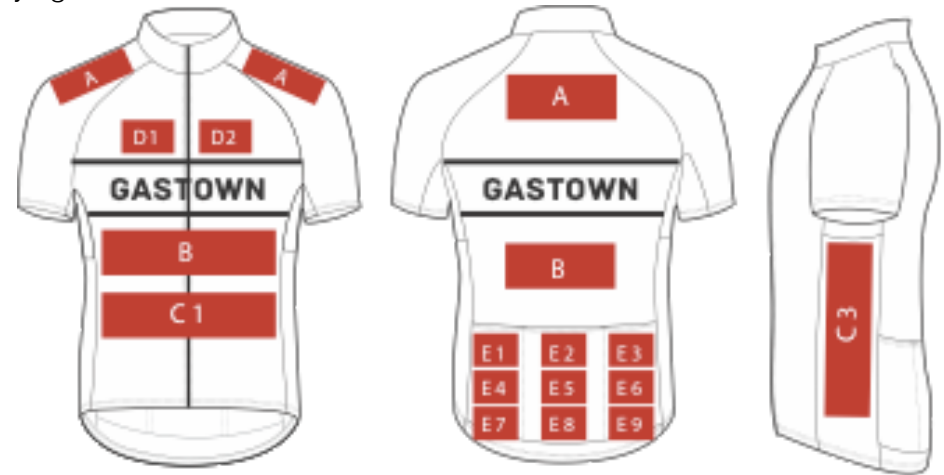
*Primary logo on Shorts (subject to long term sponsorship agreement).*

Business featured on our Website & Social Media.

Primary logo placement on Banners.

Primary logo placement on Team Tent (10'x10') *(subject to long term sponsorship agreement).*

Negotiable # of club memberships.



## Gold (B): \$5,000

Secondary logo on Club & Racing jerseys.

Business featured on our Website & Social Media.

Secondary logo placement on Banners.

2 free club memberships.

## Silver (C): \$2,500

Large logo on Club & Racing jerseys.

Business featured on our Website & Social Media.

Logo placement on Banners.

1 free club membership.

## Bronze (E): \$1,000

Logo on Club & Racing jerseys.

Business featured on our Website & Social Media.

Logo placement on Banners.

## Product & Service (E)

Logo on Club & Racing jerseys relative to in-kind value of product and/or service.

Business featured on our Website & Social Media.

Logo placement on Banners.

