

**Sponsorship for the Skylands Cycling Club**



**USA Cycling Division III**

**2017 Club of the Year**

Skylands Cycling Club is a 501c3 organization entirely run by volunteers. Our club is focused on providing a variety of bicycle riding opportunities in an environment of friendship and support as well as numerous charitable endeavors that foster health and safety. Skylands Cycling Club is comprised of over 100 cycling enthusiasts residing in and around the Sussex County area and was awarded the USA Cycling Division III 2017 Club of the Year for its diverse contributions through cycling.

### **What we do...**

**Cycling Activities.** The Skylands Cycling bicycling activities are designed to benefit the membership to improve health and fitness, cycling skills, training for competition, and simple enjoyment. Skylands Cycling offers leader run weekly rides including: Monday night new member and beginner rides, Tuesday night criterium racing, Wednesday night racer training, and Thursday night skill development rides from April - October. The club also offers weekend touring rides for all skill levels which run in and around Northern New Jersey, Pennsylvania, and New York with special social pit-stops to part-take in local goods and attractions.

**Rider Development.** Skylands Cycling looks to develop riders from beginners to the top level of the sport as well as mentor youths. Annually the club hosts bike clinics on bicycle maintenance, bicycling fit, and cycling skills. The club also runs a Ride More/Ride Better Development Program which provides incentives for beginner and intermediate riders to strengthen their riding fitness, cycling skills, and just ride more often.

**Cycling Safety.** Skylands Cycling supports bicycle advocacy via the NJ Bike & Walk Coalition (NJBWC) which focuses on providing a safer environment for cyclists and pedestrians at the state and national levels. The club has also sought out opportunities to assist furthering the bicycle safety in the local community by volunteering to act as ride marshals for charity events, provide instruction at local youth bike rallies, purchased and distributed helmets as part of a bike drive for children of underprivileged families, and served as ride captains for the InTandem organization; providing bicycle opportunities to the vision impaired.

**Competitive Racing.** Skylands Cycling has an established 15-member racing team which participates in numerous competitive events. Skylands Cycling also hosts three USA Cycling sanctioned events annually: the Augusta Training Series, the High Point Hill Climb, and the Giro del Ceilo. These events attract cyclists locally and throughout the northeast. In 2018, the Giro del Ceilo, a two-day stage event, boasted over 400 participants from across the eastern seaboard.

**Charitable Endeavors.** Skylands Cycling supports and donates to numerous non-profit organizations and events. In the past cycling members have participated in Force Ride for Cancer, Police Unity Tour Fundraiser Ride, and the Bike to beat Epilepsy. Our membership provides and collects personal contributions which are often matched by our club.

**Social Gatherings.** Skylands Cycling Club holds occasional club social events such as an annual picnic, holiday party, and volunteer appreciation dinner attracting a broad base of its membership and their families. In addition to an invitation to attend, we welcome sponsors to come with presentations about their products and services to these gatherings.

### **What we can do for you...**

With our 100 plus members participating in bike-related charity, recreational and competitive events, we provide a way to get your company name or product out to a health and environment-conscious market in the county and state. We have several sponsorship opportunities available, or we can custom design a program that meets your charitable, marketing or exposure needs. Our club can be utilized as a branding opportunity, via Title or Supporting Sponsorship with your logo placed on our cycling clothing, or as a mechanism to engage your customers. Live links to your brand or products can be placed on our website or within our social media outlets, and your brand or products can be used as premiums at our numerous community, social and cycling related events.

Key statistics and demographics:

- Cyclists are highly educated (77% College+, 45% Grad College+)
- Cyclists holding professional/managerial positions (34%)
- Cyclists have an average Household Income (HHI) of \$104,000
- Cyclists are brand-loyal and actively support local businesses
- Our events attract 150+ of participants per year
- Our members participate in 12+ charitable events/causes per year
- Our members are community leaders
- Our website and social media outlets reach approximately 400+ supporters per year

If you have any questions or need more information, feel free to reach out to any of our officers:

President: Mike Garland (MikeG@SkylandsCycling.com)

Vice President: LeeAnn Laccetti (LeeAnn@SkylandsCycling.com)

Treasurer: Chet DeStefano (Treasurer@SkylandsCycling.com)

Secretary: Viky Gerboth (Viky@SkylandsCycling.com)

OR, email us at [Info@SkylandsCycling.com](mailto:Info@SkylandsCycling.com)

## Sponsorship Form

Both cash and product donations help Skylands Cycling Club to be successful. In appreciation of your sponsorship, Skylands Cycling will provide advertisement and promotional services as outlined in the categories below.

**Please check box of desired sponsorship level:**

**Title Sponsor - \$5000 Annually**

Large scale logo on top and/or bottom of cycling kit\*. Exposure of sponsor logo and information on club website. Acknowledgement at club events. Annually, three complimentary Skylands Cycling Club family or individual memberships.

**Gold Sponsor – \$2500 Annually**

Medium scale logo on top and/or bottom cycling kit\*. Exposure of sponsor logo and information on club website. Acknowledgement at club events. Annually, two complimentary Skylands Cycling Club family or individual memberships.

**Silver Sponsor - \$1000 Annually**

Medium scale logo cycling kit\*. Exposure of sponsor logo and information on club website. Acknowledgement at club events. Annually, one complimentary Skylands Cycling Club family or individual membership.

**Event Sponsor - \$500 or Food, Beverage, or Product value per event**

Small scale logo on cycling kit\*. Exposure of sponsor logo and information on club website. Signage at event site. Promotional material provided to all register event participants.

**General Sponsor – \$500 and/or merchandise discount for membership**

\_\_\_\_\_% (Please indicate percentage)

Small scale logo on cycling kit\*. Exposure of sponsor logo and information on club website. Quarterly promotional email blasts to membership.

\*Cycling kits are produced in March. Logo placement on kits will be based on sponsorship donations received from April through February annually.

\_\_\_\_\_ would like discuss sponsorship at the above selected sponsorship category.

Phone#: \_\_\_\_\_

Email \_\_\_\_\_

Please complete this page and mail to: Skylands Cycling P.O. Box 385 Newton, NJ 07860