



## Trailblazers Youth Racing | Sponsorship Opportunities





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## Alberta Bicycle Association – Who are we?

The Alberta Bicycle Association (ABA) is an affiliated Provincial Sport Organization (PSO) of Cycling Canada (CC). It operates under the authority of the world governing body of cycling, the Union Cycliste Internationale (UCI) in Geneva.

The ABA is a not-for-profit association run by professional staff, relying on membership fees, fundraising, and government support for operating funds. ABA members include road, track, BMX, cyclo-cross, mountain bike, and downhill racing, recreational and transportation, educators, coaches, officials, administrators, enthusiasts, volunteers, and advocates of the sport.

### Our Mission

The mission of the ABA is to facilitate an introduction to organized cycling and to develop a strong competitive cycling program, while protecting and advocating the rights of cyclists.

## Trailblazers Youth Racing – What is it?

The Trailblazers Youth Racing program was developed in early 2013 as a means of encouraging youth of all ages and abilities to try competitive mountain biking. The aim of the program is to make mountain bike racing fully accessible to youth across the Province of Alberta.

In early 2013, youth development was targeted as one of the Alberta Bicycle Association's most important Strategic Objectives in the next five years and beyond. Since youth participation at Alberta Cup Provincial Series races has generally been very low, it was identified that the youth needed a series of their own where the focus is on fun and inclusivity. This led to the development of the Trailblazers Youth Racing program. The proposed series identifies several key principles that will be the focal point for attracting new riders to the sport. They are:

- 🚲 **FUN** keeping the experience positive so youth continue to come back
- 🚲 **Accessibility** Removing barriers to entry for youth of all ages and abilities
- 🚲 **Freedom** giving youth the choice to choose a race that suits their specific abilities

Trailblazers Youth Racing acknowledges the fact that regardless of age or gender, each individual child develops at a different rate. It's for this reason that this race series will give youth the choice – at each and every event – to race the event that matches their own specific comfort levels. Trailblazers will not assign participants to specific race categories based on their age or gender; rather give them the freedom to choose their race. Participants will have the choice to race one of four separate race-course offerings of varying technical difficulties suited to their individual skill levels.

Trailblazers Youth Racing will have a regional focus. The 2013 series was piloted in the Capital region of Edmonton & surrounding municipalities, and Kananaskis Region stretching from Canmore as far as Calgary. The ultimate goal is to see growth of the series across every major region in Alberta.





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## The W's

### What?

A provincially supported regional mountain bike series targeted directly at youth aged 16 and under (U17). This race series will occur completely separate from the currently-established Alberta Cup Provincial Series offering a fun, low pressure alternative for youth looking to try out racing. The series also opens itself to potential expansion into other disciplines such as Cyclocross and Road Racing.

### Where?

The ultimate goal of the series is to encompass each of the 8 Provincial Zones as outlined by the Alberta Summer Games – effectively the entire province of Alberta. The series will take on a “regional” format, with numerous pre-specified regions hosting independent youth series’ across the province (i.e. “Capital Region Youth Series” encompassing Edmonton and Surrounding area). For 2017, the program will continue in the Capital, Kananaskis, & Wood Buffalo regions. With the successful growth from 2016, we now have Calgary, Lethbridge, Red Deer and Grand Prairie on board, which we hope to expand upon.

### Why?

Cycling is a popular sport amongst youth in Alberta, yet we continue to see extremely low numbers in youth racing. As a part of our youth initiative, we hope to offer this series as a FUN way to expose youth to racing. We feel that offering a series completely independent of the Alberta Cup will reduce the intimidation involved with being a first-time racer. Such a series will ideally encourage more Alberta clubs to offer youth programs in the coming years.

### Who?

Racers: Youth aged 16 and under  
Organizers: Local volunteers and clubs  
Support: Alberta Bicycle Association

### When?

The series will occur from the months of May through as late as November. The proposed format will see races happening during weeknights or on weekends based on venue and organizer availability.

An ideal Regional Series will see a minimum of one race per month from the months of May to August. The targeted growth of this series will see at minimum one region added each year until the Province is fully encompassed.

### How?

The Alberta Bicycle Association will drive the framework of the series by handling all advertising, calendar construction and insurance/sanction requests. Organizers and local volunteers will be responsible for administering the events and attracting local participants.







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## Why get involved?

The Trailblazers Youth Racing program is a perfect initiative to demonstrate your support of healthy active living amongst youth in Alberta. With recent Canadian international success, cycling has received a great deal of media and public exposure in Canada. More than ever, youth are inspired to pick up their bicycles and try racing. This program allows them to do just that.

Some of the added benefits of sponsoring the Trailblazers Youth Racing program:

### Targeted regions:

Each specific region within Alberta will have its very own race series. Becoming a partner of the Trailblazers Youth Racing program will give your brand direct access to every region within the series.

### Direct access to youth demographic:

The Trailblazers Youth Racing Series will give your brand direct exposure to not only a “youth-tailored” race series, but a *cause* dedicated to increasing the number of active, healthy youth in our province. Due to the fact that many of the youth in this series are still quite young, we expect that parents will be a large part of the demographic as well, helping out with volunteer duties and spectating the races.

### Support a good cause:

By helping support the Trailblazers Youth Racing program, your organization is telling the world “yes, we believe in the importance of supporting healthy, active youth initiatives”. By signing on as a Trailblazers Youth Racing sponsor you will be given full access to the Trailblazers brand, giving you the opportunity to activate your support in any future marketing initiatives.

### Cycling’s increase in popularity

Following the 2012 London Olympic Games, Cycling Canada revised it’s overall mission for Canada to be “a leading cycling nation by the year 2020”. Every Olympic athlete must start somewhere and has a fond memory of their very first experience in their sport – why not associate your brand with that memory? Trailblazers Youth Racing could be that very starting place for our country’s future Olympic champions.

With top-level International cycling events making their way to our own backyard, cycling as a sport is gaining increased media exposure beyond the usual suspects such as the Tour de France. Returning for 2017, the [Tour of Alberta](#) will provide no shortage of inspiration for youth looking to try racing. This event has had enormous success with stages all across Alberta with over 300,000 spectators and an international viewership of over 41 million. Event organizers plan to maintain this event for many years to come, which will only build on local fan base and interest in our sport. Naturally we expect that an event with such scale covering the entire province will inspire youth of all ages to give racing a try. Trailblazers Youth Racing represents an opportunity to get involved at the ground level of a new era of cycling in Alberta.





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## Customized Marketing Opportunities

The Trailblazers Youth Racing Program will see extensive promotion in the coming years in line with the Alberta Bicycle Association's Strategic Plan to increase youth involvement in the sport of cycling. As a result of this, your brand's association with the program will have the opportunity for exposure in the following ways:

### Social Media

The ABA's social media pages are currently utilized as one of the top ways to spread information to our membership and beyond. It is anticipated that the Association's Twitter following will see growth to 2000+ followers by the summer of 2017, added to our Facebook following of over 1600 users. Your organization's involvement with the Trailblazers Youth Racing program will see hand-in-hand advertisement with all aspects of the series via our Social Media pages. The ABA has also created a [Trailblazers-specific Facebook page](#) for all relevant posts in the Youth Racing community.

### Newsletter

The Alberta Bicycle Association has a direct membership of 3000+ cycling enthusiasts. During peak months of the cycling season, the ABA sends newsletters directly to our members on a weekly basis via email.

### Website

The Alberta Bicycle Association website is a provincial hub for all cycling related news in Alberta. Our website experiences monthly traffic of 20,000+ visitors. The Trailblazers Youth Racing program will have its own [dedicated page on the ABA website](#). This webpage will be linked to via:

- 🚲 Promotional Posters
- 🚲 Social Media posting
- 🚲 On-site inquiries and business cards
- 🚲 Race number plates
- 🚲 Event t-shirts (where applicable)

### Promotional Posters

At the beginning of each race season, the Alberta Bicycle Association will circulate promotional Trailblazers Youth Racing posters to all regions within the perimeter of the series'. The targeted locations identified for poster placement are:

- 🚲 Local Bike Shops
- 🚲 Existing cycling clubhouses
- 🚲 Local schools
- 🚲 Municipal buildings & recreation complexes within the region

### Event Race Plates

All participants taking part in the Trailblazers Youth Race Series will receive a custom designed race number plate. Race number plates are perhaps the number one most important keepsake for the youth





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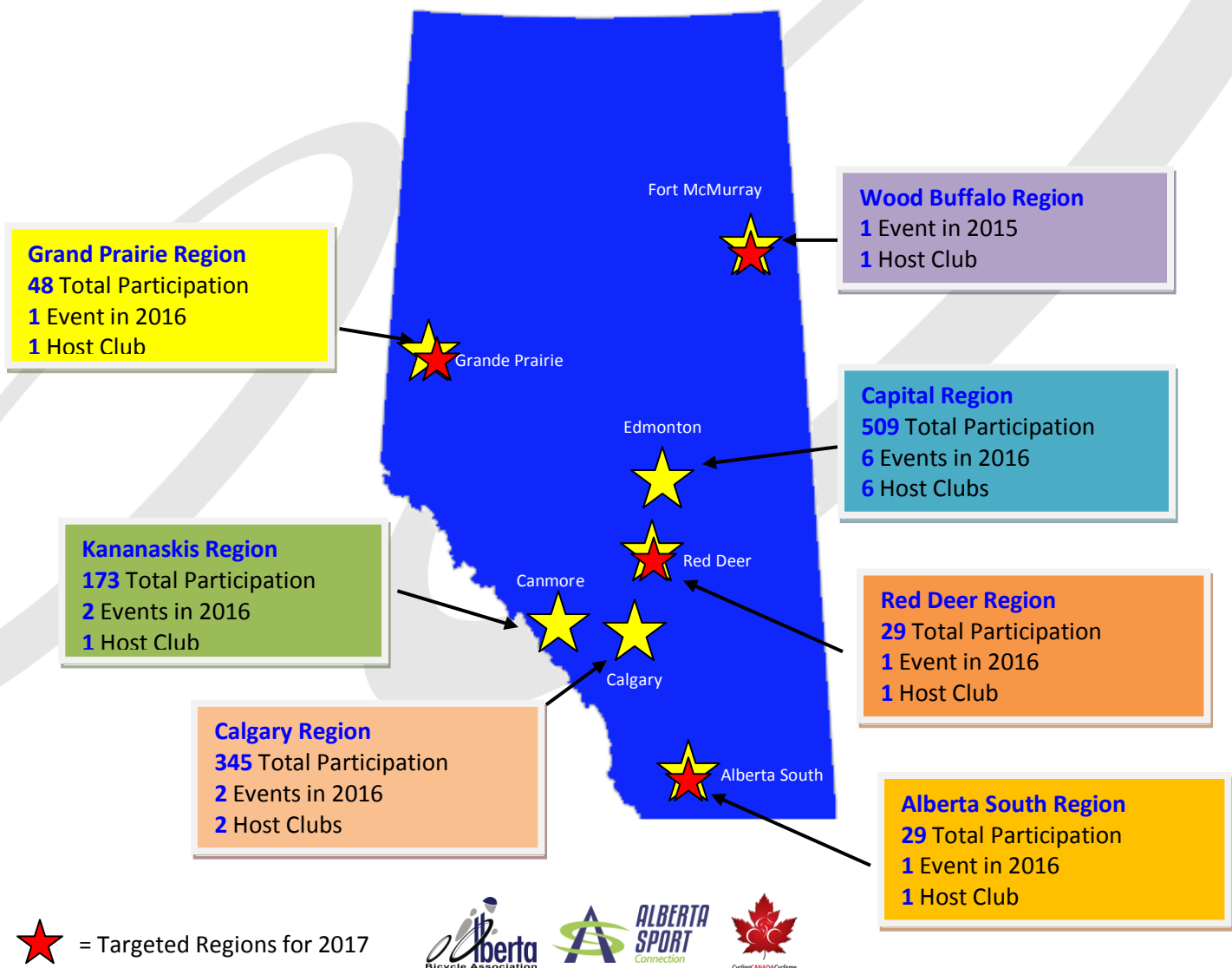
who race in this series. Following most youth races, it is common practice for youth to keep their number plates fastened securely to their handlebars as a means of showing off to friends and saying “*check it out! I race mountain bikes!*”. We look at these number plates as a way of further promoting the series and encouraging more people to get involved. This will increase the visibility of your brand beyond the series itself and into the communities where youth actively ride their bikes.

### Promotional merchandise

Dependant on sponsorship dollars raised, the Alberta Bicycle Association may purchase various promotional items to distribute amongst participants. This may include items such as: water bottles, t-shirts, participant medals, hats, stickers, etc. Sponsors at the Gold and Silver levels will have the opportunity for logo placement on all promotional merchandise.

### Series Statistics

Going into its 4<sup>th</sup> season, Trailblazers Youth Racing was met with tremendous enthusiasm across the cycling community. The ABA looks forward to further development of the Series in 2017 and beyond.



★ = Targeted Regions for 2017





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## Request and Incentive

All requests are based on 1-year sponsorships with the Trailblazers Youth Racing program. Multi-year deals and combination cash/in-kind sponsorship agreements are welcomed.

### Gold/Title Sponsor (Request amount: \$5,000)

- 🚲 Title sponsor naming rights of Trailblazers Youth Racing Series (i.e. “(your company) Trailblazers Youth Racing” or “Trailblazers Youth Racing presented by (your company)”)
- 🚲 Title sponsor logo on all Trailblazers Youth Racing advertisement campaigns
- 🚲 Web banner on the [Trailblazers Youth Racing ABA webpage](#) for the duration of the partnership
- 🚲 Designated sponsorship activation areas at each race (i.e. booth setup area in main arena)
- 🚲 Logo & Link placement in ABA newsletters (direct access to 3,000+ members)
- 🚲 Logo & Link listed on the homepage of the [ABA website](#)
- 🚲 Title sponsor logo on Trailblazers Youth Racing number plates
- 🚲 Regular recognition of your organization in announcements at Trailblazers Youth Races
- 🚲 Signage placement rights throughout competition & staging area
- 🚲 Access to Trailblazers Youth Racing brand for your own marketing initiatives
- 🚲 Major Logo placement on Trailblazers Youth Racing promotional merchandise

### Silver (Request amount: \$2,000 or minimum \$1,000 + equal value in-kind)

- 🚲 Logo placement on all Trailblazers Youth Racing printed advertisement campaigns
- 🚲 Logo & Link placement on the [Trailblazers Youth Racing “Sponsors” ABA webpage](#)
- 🚲 Listed as a link on the homepage of the [ABA website](#)
- 🚲 Logo placement on Trailblazers Youth Racing number plates
- 🚲 Regular recognition of your organization in announcements at Trailblazers Youth Races
- 🚲 Signage placement rights throughout competition & staging area
- 🚲 Access to Trailblazers Youth Racing brand for your own marketing initiatives
- 🚲 Logo placement on Trailblazers Youth Racing promotional merchandise

### Bronze (Request amount: \$1,000 or equal value in-kind)

- 🚲 Logo placement on Trailblazers Youth Racing printed advertisement campaigns
- 🚲 Logo & Link placement on [Trailblazers Youth Racing “Sponsors” ABA webpage](#)
- 🚲 Recognition of your company in announcements at of your organization in announcements at Trailblazers Youth Races
- 🚲 Signage placement rights throughout competition & staging area
- 🚲 Access to Trailblazers Youth Racing brand for your own marketing initiatives







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	Gold	Silver	Bronze
Title Sponsor naming rights to Trailblazers Youth Racing	✓		
Designated sponsorship activation booth area at each event	✓		
Web Banner on Trailblazers ABA webpage	✓		
Logo & Link placement in weekly ABA newsletters	✓		
Logo placement on Trailblazers Youth Racing race number plates	✓	✓	
Logo & Link placement on Alberta Bicycle Association homepage	✓	✓	
Logo placement on all Trailblazers Youth Racing promotional merchandise	✓	✓	
Logo placement on all Trailblazers Youth Racing print advertisement campaigns	✓	✓	✓
Logo & Link placement on Trailblazers Youth Racing "Sponsors" ABA webpage	✓	✓	✓
Signage placement rights throughout competition & staging area	✓	✓	✓
Access to Trailblazers Youth Racing branding	✓	✓	✓







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## Illustrations

See the below illustrations outlining how your brand may be displayed via several of the Trailblazers advertising opportunities listed above.

### T-shirt logo placement concept:



### Race Plate logo placement concept:

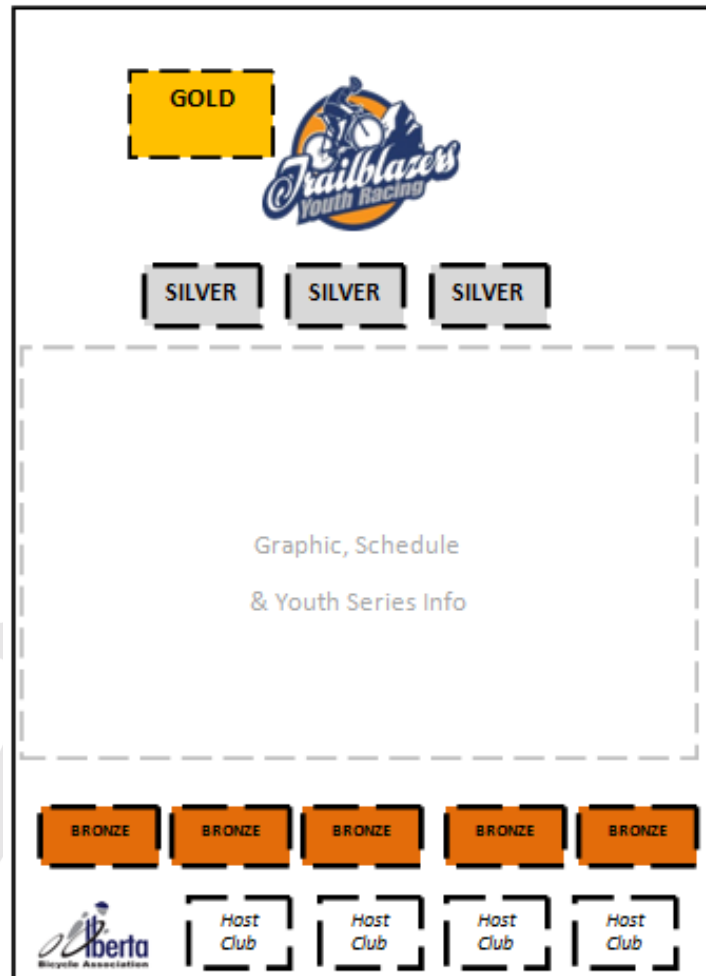




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Promotional poster logo placement concept:



All above designs are strictly concept drawings and meant to display the approximate size and logo placement with varying levels of sponsorship. All final designs will be communicated to each Trailblazers Youth Racing sponsor prior to entering production.

*Note: Each affiliated host race club's logo may be featured on all printed advertising campaigns. This is meant as a measure to help promote clubs supporting youth racing across Alberta.*





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## Contact

Thank you for taking the time to consider being a sponsor of the Trailblazers Youth Racing program. We strongly believe in this program's potential to increase the number of youth riding and racing bicycles around the province of Alberta and look forward to working with you.

If you would like to schedule a meeting to discuss sponsorship details, or would simply like more information, do not hesitate to contact us:

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