



CABC

Central Alberta Bicycle Club

2023 SPONSORSHIP PROPOSAL



Thank you for taking the time to review this proposal.

ABOUT THE CLUB

The Central Alberta Bicycle Club was founded in 1987 representing one third of the province, being the largest cycling club in Central Alberta. The club is focused on developing road riders in the areas of fitness and performance and also provide opportunities for those who want to gain group riding experience. CABC is a community based cycling club that serves to offer a safe, friendly and encouraging environment for structured group road riding where cyclists can improve their skills, and connect with other cyclists.

CABC has over 50 active members spanning the area between Ponoka and Olds and from Stettler to the Rocky Mountains. CABC hosts weekly group rides, training rides and races. Current members are involved in many ride disciplines such as road, mountain and gravel biking, cyclocross and triathlons. Other members are recreational cyclists who like to push themselves to their limits.

- Paul Barns - Vice Chair
- Adam Hoosen - Past Chair
- Alan Sutherland – Race Director
- Peter Lawson – Director
- Ken Kahanyshyn – Director
- Michael Meeres – Treasurer
- Josh Barker - Gravel Director
- Terence Dahms – Group Ride Director



Manon Therriault
President, CABC





2023 OBJECTIVES AND GOALS

- Increase club membership by focusing on the consistency, presence and visibility of the club in the community. Our aim is to have the club be something all riders want to be a part of regardless of their ride discipline.
- Increase the number of races hosted by CABC to promote bike tourism in Central Alberta and participate in the creation of cycling culture in Central Alberta.
- Increase the representation of Central Albertan athletes competing in races sanctioned by the Alberta Bicycle Association
- Increase awareness of the role of cycling in a healthy, active lifestyle and the importance of cycling safety in our community.

2022 ACCOMPLISHMENTS

- Cochrane Cross Race - *Cochrane, AB*
Adam Hoosen 5th Place - Expert Men
- Ziggy Gnarly Super 6 Marathon - *Canmore, AB*
Michael Johns 6th Place - 6 hour solo
- The Alex Stieda Classic Road Race - *Devon, AB*
Jayar Mendoza 6th Place - Category 3
- Hay City Road Race - *Olds, AB*
Jayar Mendoza 6th Place - Category 3
- RMCC Road Festival Road Race - *Canmore, AB*
Jason Ezeard 5th Place - Category 5
- Golden 24- *Golden, BC*
Adam Hoosen 3rd Place - 24hr Solo 40+
- Canada Day Criterium - *Edmonton, AB*
Jayar Mendoza 3rd Place - Category 3
- Stampede Road Race - *Crossfield, AB*
Scot Brodie 2nd Place - Men 65+
- Pedalhead ITT - *Crossfield, AB*
Alan Sutherland 5th Place
- Madden Dash - *Crossfield, AB*
Scot Brodie 1st Place - Men 65+
- Velocity Criterium - *Edmonton, AB*
Andrew Karcich 1st place - Kids
- Pigeon Lake Road Race - *Pigeon Lake, AB*
Jayar Mendoza 2nd Place - Category 3
- CABC ITT Provincial Championships - *Red Deer, AB*
Manon Therriault 1st Place - Masters Women
Alan Sutherland 1st Place - Masters Men
- Singletrack 6 - *Fernie, BC*
Dan Janzen 3rd Place - Solo 60+

We congratulate our affiliated CABC members on their impressive race season

Terence Dahms	PRW
Jamin Soehn	Manteo
Emma Scott	Manteo

EVENTS AND RACES

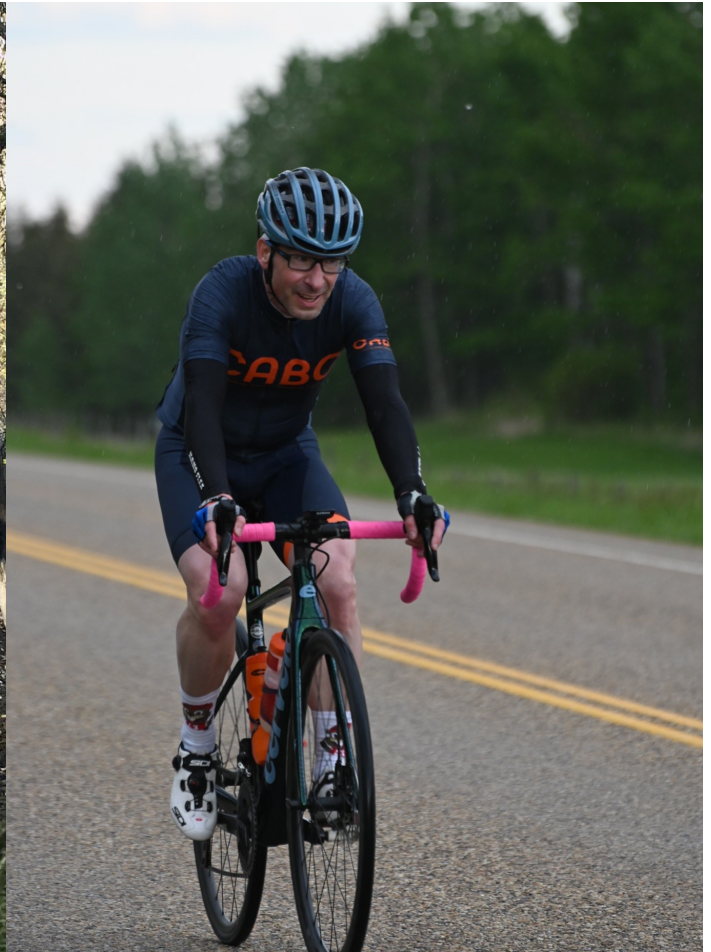
CABC hosts several races and community events across the season – none of which would be possible without the incredible support of our community members and supporting organizations.

- **CABC ITT Provincial Championships**
- **CABC Trailblazers Youth Race**
- **CABC Snakes and Ladders Cyclocross Race**
- **Tuesday Night Race Series:** A competitive 3 category race series an opportunity to gain training experience and push members to their limits. Tuesday nights always end with a carb loaded meal.
- **Saturday Group Rides:** No drop, fast pace group ride, focused on Paceline training with a post ride coffee/lunch
- **Sunday Group Rides:** No drop, recovery style ride with a post ride coffee/lunch
- **Weekend trips to Banff:** 120km Bow Valley Parkway ride and a long table fish and chip meal.
- **Club Social Events:** Privately hosted BBQs and End of Season Party and Awards



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SPONSORSHIP BENEFITS



CABC is moving ahead with ambitious goals and determination for continued success. Our goal is to increase club membership by focusing on the consistency, presence and visibility of the club as well as make a positive impact on the local cycling community and your contribution brings us closer to our goals. Our sponsors are crucial to the forward momentum of our club.

By sponsoring CABC, your organization will gain exposure with countless advertising hours year-round in locations across Alberta.

Through this opportunity, your organization will gain exposure through links on the Club website, Facebook, Instagram and many other promotional outlets provided by the Club.

Gold and Silver sponsors will be promoted on the Club Kit for all disciplines (uniform) and casual wear. Riders are required to wear the most recent CABC kit when racing in events sanctioned by the Alberta Bicycle Association.

SPONSORSHIP LEVELS

GOLD LEVEL - \$2,000

- Your logo will be prominently displayed on space **A** of the club kit for all disciplines (uniform) and on casual wear
- Your logo will be advertised on the CABC website, including a link to your website
- You will be promoted on CABC's Social Networking accounts
- *Minimum 50% financial contribution*

SILVER LEVEL - \$1,000

- Your logo will be prominently displayed on space **B** of the club kit for all disciplines (uniform) and on casual wear
- Your logo will be advertised on the CABC website, including a link to your website
- You will be promoted on CABC's Social Networking accounts

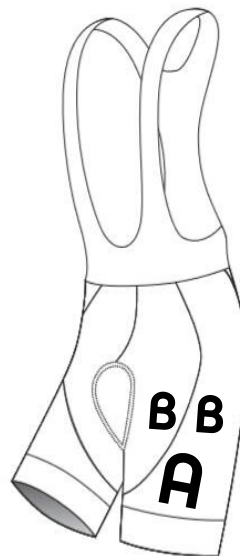
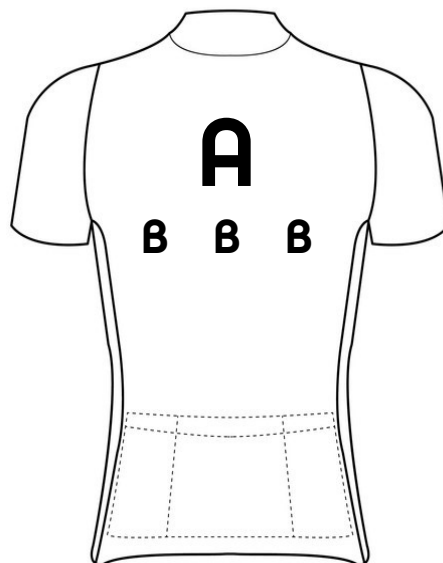
BRONZE LEVEL - \$500

- Your logo will be advertised on the CABC website, including a link to your website
- You will be promoted on CABC's Social Networking accounts

Thank you for your consideration.

CABC will ensure that our sponsors get the most recognition possible for their annual contribution. All in-kind donations will be evaluated on a case-by-case basis. We are happy to work with you to accommodate your ideas or special requests

Sponsorship commitment is for 2 years, payable each year by December 31st. Uniform design does not change during this period.





2 YEAR SPONSORSHIP AGREEMENT FORM

COMPANY INFORMATION

Company Name: _____

Contact: _____

Address: _____ Telephone: _____

Email: _____ Website: _____

We agree to sponsor the Central Alberta Bicycle Club with a minimum 2 year commitment at the following level:

- GOLD: \$2,000 (50% cash)
- SILVER: \$1,000
- BRONZE: \$500

Description of In Kind donation, if applicable: _____

Sponsor _____ Date _____

Signature _____

Team Representative _____ Date _____

Signature _____

The Alberta Bicycle Association requires racing members must wear the most current club kit. Members will wear team apparel bearing the sponsors' logos at all local and provincial races, promote sponsors through the CABC website, social media as well as through other means deemed appropriate by the Board of Directors. Should either party be in breach of this agreement, the agreement will be considered null and void with no further obligation from either party.