



[www.neyouthcycling.com](http://www.neyouthcycling.com)

# 2024 New England Youth Cycling

## Sponsorship Opportunities

Deadline to Participate 03.15.24



## WHO IS NEYC: New England Youth Cycling

- Getting kids on bikes!!
- Empowering youth through cycling
  - Strengthening body, mind, and character
  - Camaraderie & friendly competition
  - Instilling positive sporting behavior
  - Cultivating health & wellness



## WHO IS NEYC: New England Youth Cycling

- Founded in 2015 with 150 kids
- Now 35 teams across New England (CT, RI, MA, NH and VT)
- 1,000+ Athletes
- 450 Coaches
- Tremendous volunteer (125ppl/race) and family support
- 6 RACES
  - 5/5 Belltown
  - 5/12 Winding Trails
  - 5/19 Treasure Valley
  - 6/2 Holiday Brook Farm
  - 6/9 Stratham
  - 6/16 Wompatuck



CHECK OUT THE VIBE AND ENERGY AT THE RACES





# HOW IS SPONSORSHIP \$\$ USED?

## DURING THE SEASON

- Race expenses
- League operating expenses
- Coaching Clinics/Services & Online Training Platform
- Girls of the League Day
- Coaches Conference

## AFTER SEASON

- Continued Coaching resources
- Supporting NEYC teams at local races (ex: 24HRS of GREAT GLEN)
- Supporting kids at Nationals and beyond





# HOW IS SPONSORSHIP \$\$ USED?



**Fritz Sanders**  
July 7, 2023 at 6:28 PM · Longswamp Township, Pennsylvania

**Actual Nationals**  
25th, even better than the 28th in qualifiers.

Distance	Elev Gain	Time
8.73 mi	1,482 ft	59m 4s

Walker Rd Climb PR (4:49)  
down the switchbacks PR (4:10)

[Add Description](#)

James Felter is with Melissa Felter at Bear Creek Mountain Resort. 4 days ago · Macungie, PA

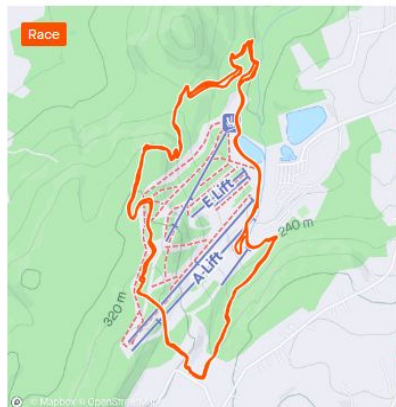
Orson raced his first USA Cycling MTB Cross Country National Championship Race yesterday in the 11-12 category! It was another super hot race day for everyone. Orson represented New England Youth Cycling and raced with some of his teammates. Congratulations, for awesome finishes to Hudson in 1st place and Luca in 6th place.

Special thanks to:  
New England Youth Cycling NEHSCA- Team CT Chain Links Stage 1 Cycling Team AirLine Cycles USA Cycling



Anthony Vecca, Brian J. Walsh and 24 others 2 comments

[Like](#) [Comment](#) [Share](#)





## WHAT ARE THE BENEFITS?

- Community service - supporting the league
- Brand Awareness
- Increase traffic to your store
  - Host INFO sessions/Shop Nights
    - "Get your ride ready to ride" specials
    - Hands on clinics (ex: How to Fix a Flat, How to make derailleur adjustments, Pre/Post Ride checks)
  - On trail repair clinics
  - Offer to be at team practices as tech support
- Additional exposure possible at local races



# Junior Level Sponsorship \$500

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- Sponsor is listed (with logo) on the NEYC website (on the sponsorship's webpage – [www.neyouthcycling.com/partners](http://www.neyouthcycling.com/partners)) with a link to Sponsor's website.
- FaceBook and Instagram posts highlighting Sponsor.
- Sponsor gets access to its local NEYC team for shop nights, practice support, or other events at which general team discounts on products/services are allowed (for example, 10% off in-stock parts or expedited services).
- NO manufacturer-direct discounts may be promoted unless the manufacturer is an NEYC sponsor.







# Senior Level Sponsorship \$750



- ❑ **Sponsor's logo is emblazoned on its local NEYC team's flutter flag.**
  - **Team flutter flags are displayed at all NEYC events at which the team participates.**
  - **Team flutter flags are displayed in the team tent area at each of the six in-season NEYC races and are viewed by over 12,000 spectators throughout the season.**
  - **NEYC teams fly their flutter flags all year long at events outside of the six NEYC races.**
- ❑ Sponsor is listed (with logo) on the NEYC website (on the sponsorship webpage – [www.neyouthcycling.com/partners](http://www.neyouthcycling.com/partners)) with a link to Sponsor's website.
- ❑ FaceBook and Instagram posts highlighting Sponsor.
- ❑ Sponsor gets access to its local NEYC team for shop nights, practice support, or other events – general team discounts by Sponsor on products/services provided by Sponsor are allowed (for example, 10% off in-stock parts or expedited services).
- ❑ NO manufacturer-direct discounts may be promoted unless the manufacturer is an NEYC sponsor.



# Junior Varsity Level Sponsorship \$1,000



- ❑ **Sponsor's logo is placed on the Start Arch and the Finish Arch (two giant-sized blow-up arches).**
  - **The arches are showcased at each of the six in-season NEYC races and are viewed by over 12,000 spectators throughout the season.**
- ❑ Sponsor's logo is emblazoned on its local NEYC team's flutter flag.
  - Team flutter flags are displayed at all NEYC events at which the team participates.
  - Team flutter flags are displayed in the team tent area at each of the six in-season NEYC races and are viewed by over 12,000 spectators throughout the season.
  - NEYC teams fly their flutter flags all year long at events outside of the six NEYC races.
- ❑ Sponsor is listed (with logo) on the NEYC website (on the sponsorship webpage – [www.neyouthcycling.com/partners](http://www.neyouthcycling.com/partners)) with a link to Sponsor's website.
- ❑ FaceBook and Instagram posts highlighting Sponsor.
- ❑ Sponsor gets access to its local NEYC team for shop nights, practice support, or other events – general team discounts by Sponsor on products/services provided by Sponsor are allowed (for example, 10% off in-stock parts or expedited services).
- ❑ NO manufacturer-direct discounts may be promoted unless the manufacturer is an NEYC sponsor.



# Varsity Level Sponsorship \$1,250



- ❑ **Sponsor's logo displayed on NEYC's podium backdrop.**
  - **The podium backdrop is showcased at each of the six in-season NEYC races, is viewed by over 12,000 spectators throughout the season, and is captured in an uncountable number of photographs.**
- ❑ Sponsor's logo is placed on the Start Arch and the Finish Arch (two giant-sized blow-up arches).
  - The arches are showcased at each of the six in-season NEYC races and are viewed by over 12,000 spectators throughout the season.
- ❑ Sponsor's logo is emblazoned on its local NEYC team's flutter flag.
  - Team flutter flags are displayed at all NEYC events at which the team participates.
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For More Information  
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