



ARIZONA

CYCLING ASSOCIATION



2024 Sponsorship Proposal

A Note to Our Prospective Partner

The Arizona Cycling Association is a 501(c)(3) non-profit youth development organization, building strong mind, body and character, guided by the principles of inclusivity and equality. The ACA promotes interscholastic cross country mountain bike riding and racing, provides training and education to coaches and teams, and offers a comprehensive infrastructure to grow youth cycling in a fun, safe and professional manner. Established in 2012, the ACA is dedicated to building relationships in Arizona communities that promote healthy lifestyles for middle school and high school youth, grades 6-12, through the lifelong sport of cycling.

The ACA has very quickly established a foundation for cycling to become a mainstream interscholastic sport. The ACA has shown that cycling can be used to effectively engage kids and adolescents, helping them confront and overcome the challenges of growing up in today's complex world. By working with well-trained coaches to set and achieve physically and mentally challenging goals through a sport that can be enjoyed both competitively and recreationally well past high school, the ACA is equipping today's youth to become tomorrow's leaders both on and off the bike.

Unlike traditional school sports, the ACA provides athletic opportunity to student-athletes of all skill levels and all socioeconomic backgrounds. Any child who wants to participate is welcome to join their local team. If they do not have the proper gear or cannot afford to purchase equipment necessary to participate, the ACA is dedicated to providing help through its scholarship and loaner bike programs, and other initiatives that enable and promote inclusivity.

Thank you for taking time to review this proposal and your consideration.



Who We Are

Vision

Every Arizona teen is empowered to strengthen mind, body and character through the life-long sport of cycling.

Mission

Establish a fun, enduring and relevant interscholastic mountain biking program that improves Arizona's communities and the lives of Arizona's youth.

Core Principles

Improving fitness and full body wellness are at the center of ACA training and education. The ACA's five core principles are fully integrated into the programs, resources and staff support for student-athletes and coaches.

FUN – We inspire friendship, joy and adventure.

INCLUSIVITY – We believe everyone should be able to participate in our programs and feel welcomed, respected and supported.

EQUALITY – We are committed to fair treatment, equal access, opportunity, advancement and elimination of barriers to encourage participation for all.

RESPECT – We expect consideration for all others, oneself and the outdoors.

COMMUNITY – We unite diverse people, families and communities through cycling by creating fun and welcoming experiences.

What We Do

Provide students who have the desire to mountain bike with the coaching and camaraderie that will help them achieve personal physical and emotional goals in a safe and enjoyable manner.

Create an environment in which students discover new friends and find role models.

Guide students toward learning new skills and disciplines through programs that challenge them physically and mentally while providing them with their right to challenge-by-choice.

Develop awareness of what it means to be an amateur athlete who is both gracious and respectful to their local and global community.

Foster a responsible attitude toward the use of trails and the outdoor environment.

Promote the value of cycling to our community as a mode of transportation and as a lifelong, healthy sport.



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Our Programs

The Arizona Cycling Association is about much more than just bike racing. The culture of the ACA has been built on year-round programs that develop the whole rider through a variety of competitive and non-competitive learning environments.

Race Series

Our five-race series is held in the fall school sports season. Courses are designed for both new and experienced riders, with safety our #1 priority. Every race features a pit zone for teams and a sponsor expo for spectators, families and athletes.

Pedal Girl, Pedal!

The Pedal Girl, Pedal! program aims to increase female participation, with an emphasis on recruitment and retention of female student-athletes and coaches. Pedal Girl, Pedal! events are focused on promoting physical health, confidence and self-esteem through skills clinics, camps and female-led rides.

Adventure

This program broadens the riding experience for young adults through non-competitive mountain biking activities and events. In an outdoor experiential learning environment, physical challenges, fun and education have equal value toward the overall character development of the participants.

Trail Advocacy

The mission of this program is to educate and empower young adults to take a leadership role in trail advocacy, land stewardship, and courteous and respectful use of trails. Events include trail workdays, camps and clinics.

Coach Development

All ACA programs rely on well-trained and motivated coaches to lead, educate and guide students through their development as athletes and leaders in their communities. The league provides training and licensing for coaches throughout the year with events, camps, clinics and retreats.

Our Impact in 2023

STUDENT-ATHLETES

1,089

76.4% Male
23.6% Female

TEAMS

71

195 Schools

COACHES

590

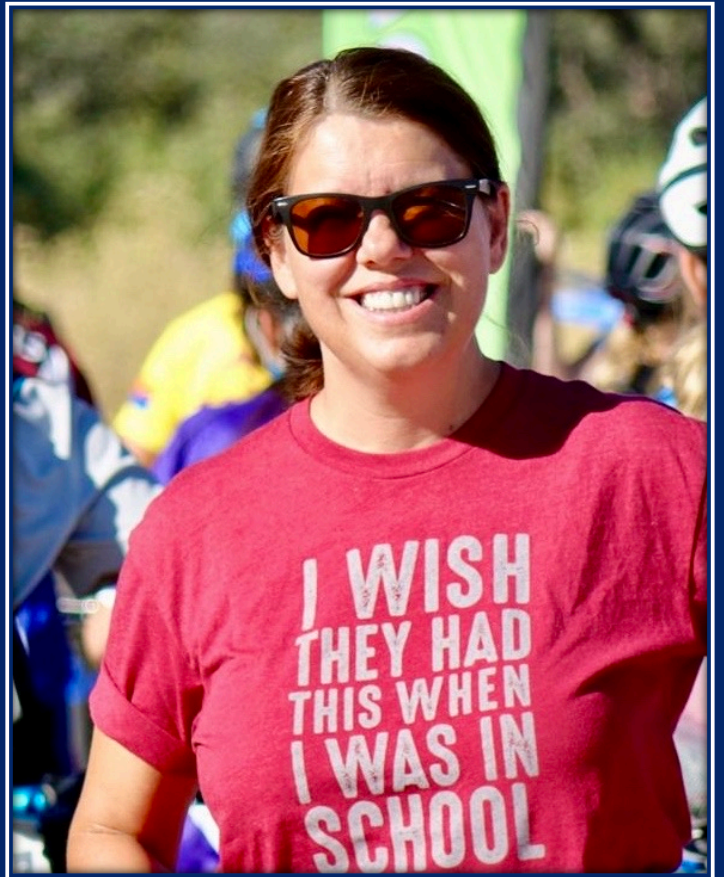
74.2% Male
25.8% Female



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How You Can Support the Arizona Cycling Association

The ACA relies heavily on the generosity of our sponsors. The ACA is self-governed, self-funded and self-supported. The cost of producing top-level youth events, coach training and licensing, scholarships, event permitting, leadership training, volunteer support and insurance are a large part of our annual budget. While student-athlete, coach and team registration fees help cover some of these expenses, these sources of revenue will only offset a portion of our operating budget. Our partners are crucial to the continued success of our organization.

Partner Benefits

ACA sponsors are positioned at the epicenter of the interscholastic mountain biking movement.

- Activate a partnership with the ACA via in-person relationship building. Sponsors can engage with event attendees by setting up tents, booths, trailers, etc. at races and clinics across the state.
- The ACA has a robust digital messaging platform for communicating to thousands of ACA participants, coaches and families.
- Build value for your brand through visibility at professionally produced events. Branding opportunities include logo placement on race number plates, finish banner, awards podium and more.
- Unlimited usage of ACA logos, photos and video assets.
- Custom benefits available.



PIVOT
CYCLES

SHIMANO



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Partnership Grid

	PLATINUM	GOLD	SILVER	BRONZE
RIGHTS				
Exclusive Rights to Specific Category	Custom Only			
Unlimited Usage of ACA "Proud Sponsor" Logo	X	X	X	X
Unlimited Usage of ACA Photo & Video Assets	X	X	X	X
MESSAGING				
Sponsor Public Service Announcements at Races	6 at All Races	4 at All Races	2 at All Races	1 at All Races
Sponsor "Message" in Digital Newsletters	6	4	2	1
Social Media Announcements	8	6	4	2
EXPERIENCE MARKETING				
Dedicated "Zone" at Races	All Races			
Booth/Expo Space at Races	20'x50' at All Races	20'x20' at All Races	20'x10' at All Races	10'x10' at All Races
Camps, Clinics and Special Events	All Events	3 Events	2 Events	1 Event
BRANDING				
Sponsor Logo on All Race Number Plates	Platinum Size & Location			
Sponsor Logo on Start/Finish Gantry	Platinum Size & Location	Gold Size & Location		
Sponsor Logo on Awards Podium	Platinum Size & Location	Gold Size & Location	Silver Size & Location	Bronze Size & Location
Sponsor Provided Banner/Flag at Races	5 at All Races	3 at All Races	2 at All Races	1 at All Races
ONLINE				
Sponsor Logo with Link on ACA Website	Platinum Size & Location	Gold Size & Location	Silver Size & Location	Bronze Size & Location
Sponsor Logo in All Digital Communications	Platinum Size & Location	Gold Size & Location	Silver Size & Location	Bronze Size & Location
CUSTOM BENEFITS				
TBD During Sponsorship Consultation	TBD	TBD	TBD	TBD
SPONSORSHIP COMMITMENT				
Annual Commitment Level	\$20,000	\$10,000	\$5,000	\$2,500
Available Contract Length	1-4 Years	1-3 Years	1-3 Years	1-2 Years



The Arizona Cycling Association Delivers to Its Partners a Double Bottom Line

Do Good

Partnering with the ACA supports development of our youth by building strong mind, strong body, strong character and strong communities through efforts on and off the bike.

While Doing Well

ENJOY powerful benefits that will help your business achieve its goals.

CONNECT with thousands of families across the state.

COMMUNICATE your message to the ACA community through onsite presence and digital communications.

BUILD awareness for your brand amongst the highly engaged Arizona League community through logo exposure at races, on apparel, number plates and online.

CULTIVATE brand loyalty with existing and new customers, which translates into greater lifetime customer value.

Join Us in Changing Lives!



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Gold
Transparency
2024

Candid.