

2024 SPONSORSHIP PACKAGE



WHO ARE WE?

The Revelstoke Cycling Association is a progressive, volunteer-driven non-profit association with a mission to lead sustainable and inclusive mountain biking opportunities in Revelstoke. We have over 900 members, most of whom live in Revelstoke.

In partnership with Recreation Sites & Trails BC, we manage about 100 kilometres of trails spanning four mountains. We facilitate local races, events, and youth rides, and act as a voice for cycling in our community and beyond.

We gratefully acknowledge that we ride on the land of the Sinixt, the Secwepemc, the Syilx, and the Ktunaxa



OUR GOAL

The goal of the RCA is to develop reliable funding streams so we can continue to finance our operations and improve our trail networks to the benefit of all users. While the RCA is successful at applying for grants, they are always restrictive and are never guaranteed.

Membership, sponsorship, and fundraising revenue is funding we use to provide programs and improve our trails without restrictions. Our goal is to increase these private funding sources so we are less dependent on external grants, which are often uncertain sources of revenue.



OUR ACHIEVEMENTS IN 2023

- Built Phase 1 of the Boulder Climb Trail
- Employed full trail crew for six months
- Hosted nine Fiver races, Poker ride, and other events
- Hosted four major events:
 - Canadian Enduro League Western Cup
 - Revelstoke Women's Enduro
 - Revy 50
 - Trans Selkirk Run
- Held nine volunteer maintenance events
- Funded ShredHers all-girls group ride



THE BENEFIT TO YOU

The RCA will promote your business through our membership app, social media channels, newsletter, signage, and events. We are proud of our community and the incredible generosity of our residents and local businesses.

We can customize a sponsorship package that works for your business, or you can choose from an existing package. We appreciate your support!

 **INSTAGRAM: 4,151 FOLLOWERS**

 **FACEBOOK: 4,005 FOLLOWERS**

 **NEWSLETTERS: 1,309 RECIPIENTS**



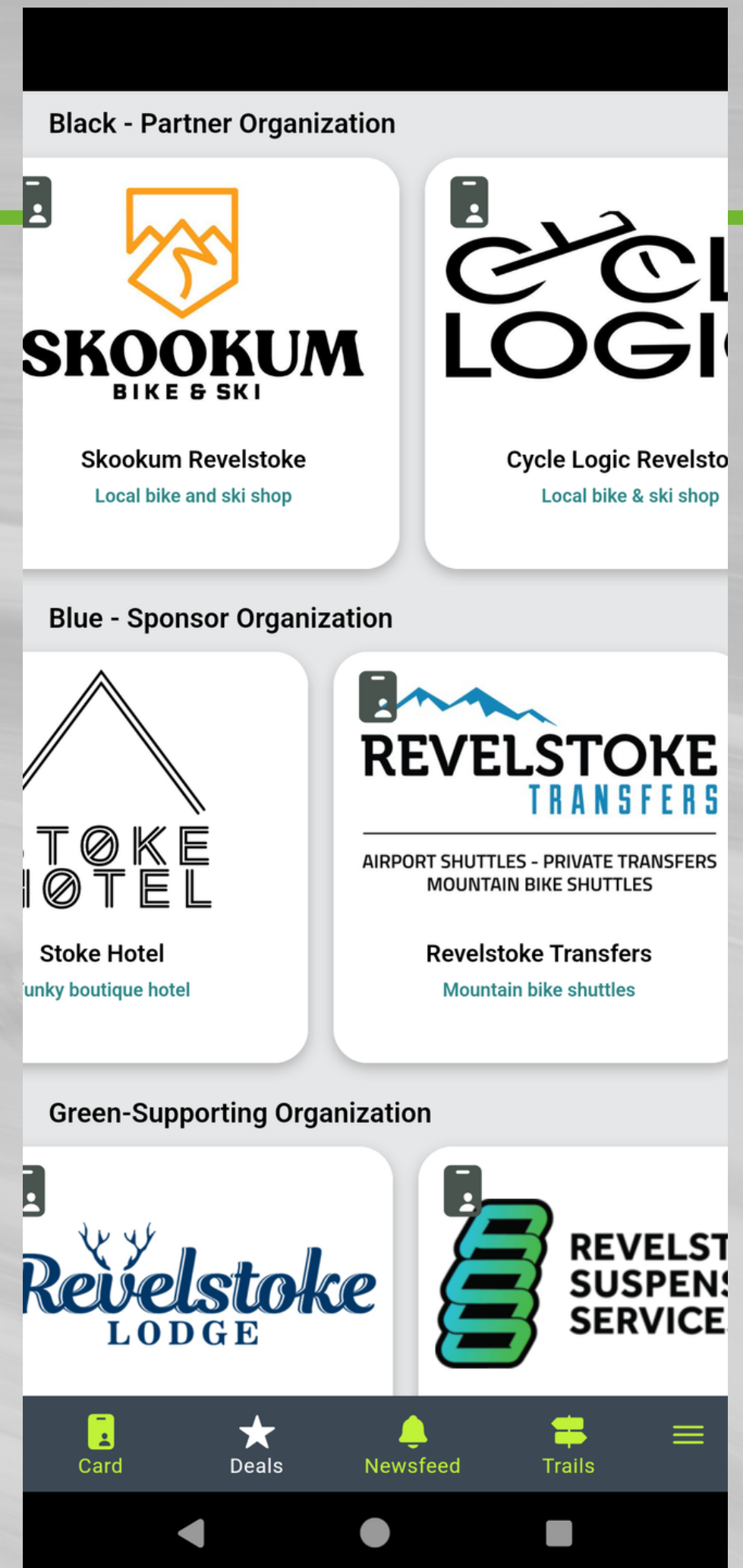
COMING IN 2024: HIVEPASS!

This year, we are adopting Hivepass, an app-based membership card designed for mountain bike clubs.

Hivepass will allow our sponsors to market to our members by offering member benefits through the app. We believe this will benefit our sponsors, members, and the RCA:

- Sponsors will benefit by enticing members to their businesses.
- Members will enjoy more benefits at local businesses.
- The RCA will boost membership by offering more benefits.

For more information, visit hivepass.app, or contact us for a demo.



SPONSORSHIP OPPORTUNITIES



GREEN - SUPPORTING ORGANIZATION



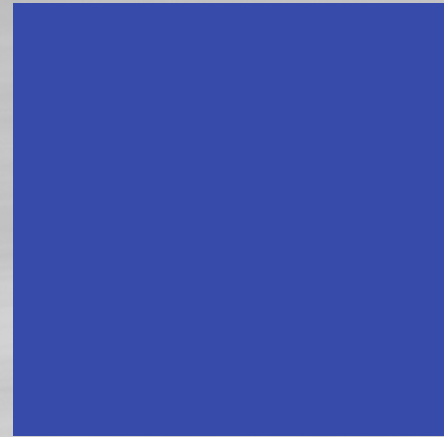
\$300

What You'll Get:

- Recognition on our website, newsletter, and Hivepass
- One marketing opportunity through Hivepass



BLUE - SPONSORING ORGANIZATION



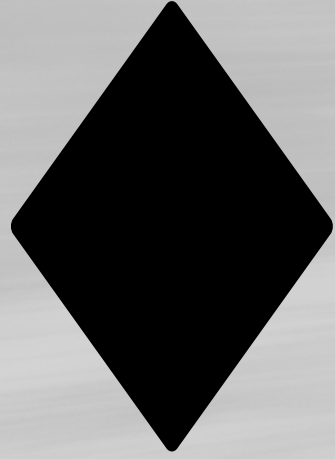
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What You'll Get:

- Recognition on our website, newsletter, and Hivepass
- Two marketing opportunities through Hivepass



BLACK - PARTNER ORGANIZATION



\$1500

What You'll Get:

- Recognition on our website, newsletter, and Hivepass
- Three marketing opportunities through Hivepass
- One social media post thanking your organization



DOUBLE BLACK - SUSTAINING ORGANIZATION



\$ 5 0 0 0

What You'll Get:

- Recognition on our website, newsletter, and Hivepass
- Five marketing opportunities through Hivepass
- One social media post thanking your organization
- The ability to display your banner at RCA events



TRAIL ADOPTION PROGRAM

Upgrade your sponsorship by supporting a trail!

Choose from one of four tiers:

The Classics: \$2,000

Frisby Ridge, Flowdown, The Detention Centre

Popular Favourites: \$1,000

Tantrum, Toad School/Leap Frog, The Beavers, Miller Time, TNT, Berm Donor, Break-a-Leg, Stimulus, Sunnyside Up, Haulin Daze, Gravy Bacon, Boondocker, Logging Leftovers, UFC/Ultimate Frisby

Hidden Gems: \$500

Buff Enuff, Ridge Walk, Black Forest, Tightrope, Super Happy Fun, Serenity Now, Root Canal, Lookout, Hemlock Groove, Quarry, Yew R Here, 4Play & Sex on the Beach, Man Quads, Iron Lotus, Rednecks Revenge, Rooster, Tall Timber/Big Timber/Bike Club

Local Secrets: \$250

Cash Advance, Tranquility Traverse, Dog Patch, River Run, Forest Lane, Chair, View, Richard Liqueur, Bluff, Sloe Grin, Telemarkers Choice, Backside



Note: 2023 trail sponsors have first rights to renew their sponsorship for 2024. Please contact us to find out which trails are available this year.

EVENT TITLE SPONSOR



\$ 5 0 0

Do you have an idea for an event you'd like to sponsor? Contact us with your idea, and help us make it happen.

Event sponsors must contribute a minimum of \$400 in-kind (i.e., food, drinks, or prizes), and \$100 in cash, and help out at the event.

What You'll Get:

- Your business name used in all event promotion
- Your logo featured prominently on event posters
- Recognition as the title sponsor at events
- Tagged in social media posts pertaining to your event
- Recognition on our website, newsletter, and Hivepass



EVENT SUPPORTING SPONSOR



\$ 2 0 0

A minimum of \$200 in-kind (i.e., food, drinks, or prizes)

What You'll Get:

- Your business name mentioned in event promotion
- Your logo on event posters
- Recognition at the event
- Tagged in social media posts pertaining to your event
- Recognition on our website, newsletter, and Hivepass



TUESDAY DIG NIGHT - TITLE SPONSOR



\$1500

\$1200 of food vouchers or gift certificates to feed our volunteers
\$300 cash to support RCA costs related to Dig Nights

What You'll Get:

- You'll have your business name tied to the Dig Nights
- Tagged in social media posts pertaining to Dig Nights
- Recognition on our website, newsletter, and Hivepass
- Recognition at Dig Nights



TUESDAY DIG NIGHT - SUPPORTING SPONSOR



\$500

\$400 of prizes to support our volunteers

\$100 cash to support RCA costs related to Dig Nights

What You'll Get:

- Tagged in social media posts pertaining to Dig Night
- Recognition at Dig Nights
- Recognition on our website, newsletter, and Hivepass





**THANK YOU
FOR YOUR
SUPPORT!**

CONTACT

To become a sponsor, contact
ed@bikerevelstoke.org

If you are interested in supporting us
in any other way than what our
sponsorship program offers, please
get in touch!

[@bikerevelstoke](#)

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www.bikerevelstoke.org