

ACC HIGHLIGHTS

- 33 consecutive seasons of the ACC summer race series
 - 16 Wednesday-night races (8 road and 8 mountain bike)
 - More than 200 distinct racers each season
- Hundreds of volunteer hours
- Free beginners' skills clinics
- Annual scholarships awarded to youth cyclists with a total value of \$4,000
- Volunteer Trails Day with Roaring Fork Outdoor Volunteers results in more than 100 hours of trail maintenance work

***All made possible by
our generous network
of sponsors.***

The Aspen Cycling Club is a 501(c)(3) non-profit offering a low-cost, summer-long series of road and mountain bike races open to members and non-members, as well as community cycling events, skills clinics, and volunteer trail maintenance. Each year we award youth scholarships to aspiring young cyclists in the Roaring Fork Valley.

Everything we do is made possible by our incredible network of sponsors. We hope you will support us in 2021.

Questions?

EMAIL

sponsorship@aspencyclingclub.org

ADDRESS

PO Box 4945, Aspen, CO 81612

WEBSITE

www.aspencyclingclub.org

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cycling
club**

**2020
SPONSOR
GUIDE**

“Thank you guys so much for giving me a scholarship. I have such an immense love for the sport, and you guys are helping me progress as a rider and take my racing to the next level. I’m so excited to go to the Sea Otter Classic and race XC, Enduro, and Downhill.”

—2018 ACC youth scholarship recipient



SPONSORSHIP LEVELS

Race Sponsor: \$2,000+

- Race or event presenting recognition*
- Logo placement in all series promotional materials, event and party displays, club emails, and ACC website (with link)
- 1 youth scholarship co-awarded with the ACC supporting competitive goals and diversity/inclusivity in cycling
- 2 complimentary club memberships
- Ability to create brand activation at your sponsored event
- Ability to send promotional emails to club membership once per month (sponsor provides content) †
- 1 social media post featuring brand/business and sponsored race (sponsor provides content) †
- Invitation to season kick-off party to distribute promotional materials to ACC members
- Sponsor recognition sticker

Series Sponsor: \$1,000+

- Logo placement in all series promotional materials, event and party displays, club emails, and ACC website (with link)
- 2 complimentary club memberships
- Ability to send promotional emails to club membership once per month (sponsor provides content) †
- 1 social media post featuring brand/business (sponsor provides content) †
- Invitation to season kick-off party to distribute promotional materials to ACC members
- Sponsor recognition sticker

Club Sponsor: \$500+

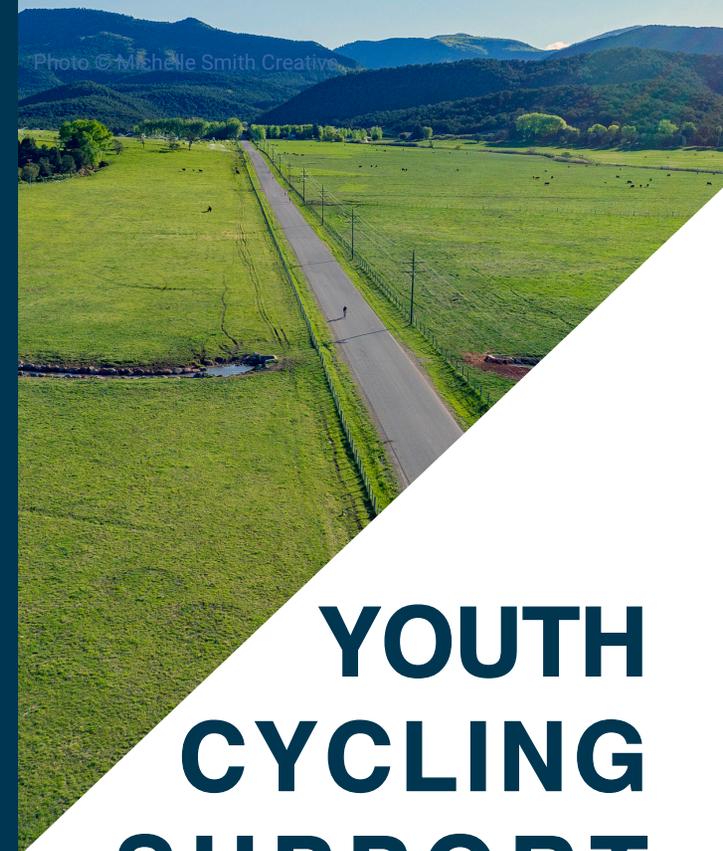
- Logo placement in all series promotional materials, event and party displays, club emails, and ACC website (with link)
- Ability to send 1 promotional email to club membership (sponsor provides content) †
- 1 complimentary club membership
- Invitation to season kick-off party to distribute promotional materials to ACC members
- Sponsor recognition sticker

* Race sponsorship will be assigned by ACC Board of Directors based on sponsorship amount proportional to expected race attendance, or may be chosen by the sponsor on a first-to-commit, first-selection basis.

† Content subject to ACC Board review.

Note: In-kind donations will be considered on a case-by-case basis.

Photo © Michelle Smith Creative



YOUTH CYCLING SUPPORT

We waive entry fees for junior racers at all Aspen Cycling Club events. This gives youth cyclists of all abilities and economic backgrounds the opportunity to participate in their first bike races, hone their skills every week, and get ready for state or national races.

2020 JUNIOR RACERS: 30
MEMBERSHIP VALUE: \$4,050
