

BICYCLE NEWFOUNDLAND AND LABRADOR



SPONSORSHIP OPPORTUNITY PACKAGE

www.bicyclenl.com

Who We Are

Bicycle Newfoundland and Labrador (BNL) is a non-profit, volunteer-based organization and the official governing body for the sport of cycling in Newfoundland and Labrador. We are an affiliated provincial sport organization of Cycling Canada operating under the authority of the world governing body of cycling, the Union Cycliste Internationale (UCI).



We are governed by a province-wide volunteer board consisting of eleven (11) directors. As well, four (4) regional representative positions serve to facilitate communications between the organization and specific regions. For several years prior to the start of the pandemic in 2020, BNL membership had increased annually, totalling 650 in 2019. Although Covid subsequently slowed

things down, we are preparing for a busy few years with anticipated growth in membership and events.

Membership in BNL is diverse with respect to age, gender and location in the province. In line with population stats, most of our members reside in the Eastern region of the province, with the remainder scattered throughout the other three regions. Our members range in age from the very young (4 years old) to 70+. Although this varies from year to year, generally seventy percent of our members are male whereas 30% are female.

In 2018, BNL was the proud recipient of the TORCHY PEDEN AWARD from Cycling Canada. This national award was presented for overall success in membership, efficiency of operations and administration, and for all we have done for the sport of cycling.

Our Vision/Mission

Our mission is to create a well-recognized and safe, province-wide cycling community. We provide education and leadership to help create a vibrant and healthy cycling experience for the benefit of members, partners and the public.

What We Do

As the provincial governing body for the sport of cycling, we are focused on developing lifelong recreational and competitive riders across the province. Our members are engaged in various aspects of cycling - road, mountain, gravel and fat biking. Whenever possible, we offer

guidance, networking and liability insurance for individuals and groups offering group rides, races, and other programs. We support cyclists who take on the challenge of competing at provincial, national and international levels.

Through our affiliation with Cycling Canada, we assist individuals who would like to work with



young cyclists through the National Coaching Certification Program (NCCP) and other Canadian cycling programs. We also support the use of HopOn and Sprockids cycling programs by community clubs, schools groups and other stakeholders to develop safe cycling skills.

Through our advocacy efforts we strive to support and facilitate positive changes with respect to cycling in the province. We work with provincial and municipal governments to promote bicycle lanes and paths for commuting and recreation. In 2019 we successfully lobbied the government for increased road safety and the introduction of the "One Metre Rule" in Newfoundland and Labrador.

Programs/Events

Below are some of the programs/events that we have offered directly or in partnership with others. Please note that not all of these offerings are available every year but are dependent upon available resources, including volunteers:

- Women's Group Rides
- 50+ Group Rides
- Tandem Bike Group Rides for the visually impaired
- Gran Fondos in Port Rexton and Port au Port
- Girls in Motion (new program focused on girls aged 9-15 in the St. John's area)
- Trepassey Posse (annual 310 km bicycle ride around the Irish Loop)
- Enduro Series (mountain bike events)
- Rough Waters Gravel Grind (mountain bike event)
- Short Track Mountain Bike Series for children and adults
- iBike camps offered in conjunction with NL Balance & Dizziness Centre (teaches children and adults with disabilities how to ride a bike)
- Youth Cycling Development Camp
- Pippy Park Snowbike Fest
- Tour de Summit (Snowbike event)
- Pouch Cove Classic Road Race
- Provincial Championship Road Race

Why be a Sponsor?

- Help promote a healthy, active, environmentally friendly lifestyle
- Support the growth of cycling in Newfoundland and Labrador, including coach development and team support
- Encourage grassroots development through established programs like HopOn and Sprockids and through various school cycling events
- Promote long term athlete development
- Promote education and safe cycling for all cyclists
- Help us provide community leadership and involvement
- Gain access to a diverse and growing membership which offers great marketing visibility



Sponsorship Levels

Platinum - \$12,000

- Designation as a Platinum Level Sponsor
- Acknowledgement on our website and social networking
- Four BNL memberships for employee or representative of sponsor
- Recognition in all membership newsletters throughout the calendar year
- Opportunity to display flag or banner (provided by sponsor) at all exhibits/events
- Two invitations to annual volunteer recognition event
- Banner and recognition as Platinum Sponsor at Annual General Meeting
- Recognition as Platinum Sponsor in Annual Report

- Opportunity to use name as part of the official event name for one major event for the sponsored year
 - Recognition in press releases related to the event
 - Up to two banners/signs (provided by sponsor) displayed at start/finish line of designated event
 - One item (provided by sponsor) placed in the attendee bags given to all registered attendees for the specific event
 - Appropriate mention during announcements at start/finish line

Gold - \$8,000

- Designation as a Gold Level Sponsor
- Acknowledgement on our website and social networking
- Two free BNL memberships for employee or representative of sponsor
- Opportunity to provide sponsor information in one membership e-newsletter
- Opportunity to display flag or banner (provided by sponsor) at two exhibits or events
- Two invitations to annual volunteer recognition event
- Banner and recognition as Gold Sponsor at Annual General Meeting
- Recognition as Gold Sponsor in Annual Report

Silver - \$5,000

- Designation as a Silver Level Sponsor
- Acknowledgement on our website and social networking
- One free BNL membership for employee or representative of sponsor
- Two invitations to annual volunteer recognition event
- Banner and recognition as Silver Sponsor at Annual General Meeting
- Recognition as Silver Sponsor in Annual Report

Athlete Development - \$5,000+

- For a minimum contribution of \$5,000 (individually or in combination with a Platinum, Gold or Silver sponsorship above) you can support us in our quest to identify and develop female and male cyclists dedicated to pursuing their competitive cycling dreams at a national/international level.
- Your contribution will support travel, coach development, training, training camps, equipment and team uniforms.
- As a sponsor, you will be demonstrating your support of healthy, active athletes in a growing sport in Newfoundland and Labrador. In return, you will be acknowledged on our website



and social media platforms and receive two invitations to our annual volunteer recognition event. Your logo will be placed on team uniforms for training and competitive events (excludes Canada Games) within this province as well as the Atlantic region. The long life of the jerseys as well as the long and frequent training rides increase the visibility of your logo.

- 10% of athlete development contributions is allocated for administrative costs.

Supporter – \$ Optional \$

- BNL gratefully accepts donations of any amount.
- Donations not directed towards a specific program or need will be used to build and support the foundations of our goals and mission.
- Special mention at group functions.

Contact Details

Thank you for taking the time to review our sponsorship package. We are dedicated to helping our partners market their brand to ensure optimal benefits for everyone.

To discuss these sponsorship opportunities further, please contact:

Julian Kennedy, President
Bicycle Newfoundland & Labrador
Website: www.bicyclenl.com
Email: president@bicyclenl.com