



Team Squamish
Cycling

SPONSORSHIP OPPORTUNITY

SUPPORTING YOUTH
CYCLING IN AN ECOSYSTEM
THAT SUPPORTS KIDS'
DREAMS UNCONDITIONALLY



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ABOUT THE SOCIETY

Established in 2005, Team Squamish Cycling (TSC) develops youth mountain bikers, racers, (12-18) and coaches, delivering an inclusive and equitable program that focuses on skills development, fitness, and health (mental & physical).

In 2023, we awarded 4 scholarships to two junior female athletes, one junior indigenous male athlete who is currently ranked #2 in BC, and one junior male athlete who really needed a hand.

We currently have 38 junior athletes keen to hone their skills, become recognized by their peers, and live their passion. These are happy kids.

TEAM SQUAMISH CYCLING BELIEVES IN EVERY SINGLE ONE OF THESE YOUTH ATHLETES.

DID YOU KNOW?

According to Givz.com...

- '86% of consumers are likely to purchase from purpose-driven companies – even better if those companies have the same beliefs and values as them.'
- Of these, '75% will actively conduct research to find out if a brand is being honest about where it stands on certain issues.'
- 'A whopping 90% of Gen Z believe companies must act to help social and environmental issues.'
- In the Sea to Sky, consumers are all about mountain sports.
- Local Sea to Sky athletes are already on the world stage,
- ***They just need advocates who believe in them.***



VISION AND MISSION

Our vision is far-reaching and our mission is integral in supporting youth, to see each athlete achieve their dream, be seen by their peers, and recognized for their hard work -every single one of them. Youth need this now more than ever!

VISION

Our Vision is for Team Squamish Cycling (TSC) athletes to thrive to their highest potential (unconditionally), develop a lifelong passion for biking, and become ambassadors for Squamish to our neighbours around the world.

MISSION

It is our mission to support local youth every step of the way, delivering safe inclusive and unconditional programming focusing on skills development, fitness, and health (mental & physical).

TEAM SQUAMISH PROGRAMMING

Team Squamish Cycling (TSC) has some outstanding athletes. Training is twice weekly, with spin class in the winter season. Clinics on bike mechanics, mind-set, physio and stretching, nutrition, and first aid are included, as well.

Not only will you be supporting the whole team in training, you will be supporting top athletes unable to procure sponsors on their own as they make their way to the world stage. Some of these athletes are 'paying their own way.' In the absence of sponsorship, it's not uncommon for many world cup athletes to race the world cup as a privateer, which is extremely difficult to do.

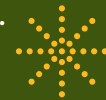


Most importantly, the cost of private coaching becomes a roadblock for many of these athletes.

TSC is steadfast in our goal to provide these athletes with every opportunity to develop their skill and live their dream.

MENTOR PROGRAMMING

Team Squamish Cycling (TSC) is fortunate to have some incredible and dedicated teen mentors who race and love to give back to their community. Many of the juniors look up to these senior athletes as their heroes.



TSC is in the process of providing coaching certification through Cycling BC for our senior athletes so they can provide the best mentorship for the team and we can provide income to help fund their dreams to reach the world stage.



EVERGREEN

PROGRAMMING

JUNIOR COACHING PROGRAM

TSC has a solid group of 14-15 year old athletes who would also like to become coaches one-day.

TSC has endeavoured to create an evergreen program, where junior athletes graduate up to become certified coaches as well. This will allow them to gain employment doing what they love, give back to the community, and continue the stoke for the younger generation.

Creating opportunity for local youth.



SPONSORSHIP OPPORTUNITY

We know you will get top exposure for your sponsorship marketing dollars. Some of the best junior athletes in the corridor ride for TSC because coaching at TSC is unconditional. You'll help to support their dreams to reach the world stage and your company will be recognized in the process.



TITLE SPONSOR

\$10-15k - Your organization will have the most prominence in social media marketing, placement on the team 't' for 2023, and presence on the teamsquamishcycling.com website. Most importantly you will be the #1 supporter of local junior athletes, some of whom are being seen by the world already, they just need sponsorship.

PODIUM SPONSOR

\$5K - Your organization will have prominence with only five other companies, we don't want your logo drowned out by 20+ other logos -nor do we want our athletes to be 'the community cork board.' You'll also be tagged on every social post, placement on the team T, and prominence on teamsquamishcycling.com



OPPORTUNITY

Not only does sponsorship give opportunity to young athletes, it provides market exposure which has proven to provide tremendous opportunity for marketers.

JERSEY SPONSOR

\$2.5K - Your organization will have prominence with a small number of other companies. You'll also be tagged on every social post, smaller placement on the team 't' in 2023, and presence on the teamsquamishcycling.com



COMMUNITY SPONSOR

\$1k - Your organization will be tagged in every social post and have presence on the teamsquamishcycling.com website. At this level you will help support a healthy, happy, and vibrant community, where youth feel supported and recognized for their hard work.

MEET OUR VOLUNTEER TEAM



CATHERINE FLEMING



RHYS VERNER,
WORLD CUP
ENDURO ATHLETE



IRINA GRACHEVA,
CPA



CLARE WELLS



GRACE MACLEOD,
MBA CANDIDATE



JOLENE O'NEILL



CAROLINE DEPATIE,
PH.D.



CAROLINE MILLETTE



THANK YOU

**WE LOOK FOWARD TO HAVING YOU
AS PART OF THE TEAM!**

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