

BUILDING SUCCESS

An opening now exists to be part of what promises to be an exciting journey, which will provide your organization with the opportunity to be part of a dynamic sporting brand.

We need your support for the 2008 season and beyond. Together, we can develop world-class cyclists to represent Team Alberta and Canada. Your contribution will help build a pathway for young athletes on their way to success. Be a part of this success by making a donation, becoming one of our bronze, silver, gold or platinum level sponsors, funding a local event or donating goods or services in kind.

The local and national appeal of the Alberta Bicycle Association (ABA) is a great way to increase public awareness of your business. Cycling remain an open and accessible market for both small businesses and large corporations.

This strategic relationship will provide an excellent opportunity to associate your company, image and your products with a world-class event and winning athletes. Your company will be giving our athletes the opportunity to compete and to be the best they can be now and into the future.

SPONSORSHIP LEVEL BENEFITS

Sponsorship Level Benefits	Platinum (30 K)	Gold (20k)	Silver (10k +)	Bronze (5K)	Supplier (3k+)
Title Sponsorship of team (BMX, Road/Track/ Cyclo-Cross, Mountain Bike)	x				
Recognition on Provincial Team Kit	x	x			
Recognition on Coaches Uniforms	x	x	x		
Prominent Signage at all ABA Events	x	x	x		
The opportunity to include advertising material in mail outs to ABA members	x	x	x		
Opportunity to present awards and meet with athletes	x	x	x		
Recognition on team vehicles	x	x	x		
Access to athletes for guest appearances and motivational sessions.	x	x	x		
Recognition displayed on all ABA letterhead	x	x	x		
Recognition on registration information, forms and documents;	x	x	x		
Recognition displayed in official publications	x	x	x		
Receive recognition in press releases including media alerts, releases and E-Newsletter.	x	x	x	x	x
Receive representation and a link on website	x	x	x	x	x
Meet with riders on Provincial Team and take part in Team Launch and Announcement	x	x	x	x	x
Access to VIP facilities at ABA events	x	x	x	x	x
Logo on race equipment	x	x	x	x	x
Training advice available, or work with your company to implement cycling programs	x				

Other Advertising Opportunities
 Alberta Spin Magazine
 Alberta Bicycle Association Newsletter
 ABA Vehicles
 ABA Handbook



Alberta High Performance Cycling Team



Champions of today and tomorrow

HIGH PERFORMANCE CYCLING TEAM

The aim of the Alberta Bicycle Association High Performance Team is to support the efforts of dedicated riders in Alberta to gain the discipline, knowledge, skills and fitness level necessary to achieve success on the national stage.

Launched in 2007, the High Performance Team enhances the development for all levels of cycling from Youth to Elite. This structured approach to training has developed Championship cyclists around the world. It is now available, through the Alberta Bicycle Association, to young athletes in Alberta .



The program has already provided a solid foundation with winning results for some of these young athletes.

With the support of corporate and individual sponsors, the program promises to become among the strongest in the world.

With the expansion of the High Performance Team, Alberta cyclists will continue to compete in a variety of national and international races around the world and bring home championship medals.



The High Performance Team sets a standard for all riders and allows them to focus on their goals. Riders, starting from 15 years of age, progress from one team to the next as they move through each age category.

Based on their development, they can hope to move forward to become a member of the Canadian Team.

The High Performance program includes training by world-class coaches, development camps, fitness testing, equipment and nutritional programs. This program is vital for young developing riders and requires ongoing resources and financial support that most can not provide on their own. With support from our valued sponsors we can keep their ambition alive, by providing the funds for this elite program.

OVERVIEW OF THE ABA

The ABA is the governing body for cycling in Alberta and oversees five disciplines:

- BMX
- Road
- Mountain Bike (downhill and cross country)
- Track
- Cyclo-Cross



To become a partner contact us today:

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