



2012 Sponsorship Overview

The Bicycle Racing Association of Colorado – the ACA is a 501(c)3 non-profit sporting organization that provides the leadership to organize, structure and promote road, track and cyclocross racing in Colorado and southeast Wyoming. The mission of the ACA is to expand and develop the sport of amateur bicycle racing in the Rocky Mountain region while ensuring quality experiences for all involved. We offer an array of programs to attract new members and keep our current members informed and best able to enjoy our great sport.

The ACA has more than 3,000 members. Our website, www.coloradocycling.org, enjoys approximately 30,000 visits per month with more than 110,000 impressions. In addition, we send a monthly e-Newsletter (10 issues per year) and weekly updates to our members (approximately 3,000 email addresses, with an over 40% open rate).

We welcome partnerships of all shapes and sizes from the Colorado business and cycling communities. It is our goal to help our partners achieve their business needs in the manner that best fits each company.

- **Member Business Directory** – All ACA members, including riders, clubs, and non-racing members, can list their business/link on our site for free.
- **Website Advertising Left Side Bar**– These logo/links are located on the left side of the website. Left Side Bar logo/links cost just \$50 per month for ACA members and \$100 for non-members.
- **e-Newsletter Side Bar Advertising** - \$50 per month for members, \$100 for non-members.
- **e-Newsletter Side Bar Advertising for One Year** - \$500 for members, \$1,000 for non-members.
- **e-Newsletter Banner Advertising** - \$100 per month for members, \$200 for non-members.
- **e-Newsletter Banner Advertising for One Year** - \$1,000 for members, \$2,000 for non-members.
- **Official Partner** – Located on the right side bar of our website, the logos/links of our Official Partners represent companies which make a significant contribution to the ACA. While these relationships all differ to fit the needs of each company, the designation of 'Official Partner' represents a minimum investment of \$2,000 per year and a significant contribution of product and/or services. Official Partners are also listed with logo, link, and description on our site's 'Official Partner' page, given Side Bar Advertising in all ten monthly e-Newsletters, share links, photos and promotions on Facebook, and have the opportunity to place marketing collateral at ACA events.
- **Sustaining Sponsor** – this new category of Sponsorship represents a fantastic commitment to cycling in Colorado. The ACA is seeking up to three Sustaining Sponsors who wish to support the organization at a minimum pledge of \$20,000 annually with a three year commitment. Sustaining Sponsors will be recognized in all forms of ACA communication for their incredible support, which sustains our organization's ability to serve the Colorado cycling community.

To build a positive partnership with a leading non-profit organization that works with 3,000 members, hundreds of young people, bicycle issues in Colorado, and an activity built around life-long health and well-being, please contact:

Chris McGee – ACA Executive Director – 303-458-5538 – execdir@coloradocycling.org