



# Team Manitoba Cycling

*Provincial Program Sponsorship Information*

*RIDE WITH A WINNER*





# You Can Be A Part Of This Positive Experience- Come Along For The Ride!

The Team is seeking both Operational and Project Support. We are asking you to consider becoming a valued member of The Manitoba Provincial Cycling Team by helping our young athletes to compete at the highest levels.



For Provincial Program  
Information Contact us:

Phone: 204.925.5686  
Email: [cycling.ed@sportmanitoba.ca](mailto:cycling.ed@sportmanitoba.ca)  
145 Pacific Ave.  
Winnipeg, Mb.  
Canada  
R3B 2Z6







Dear Cycling Partner,

The Provincial Cycling Program is launching the next level of our Cycling Program and we invite you to partner with us as a sponsor for Team Manitoba.

The Provincial Program is committed to supporting the young cyclists of Team Manitoba to take on the challenge of racing at provincial, national and international levels. The Provincial Coach, Jayson Gillespie, is a nationally certified coach with over 10 years experience ranging from grassroots cycling to world championships and youth Olympics. This coaching expertise has brought together the best developing Provincial talent and generated new enthusiasm within the sport in Manitoba. Team Manitoba is made up of Manitoba's cycling prodigies who have dedicated themselves in all categories of the sport (Road, Mountain, and Cyclocross). The attached folder introduces some of the athletes across the province currently in the program.

Through Sport Manitoba grants, *and sponsors like you*, the Provincial Program under the Manitoba Cycling Association (MCA) provides the equipment, infrastructure and dollars needed to take Team Manitoba athletes to this higher level of competition.

Following the 2012 London Olympic Games, Cycling Canada revised its overall mission for Canada to be "a leading cycling nation by the year 2020". The MCA's goal is to have homegrown athletes represent Manitoba as part of this vision. With top-level National cycling events making their way to our own backyard, cycling as a sport is gaining increased media exposure. In just 4 short years Winnipeg will be hosting the 2017 Canada Summer Games where many of our athletes will be competing for podium finishes. Naturally, events with such scale covering the entire province will inspire youth of all ages to give racing a try. Sponsorship of the Provincial Cycling Team represents an opportunity to get involved at the ground level, supporting a new era of cycling in Manitoba.

Your sponsorship through the Provincial Program provides tools, transportation, coaching, sport science seminars, as well as life experiences for our Team Manitoba Cyclists.

As a Team Manitoba sponsor, you will be demonstrating your support of healthy, active, youth initiatives and assist in the growth and development of young athletes in Manitoba, some of which compete at National and International events this year, and could one day be a future Olympian !

## **Advertising Opportunities**

By signing on as a Team Manitoba Cycling sponsor you will be given access to the Provincial team brand, giving the opportunity to activate your support in our future marketing initiatives.

- With over 50 races on our local Manitoba race calendar plus other out of province projects such as Quebec; Iowa; Saskatchewan; and Penticton, BC, the Provincial Team also plays an active role in Bike to Work Day and other cycling related promotions. These provide numerous opportunities for sponsorship exposure during the year.

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- The Team Vehicle travels throughout the city and rural communities all year for training rides and to attend races and other events. Your advertisement would be seen daily within Winnipeg and the trailer travels to training and competitions in and outside of the Province.
- The Manitoba Cycling Association website (<http://www.mbcycling.ca>) is home to our sanctioned race calendar, race results, training and educational opportunities. We are a multiple discipline sport with over 1000 licensed members and affiliated clubs who are coming to our site on a daily basis where advertising would be viewable.
- The Manitoba Cycling Facebook page also captures a broad audience from recreational cyclists to Elite racers.
- Having exposure of your product/service on Team Manitoba cycling clothing or merchandise will reach hundreds locally and potentially thousands in a direct and affordable way. On a 40 mile ride, the cyclist is exposed to approximately 30 other bikers, 200 cars, and another 200 people along the way. In this way, your company can reach over 20,000 people for each cycling jersey worn 50 times in a year.

The Manitoba Cycling Association values partnerships. It is important to us that we understand your goals and objectives so that we can customize a sponsorship package that meets your business needs as well as ours. We have provided a summary of our suggested sponsorships levels and would welcome the opportunity to discuss these further in more detail.

For further details please contact the Manitoba Cycling Association at 204-925-5686.

Yours truly,

Twila Pitcher  
Executive Director  
Manitoba Cycling Association  
204-925-5686





# 2013 TEAM MANITOBA CYCLING - PROVINCIAL PROGRAM DEVELOPMENT TEAM

## SEBASTIAN KROUPA



**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



## GEZA BISTYAK



**Hometown:**  
Lorette  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike

## AUTUMN RODRIGUEZ



**Hometown:**  
St. Andrews  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike

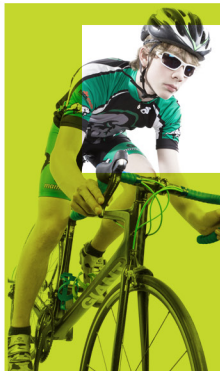


## MITCH KETLER



**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike

## DAVID HAMM



**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain  
Bike



## QUINN DESROCHERS



**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike

# 2013 TEAM MANITOBA CYCLING - PROVINCIAL PROGRAM DEVELOPMENT TEAM

**NATALIE YOUNG**

**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



**KURT PENNO**

**Hometown:**  
Sanford  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



**KRISTIAN SKROMEDA**

**Hometown:**  
St. Andrews  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



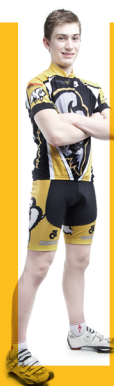
**GRACE KEARLEY**

**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



# 2013 TEAM MANITOBA CYCLING - PROVINCIAL PROGRAM PERFORMANCE TEAM

**JAKE ALLAIRE**

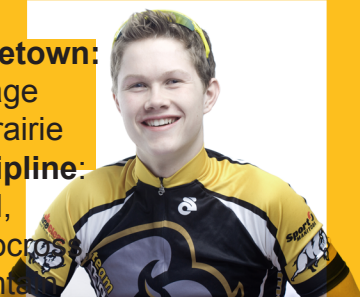


**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



**WILLEM BOERSMA**

**Hometown:**  
Portage  
La Prairie  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



**JENNA LEONHARDT**



**Hometown:**  
Portage  
La Prairie  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



**AARON CARTER**



**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



**OLIVER EVANS**

**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



**HANA BOERSMA**

**Hometown:**  
Portage  
La Prairie  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike





# COACHING AND HIGH PERFORMANCE



LINDSAY  
ARGUE



JAYSON  
GILLESPIE

## HIGH PERFORMANCE

ARI ROBINSON



**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



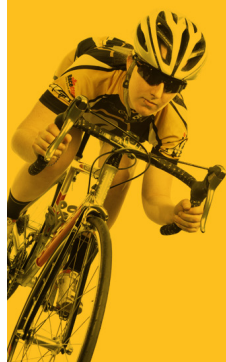
CHRIS Prendergast



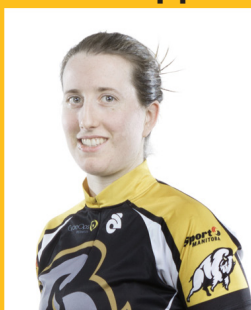
**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain  
Bike



ANNA Schappert

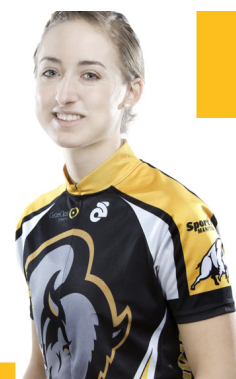


**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



LEAH Kirchmann

**Hometown:**  
Winnipeg  
**Discipline:**  
Road,  
Cyclocross,  
Mountain Bike



A partnership is about creating a win/win situation!

We welcome the opportunity to sit down with you to discuss your priorities and goals and customize a package that meets your business needs.

# SPONSORSHIP



## Level 1

\$6,000

Title Sponsor- 3 Year Contract:

- Primary spot on the Provincial team jersey displayed at every training ride and race.
- Advertising spot on the Provincial team trailer and van.
- Access to the Provincial team for your own marketing initiatives.
- Social Media promotion.
- Web banner on the Provincial team webpage.
- Signage rights at Provincial team staging area at competitions.
- Race results acknowledgment (i.e: Team Manitoba presented by "your name")
- 2 complimentary tickets to the annual award banquet.





# SPONSORSHIP



## Level 2

\$2,250

3 Year Contract:

- Secondary spot on the Provincial team jersey
- Secondary spot on the Provincial team vehicle and trailer
- Web banner on the Provincial team webpage for the duration of the partnership.

## Level 3

\$1,000

Annual Contract:

- Secondary spot on the vehicle and trailer
- Web banner on the Provincial team webpage for the duration of the partnership.

## Friend/Family

\$ Optional \$

- Special mention at group functions
- Designation of funds to specified needs

### Everyday Project needs:

- Toolbox
- Workbench
- Wheels
- Wheel bags
- Truing stand
- Bike rack
- Sun Shelter / Awning for trailer
- Cooling fans for training
- Pre & post recovery food and drink
- Post race clothing
- Warm up clothing
- Signs for races
- Volunteer marshal's equipment
- Contributions toward van
- Generator / compressor
- Water jugs
- Rubber flooring for trailer
- Penticton spring training camp
- Assistant coach
- National Races
- Falcon Lake summer training camp
- \$\$ contributions toward any of the above

**Sport**   
**MANITOBA**



# SPONSORSHIP



☐ Yes I'd like more information.

☐ Yes, here is my donation of \$

Name:

Address:

City / Prov:

Postal Code:

Phone Number:

Email Address:

For donation submissions or questions please:

- Mail cheque to: The Manitoba Cycling Association, 145 Pacific Avenue, Winnipeg MB, R3B 2Z6
- Go to <http://www.mbcycling.ca> (Provincial Program Tab) to access a form in PDF format or provide payment online.
- Contact us for more information at: [cycling.ed@sportmanitoba.ca](mailto:cycling.ed@sportmanitoba.ca) or ph. 204-925-5686

