



Sponsorship Overview

2023 Season



Your Partnership Positively Impacts Local Kids and Families!



"There are not enough words to describe what this team has done for my child and our family. From the financial support to making us feel important to the team. The energy that the staff gives to all families is a true blessing."

— Parent of a SoMont athlete; quote taken from 2023 season survey

Independence Youth Cycling (IYC) is a 501(c)(3), community-based, nonprofit organization that uses bicycle-centric activities to inspire Philadelphia-area boys and girls to develop character and confidence. Our **entirely volunteer staff** creates diverse youth cycling communities that enrich the lives of youth, their families, and the community at large.

We teach kids to be physically active, self-reliant, engaged with the outdoors, and good community members through the life-long sport of mountain biking. *We get kids off the couch, outside, and away from their video screens!*

IYC develops and support youth teams affiliated with the National Interscholastic Cycling Association (NICA) and Pennsylvania Interscholastic Cycling League (PICL). Although our SoMont and PhillyWiss teams are our main activities, we also offer community programs to introduce youth to the benefits of biking outside of the NICA program.

Your sponsorship helps enable more kids to participate. Sponsorship supports need-based youth scholarships; community outreach activities (like learn-to-bike programs); team safety gear, activities, and equipment; coach development programs; and more. And in return, we work hard to support our sponsors!

- Sponsorship is a great way to increase your business visibility in the local community!
- We partner with you to provide promotional value beyond just a logo on a T-shirt.
- Independence/SoMont/Philly Wiss is very active on social media and regularly promotes sponsors on Facebook, Instagram, at community events through signage, etc.

Please see the attached overview (last page) that explains the different sponsorship levels and corresponding promotional opportunities from IYC.

Thank you for considering partnering with us as an Independence Youth Cycling sponsor!

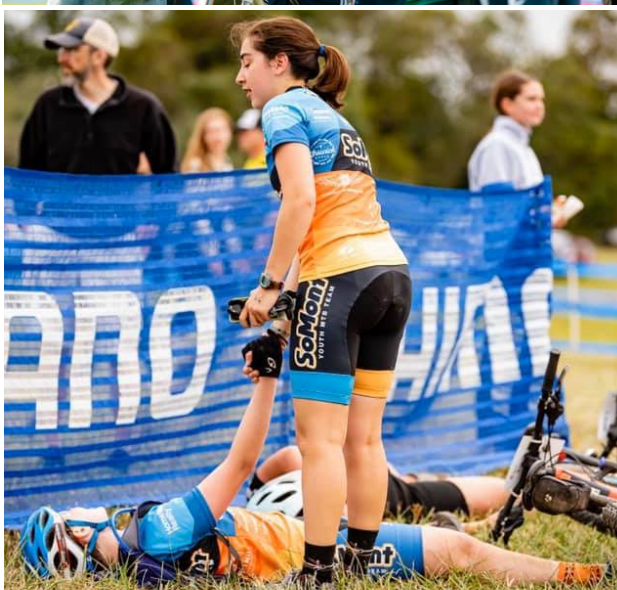
For more information on sponsorship, please contact:
John Raisch at john@independencyouthcycling.org or 215/704-1556 (cell/text)



About Our Teams

- ❖ Open to boys and girls in grades 6-12
- ❖ 110+ local student-athletes and coaches
- ❖ Southern Montgomery County (SoMont) teams serve Abington, Cheltenham, Springfield, Hatboro-Horsham, Upper Dublin, Lower & Upper Moreland, Wissahickon
- ❖ PhillyWiss team serves East Falls, Mt. Airy, and surrounding Wissahickon Park areas. Other Philadelphia teams are in development (e.g., NE Philly).
- ❖ 35+ volunteer NICA-certified coaches
- ❖ 1000+ Instagram followers/670 Facebook
- ❖ Active social media presence with highly engaged followers
- ❖ Strong parental support of team sponsors (92% report patronizing sponsors in 2022)
- ❖ Active in the local community, including park and trail workdays, events, etc.
- ❖ Participate in statewide, multi-day events that draw over 1,500 spectators per race

IYC does not receive money from any school district. We strive to keep our program affordable and accessible, and offer need-based scholarships.



Promoting Sponsors: A Few Examples

Below: Sponsor recognition page on website, with links to sponsors' info



Below: Gold Sponsor individual business highlight on social media



Below: Facebook header promoting sponsors; team jersey with sponsors



Below: One of several yearly social media general sponsor "thank you" acknowledgements



Right: Glanzmann Subaru promoting a new Outback to SoMont parents at a practice. Also promoted on Facebook & Instagram. Results: several vehicles sold!



2023 Sponsorship Levels & Benefits

Tier	Value	Sponsor Benefits
Title Sponsor	\$2500+ Let's Discuss!	<ul style="list-style-type: none"> ❖ Premier logo placement on jersey and team materials ❖ Promote your business directly at one or more IYC events ❖ Custom promotional activities available if desired ❖ Includes all Gold benefits noted below
Gold Sponsor	\$1000	<ul style="list-style-type: none"> ❖ Logo placement on jersey ❖ Individual promotional highlight on IYC social channels ❖ Recognition at end-of-year banquet event ❖ Includes all Silver benefits noted below
Silver Sponsor	\$550	<ul style="list-style-type: none"> ❖ Logo placement on team sponsor banner shown at all events ❖ Logo, business name, and link on IYC website ❖ General thank-you mention on IYC social media
Business Supporter	Up to \$550	<ul style="list-style-type: none"> ❖ Logo and business name on IYC website ❖ General thank-you mention on IYC social media
Individual Supporter	\$50+	<ul style="list-style-type: none"> ❖ Thank-you mention on IYC social media if desired

Independence Youth Cycling is a 501(c)(3) nonprofit organization.

Contributions are tax-deductible to the extent permitted by law.

- EIN: 87-1845203
- GuideStar nonprofit profile: www.guidestar.org/Profile/87-1845203
- Sponsorship payable by check (preferred to avoid fees) or PayPal



Sponsor commitment deadline:
Monday, June 19, 2023

Please make checks payable to:
Independence Youth Cycling

Administrative and mailing Info:
Independence Youth Cycling
203 Heacock Lane, Wyncote, PA 19095
Nonprofit director: John Raisch
215-704-1556 | john@indiemtb.org

 www.somontcycling.org

 www.phillywissmtb.org

 www.independenceyouthcycling.org

 facebook.com/somontmtb

 instagram.com/somontmtb

 instagram.com/independenceyouthcycling





2023 Sponsor Information Needed

*This information, including logos and other marketing collateral, can be emailed to:
info@independenceyouthcycling.org*

Sponsorship amount: \$_____

Please provide the full contact info (address, phone, e-mail) for your business:

- Your name:
- Business name (how you want us to refer to you):
- Address:
- E-mail:
- Phone:
- Business Facebook page:
- Business Instagram account name:

Please provide a short (1-3 sentence) info blurb about your company that we can use when we highlight your business:



Logo: Important for Silver and Gold-level sponsors: we need a high-resolution, editable digital file of your logo. Ideally a source file from whomever created the logo. Should be in a "vector format," such as EPS or Adobe Illustrator (.ai). The logo you use on your website won't look good when we scale it up to use on a jersey, large banner, etc.

IYC Contact Info:

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