



# 2024 Independence Youth Cycling Sponsorship Program



Independence Youth Cycling supports programs that use bicycling to encourage Philadelphia area middle- and high-school youth to be active, good community members, and self-reliant.

Supported programs include skills development, adventure, training, racing, bike maintenance, and environmental stewardship. We focus on mountain biking, cyclocross, enduro, downhill, and gravel biking.



We get kids off the couch, outside, and away from their video screens!

Independence Youth Cycling is a 501(c)(3) nonprofit organization run by an entirely volunteer staff. We strive to keep our programs affordable and accessible, and offer need-based financial assistance.

----- New for 2024 -----



Bikes on Demand



# 2024 Independence Youth Cycling Sponsorship Levels & Benefits

Tier	Value	Sponsor Benefits
Program Title Sponsor <b>NEW</b>	\$2500+ Let's Discuss!	<ul style="list-style-type: none"> <li>❖ Premier brand placement on all program materials</li> <li>❖ Promote your business directly at multiple IYC events</li> <li>❖ Custom promotional activities available if desired</li> </ul> <b>NEW</b> Programs: NICA/PICL Series, MASS Series, Cyclocross, Bikes on Demand, Coach Training, Scholarships/Financial Aid
Gold Sponsor	\$1000	<ul style="list-style-type: none"> <li>❖ Logo placement on jersey</li> <li>❖ Individual promotional highlight on IYC social channels</li> <li>❖ Recognition at end-of-year banquet event</li> <li>❖ Includes all Silver benefits noted below</li> </ul>
Silver Sponsor	\$550	<ul style="list-style-type: none"> <li>❖ Logo placement on team sponsor banner shown at all events</li> <li>❖ Logo, business name, and link on IYC website</li> <li>❖ Thank-you mention on IYC social media</li> </ul>
Business Supporter	Up to \$550	<ul style="list-style-type: none"> <li>❖ Logo and business name on IYC website</li> <li>❖ Thank-you mention on IYC social media</li> </ul>

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](http://www.guidestar.org/Profile/87-1845203)
- Sponsorship payable by check (preferred to avoid fees) or PayPal



-> **Sponsor commitment deadline: May 1, 2024**

**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](mailto:john@indiemtb.org)





# Your Partnership Positively Impacts Local Kids and Families!

## About Our Teams

- ❖ Open to youth in grades 6-12
- ❖ 110+ local student-athletes and coaches
- ❖ Local interscholastic teams serving southern Montgomery County and NE & NW Philadelphia
- ❖ Regional MTB and cyclocross teams serving the greater Philadelphia area
- ❖ 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 2023)
- ❖ 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

Independence Youth Cycling is a 501c3 non-profit that develops and supports local, state, and national youth cycling programs in and around the Philadelphia area.

New for 2024 - We're a USA Cycling Club, we've expanded into cyclocross, we support more teams participating in the Mid Atlantic Super Series (Circle Cycle Racing), and we've launched a Bikes-on-Demand program by partnering with other local non profits to engage their communities with bikes and trails.

**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!
- IYC teams and programs are very active on social media and regularly promote 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!

*"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 student athlete; quote taken from 2023 season survey



[www.somontcycling.org](http://www.somontcycling.org)



[www.phillywissmtb.org](http://www.phillywissmtb.org)



[www.independencyouthcycling.org](http://www.independencyouthcycling.org)



[facebook.com/somontmtb](https://facebook.com/somontmtb)



[instagram.com/somontmtb](https://instagram.com/somontmtb)



[instagram.com/independencyouthcycling](https://instagram.com/independencyouthcycling)

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



# Promoting Sponsors: A Few Examples

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

Independence Youth Cycling Support Programs Teams About News/Blog Contact

## Thank You to Our 2022 Sponsors!

### About Sponsorship

We appreciate all of the following IYC sponsors that help keep our program costs as low as possible, enabling us to serve more kids in the Philadelphia area. 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. [Learn more about Independence Youth Cycling's sponsor program.](#)

#### Gold Level

Glanzmann Subaru in Hatboro offers new and used cars, car loans and financing, auto parts, and service.

Tryad Personal Training offers one-on-one, bootcamp, small group training, as well as multi-sport/adventure race training.

Circle Cycle is an independent, employee-owned bike shop in Huntingdon Valley. It offers a wide range of repair services and carries the best bicycle brands, components, and accessories to satisfy all your cycling needs.

Cloud Gehshan is an internationally recognized experiential graphic design consultancy based in Old City Philadelphia.

Shop for that special someone at Dovetail Artisans in Glenside, featuring jewelry, stationery, greeting cards, artwork, and other unique gifts.

A cool men's barbershop in a classy neighborhood, Glenside Barber Company is a breath of fresh air within a tale-filled industry.

Below: Facebook header promoting sponsors; team jersey with sponsors

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

SoMont Cycling Youth Mountain Bike Teams  
November 26, 2022

We appreciate our small business sponsors! Today and this holiday season, please choose these local businesses that support our community for your holiday shopping: [Tryad Personal Training](#) (gift certificates available) | [The Dovetail Artisans](#) (all kinds of cool gifts) | [Glenside Barber Company](#) (gift certs) | [Circle Cycle Bike Shop](#) (bikes and bike stuff) | [Great Clips](#) (gift certs) | [Luna Bella Hair Studio](#) (gift certs) | [Ace of Swords Tattoo](#) (gift certs) | [Elements Massage](#) (gift certs) | [Horsham Square Pharmacy](#) (cards, gifts, and more) | [Glanzmann Subaru](#) (a new Subie makes an amazing gift!)

Below: Gold Sponsor individual business highlight on social media

SoMont Cycling Youth Mountain Bike Teams  
Published by Brian Wasson · September 19, 2022

Thank you to first-year SoMont Gold Sponsor [Orthopedic Surgery & Rehabilitation Associates](#) for helping us get #morekidsonbikes and supporting active and healthy youth in our area! OSRA provides patient-centered care in a cost-effective, high-quality manner, treating each patient as if they were a member of their own family. OSRA physicians have experience treating local student-athletes as well as adults, with specialties including sports medicine, orthopedic surgery, foot and ankle, and more. They have four convenient locations in Rockledge, Abington, Richboro, and Philadelphia. Several SoMont athletes and coaches have used their services and can recommend both their physicians and physical therapy providers. Learn more at <https://www.osraorthopedics.com/>

OSRAORTHOPEDICS.COM  
**Orthopedic Surgery & Rehabilitation Associates - Philadelphia, PA**  
COMMUNITY ORTHOPEDIC INSTITUTE OVER 140 COMBINED YEARS OF  
ORTHOPAEDIC EXCELLENCE OUR SPECIALTIES PHYSICAL THERAPY  
ORTHOPEDIC SURGERY SPORTS MEDICINE OUR PHILOSOPHY IS TO PROVI...

SoMont Cycling Youth Mountain Bike Teams  
August 29, 2019

Thanks to SoMont sponsor [Glanzmann Subaru](#) who came out to practice tonight and brought the brand-new, just arrived on the truck today, super-sweet 2020 Subaru Outback XT Turbo! And thanks to all the SoMonters who came out to drool over it 😊

[Subaru of America, Inc.](#)

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



# 2024 Independence Youth Cycling Sponsor Information Form

*This information, including logos and other marketing collateral, can be emailed to: [info@independencyouthcycling.org](mailto:info@independencyouthcycling.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:**

Independence Youth Cycling  
203 Heacock Lane, Wyncote, PA 19095  
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**Please make checks payable to:**  
Independence Youth Cycling

***Sponsor commitment deadline:***  
***Monday, May 1, 2024***