MIT Cycling

FY2016 Sponsorship Opportunities

The MIT Cycling Team

MIT Cycling is a student run club dedicated to supporting cyclists of all levels in the MIT community, from commuters to national-caliber racers. The club relies on sponsorship support to fund road, track, cyclocross, and mountain racing in the Eastern Collegiate Cycling Conference (ECCC). The club also provides coaching services for members, access to tools for bike maintenance, equipment for indoor training, and other services to make cycling accessible for a broad range of students.

MIT Cycling is one of the strongest collegiate teams in the country. Notable results:

2012 USA Cycling's Collegiate Club of the Year
2012 1st Division II Track National Champions
2013 1st Division II Road National Champions
2014 Division II Cyclocross Nationals: Women's Champion, 4th Team Omnium
2014 3rd Collegiate Division II Road Nationals
2014 1st ECCC Overall Mountain Conference Omnium
2014 2nd ECCC Overall Cyclocross Conference Omnium
2015 3rd ECCC Overall Mountain Conference Omnium
2015 3rd ECCC Overall Cyclocross Conference Omnium
2016 1st ECCC Conference Championship Weekend
2013-2016 1st ECCC Overall Road Conference Omnium

Why Market With Cycling?

Large Market

- 90 million Americans involved in cycling (commuting, exercise, racing, etc.)[1,3,4]
- More people ride bikes than ski, golf, or play tennis combined[2]
- 65 million people attend professional cycling events each year[5]
- Cycling is among the fastest growing sports in the United States
- Cycling is the second most popular recreational activity worldwide

Health

- Cycling is an established physical fitness activity that promotes health and wellness

Green

- Cycling is the ultimate green activity as it is non-polluting and reduces the use of motorized vehicles

1. Bicycling Magazine / Harris Poll, 2. National Sporting Goods Association, 3. League of American Wheelman, 4. USA Cycling, 5. Bicycle Market Research Institute

MIT Sponsorship Benefits

You can use cycling to:

Reach a demographic that is active, unique, and capable of generating strong awareness for your brand.

Merchandising & Sales:

Extensive opportunities to license corporate logo on jerseys, shorts, caps, t-shirts, and other race-related apparel and accessories that can generate aware and revenue to increase return on investment.

" Sponsorship of professional cycling has provided us with a unique opportunity for increased corporate identification, exposure, and brand awareness. The program produced a 6:1 return on our investment."

- Motorola Corporation

The MIT Brand

MIT: the most prestigious technical university in the world.

- Over four thousand undergraduates and six thousand graduate students every year
- 18,109 undergraduate applicants for the class of 2016, with only 1,620 offered admittance, an acceptance rate of 8.9%[1]
- State-of-the-art research in diverse academic fields (over $680 Million in research expenditures in 2012)[2]
- MIT employs approximately 1,000 faculty members, and has produced[3]:
  - 78 Nobel laureates
  - 52 National Medal of Science
  - 45 Rhodes Scholars
  - 38 MacArthur Fellows.
- MIT has a strong entrepreneurial culture. The aggregated revenues of companies founded by MIT alumni would rank as the eleventh-largest economy in the world[4]

1. MIT Office of the Registrar, 2. MIT fact sheet 2012, 3. MIT Office of the Provost, 4. "Entrepreneurial Impact: The Role of MIT," Kaufmann Foundation (2009)

MIT In the Community

Volunteering with Local Bike Events

The team consistently volunteers in local events such as Hub-on-Wheels and the Harbor to Bay Charity Ride.

Urban Cycling Clinic

We held a clinic to foster safe cycling practices in the MIT Community, especially for those who mainly cycle when commuting.

Annual Bike Maintenance Class

A bike maintenance class, including basic and advanced topics, is held every January during the Independent Activities Period (IAP) at MIT.

The MIT cycling club is part of a 501(c)(3) non-profit organization. MIT Cycling is active both on and off the bike, in the community, at MIT, and with sponsors.

MIT In The Media

You don't go to MIT to play sports, and people know that. But MIT students tend to have qualities that translate well into sports. We work hard, are perseverant, and determined. And that makes for a pretty good athlete.

- Shaena Berlin, Boston.com

MIT is not exactly known for its athletics, but the cycling team is an anomaly, racking up 11 Division II national cycling titles and the 2012 Collegiate Club of the Year Award.

- Boston Magazine

Sponsorship Details

Title Sponsor ($15,000)

Company name and logo:

- **MOST** Prominently displayed on team jersey
- Prominently displayed and linked on team website and letterhead for press

Company name incorporated into team name for racing events (racers' team affiliation listed as "MIT Cycling – YOUR COMPANY")

Invited to provide banner or sign to be displayed: Races, Team-hosted events, Team-recruiting events

Championship Sponsor ($8,000)

Company name and logo:

- Prominently displayed on team jersey
- Prominently displayed and linked on team website and letterhead for press

Invited to provide banner or sign to be displayed: Races, Team-hosted events, Team-recruiting events

Elite Sponsor ($3,500)

Company name and logo:

- Prominently displayed on team jersey
- Prominently displayed and linked on team website

Invited to provide banner or sign to be displayed: Races, Team-hosted events

Product Sponsor ($N/A)

Company name and logo:, Displayed on team jersey and linked on team website

Layout Example (2015-16 Jersey)

Sponsorship Contact Information

Email: Cycling-sponsorship@mit.edu

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