MIT Cycling

Sponsorship Opportunities
AY 2021-22

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, 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.

Notable Recent Results

MIT Cycling is one the strongest collegiate programs in the country:

2016-17
- Club Div. II Mountain National Omnium Champions
- Club Div. II Road National Omnium Champions (2nd women's TTT)
- ECCC 1st Overall Road Conference Champions
- ECCC 1st Conference Road Championship Weekend

2017-18
- Club Div. II Road National Omnium Champions (1st women's crit; 3rd women's TTT)
- ECCC 1st Overall Road Conference Champions

2018-19
- Club Div. II Road National Omnium Champions (1st women's TTT; 3rd women's RR; 4th women's crit)
- Club Div. II Mountain National 2nd Place Omnium (1st women's omnium, 3rd women's XC, 3rd women's DS)
- ECCC 1st Overall Road Conference Champions
- ECCC 1st Conference Road Championship Weekend

2020 and 2021 racing cancelled due to COVID

MIT Cycling Sponsorship Benefits

You can use cycling to: Reach a demographic that is active, unique, and capable of generating strong awareness for your brand

You can support women's cycling: With one of the strongest women's collegiate programs in the country, you are supporting collegiate athletes and strengthening women's cycling

You can associate your brand with MIT: Supporting MIT Cycling is an excellent way to associate your company with the Massachusetts Institute of Technology via promotional materials and social media

You can use the team as a recruiting platform: The cycling team is an excellent starting point for recruiting MIT students to work at your company, either through recruitment events or emailed postings

Merchandising and sales: Extensive opportunities to license corporate logos on jerseys, t-shirts, and other race-related apparel and accessories that can generate brand and company awareness

Sponsorship Details

Title Sponsor ($15,000+)

- Company name and logo displayed MOST prominently on team jersey, including use of color and jersey side panels
- Prominently displayed and linked on team website and letterhead for press
- Company name incorporated into team name for racing events ("MIT Cycling p/b YOUR COMPANY")
- Invited to provide banner or sign to be displayed at races, team-hosted events, team recruiting events

Champion Sponsor ($8,000)

- Company name and logo displayed VERY prominently on team jersey (monochromatic)
- Prominently displayed and linked on team website
- Invited to provide banner or sign to be displayed at races, team-hosted events, team recruiting events

Elite Sponsor ($3,500)

- Company name and logo displayed prominently on team jersey (monochromatic)
- Prominently displayed and linked on team website
- Invited to provide banner or sign to be displayed at races, team-hosted events, team recruiting events

Product Sponsor

- Company name and logo displayed on team jersey and linked on team website

Layout Example (2018-19 Jersey)

Champion Sponsor

Title Sponsor

Elite Sponsors

Product Sponsors