Why Market With Cycling?

- There are 90 million Americans involved in cycling \(^1\)
- More people ride bicycles than ski, golf or play tennis combined \(^2\)
- Two million people ride a bike to commute to work \(^3\)
- 71,000 US adults are involved in racing competitively \(^4\)
- 65 million people attend pro cycling events each year \(^5\)
- One of every three Americans owns a bike
- Cycling is among the fastest growing sports in the United States
- Cycling is the second most popular recreational activity worldwide
- Cycling is an established physical fitness activity that promotes health and wellness
- Cycling is the ultimate green activity as it is non-polluting and reduces use of motorized vehicles

1. Bicycling Magazine / Harris poll
2. National Sporting Goods Association
3. League of American Wheelmen
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 awareness 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
MIT: the most prestigious technical university in the world.

- MIT enrolled 4,503 undergraduates and 6,686 graduate students for the 2012–2013 school year. ¹
- MIT received 18,109 undergraduate applicants for the class of 2016, with only 1,620 offered admittance, an acceptance rate of 8.9%. ¹
- MIT graduate students perform 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:
  - 78 Nobel laureates,
  - 52 National Medal of Science,
  - 45 Rhodes Scholars, and
  - 38 MacArthur Fellows. ³
- 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
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
   This spring, 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.
The MIT Racing Team

MIT Cycling is a student run club dedicated to supporting cyclists of all levels in the MIT community, from commuters and weekend riders to national-caliber racers. The club relies on sponsorship support to fund racing teams in road, track, cyclocross, and mountain biking in collegiate completion as a member of the Eastern Collegiate Cycling Conference (ECCC). In addition, the club 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.

The MIT Cycling team 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 ECCC Overall Road Conference Champions
2013 1st Collegiate Division II Road National Champions
2013 4th Division II Track Nationals
2014 Division II Cyclocross Nationals:
   Women's Champion, 4th Team Omnium
2014 1st ECCC Overall Road Conference Champions
2014 3rd Collegiate Division II Road Nationals
Recent Media Exposure

Title Sponsor  ($15,000)
- Most prominent placement of company name and logo on team kit and letterhead
- Company name and logo most prominently displayed and linked on team website
- Company name incorporated into team name for non-collegiate events (racers’ team affiliation listed as “MIT Cycling - Your Company”)
- Invited to provide a banner or sign to be displayed at races and team-hosted events
- Invited to provide banner and information for team recruiting events

Championship Sponsor  ($8,000)
- Three Championship Sponsorships available: Road, Track, and Cyclocross
- Prominent placement of company name and logo on team jersey
- Company name and logo prominently displayed and linked on team website
- Company name and logo displayed on letterhead for press for the sponsored national championship
- Invited to provide a banner or sign to be displayed at races and team-hosted events
- Invited to provide banner and information for team recruiting events

Elite Sponsor  ($5,000)
- Prominent placement of company name and logo on team jersey
- Company name and logo prominently displayed and linked on team website
- Invited to provide a banner or sign to be displayed at races and team-hosted events

Associate Sponsor  ($2,000)
- Company name and logo displayed on team jersey
- Company name and logo displayed and linked on team website
Sponsor Logo Positioning

**Title Sponsor**
- Main logo on front, rear and sides of jersey
- Logo on shorts and cycling caps
- Website logo with link to sponsor site

**Championship Sponsor**
- Logo on upper front and back of jersey
- Logo on shorts
- Website logo with link to sponsor site

**Elite Sponsor**
- Logo on center rear of jersey
- Website logo with link to sponsor site

**Associate Sponsor**
- Logo on pocket of jersey
- Website logo with link to sponsor site
Contact Information

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Also, feel free to check out our website at http://cycling.mit.edu/