

INVESTMENT OPPORTUNITIES: SUPPORT MiSCA BY BECOMING A SPONSOR!

The Michigan Scholastic Cycling Association (MiSCA) is empowering youth and families by creating a community of cyclists who otherwise may not have found the sport. MiSCA now serves more than 1,100 students, supported by 500+ volunteer coaches throughout the state with new clubs/teams forming all the time. In the fall, MiSCA holds a professionally-run 6-event youth-only mountain bike race series. We provide coach training and support through a certification program which requires skills clinics, first aid/CPR training, background checks, and more to ensure safe and consistent education is provided to our youth. Additionally, MiSCA has programming focused on getting more girls active in the sport by creating girls-only events where girls feel welcomed and ensuring girls are included equally in all aspects of the organization. Cycling is truly a lifelong sport and we strive to create a fun environment where everyone can experience the joys of the outdoors.

Promote your organization to key demographics through unique programs targeted toward student-athletes, their parents, and the cycling community.

MiSCA is seeking partners to support youth cycling in Michigan and help achieving our mission. While your support is a donation to a 501(c)(3) non-profit organization, it creates an excellent opportunity and value for sponsors to promote their products and brand to a highly desirable demographic. We offer a wide range of support levels and opportunities. Whether your organization is national, regional, or local, there's a package available to support the future of cycling in Michigan!

If you have specific goals you wish to achieve through our partnership, we can tailor a package to meet those needs at any level. Below are some of the opportunities we have available:

- Incorporation of your organization's name and logo into the MiSCA Race Series title, which will appear in all advertisements, flyers, banners, etc.
- Incorporation of your organization's name and logo into one of the race titles, which will appear in all advertisements, flyers, banners, etc. for that specific race
- Incorporation of your organization's name and logo into our scholarship program which waives all fees for families in need
- Incorporation of your organization's name and logo into our program to get more girls on bikes
- Prominent display of your organization's name or logo on print media advertisements, race flyers, name/number plates, banners, awards, trailer, awards podium backdrop, clothing/jerseys, promotional items, and more
- Networking Opportunities – connect and build business relationships with the race community, public, and other organizations
- Audience Exposure – increased name recognition gets your organization's message and product to an ideal demographic
- Social Media and Website – your organization's logo and link will be featured on the MiSCA website and social media platforms
- Demonstrations – setup shop with a tent to display your organization's product or service and provide a hands-on presentation
- Event Promotions – your organization thanked via public service announcements during prominent times throughout race day
- Each race will draw hundreds of athletes and even more spectators from across the state – this is your audience

The following page contains a more comprehensive list with support-level guidelines. If you have any questions, please contact us – we'd love to discuss how our brands can work together to support the future of cycling in Michigan!



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Support Matrix

| | PRO | ELITE | EXPERT | VARSITY | J/V | NOVICE |
|---|-----------------|-----------------|-----------------|--------------|--------------|--------------|
| Incorporation of your name into the title of a MiSCA program - exclusive option to renew at the end of each year | ✓ | | | | | |
| Your organization's representative presents MiSCA Race Series and State Championship awards at the post-race ceremony (final race) - awards will contain your organization's logo | ✓ | | | | | |
| Granted "official [product category]" of MiSCA | ✓ | ✓ | | | | |
| Incorporation of your name into the title of a single MiSCA race or event - exclusive option to renew at the end of each year | | ✓ | | | | |
| Your organization's representative presents overall awards at the post-race ceremony of the titled / sponsored race | | ✓ | | | | |
| Booth / tent space reserved at MiSCA races | ALL RACES | ALL RACES | 3 RACES | 2 RACES | 1 RACE | |
| Announcements at each race in recognition of your support - announcements will be done at peak times | 6x | 6x | 3x | 3x | 2x | 2x |
| Display a banner with your logo/message at all races - banner must be supplied by sponsor or additional cost is required - banner will be supplied for PRO and ELITE levels at no additional cost | 3'x8' | 3'x8' | 2'x5' | 2'x5' | 2'x5' | |
| Placement of your logo on MiSCA trailer, awards podium backdrop, race name/number plates, and all advertising media produced (brochures, flyers, etc.) | LARGE | MEDIUM | SMALL | | | |
| Placement of your logo on | LARGE | MEDIUM | SMALL | | | |
| Placement of your logo on any MiSCA-produced t-shirts and jerseys | LARGE | MEDIUM | SMALL | SMALL | | |
| Your logo with external link showcased at miscabike.org and logo on all social media pages | ALL PAGES | ALL PAGES | ALL PAGES | SPONSOR PAGE | SPONSOR PAGE | SPONSOR PAGE |
| E-mail and social media blasts to MiSCA contacts / followers communicating your promotional message or current advertising - MiSCA does not share or sell our e-mail address list | E-MAIL & SOCIAL | E-MAIL & SOCIAL | E-MAIL & SOCIAL | SOCIAL ONLY | SOCIAL ONLY | SOCIAL ONLY |
| Your promotional material or giveaways available at MiSCA events | ALL RACES | ALL RACES | ALL RACES | ALL RACES | ALL RACES | ALL RACES |