

**LAKE CITY CYCLE CLUB
2024 SPONSORSHIP PACKAGE**



A bit about who we are

Lake City Cycle Club (or “LC3” as we say for short) is a Burnaby-based road cycling club. Our club was founded in 2019 and has grown quickly since then, with more than 100 member’s last season.

Our goal is to get cyclists of all ages and skill levels engaged, and to provide them support and training to help them accomplish their goals. While our coaches and a few of our members have cycled competitively, our club’s primary focus is on the health and social benefits that the sport provides.

LC3 hosts a variety of events including new rider training, coached training rides, longer group rides as well as some “off season” gravel rides. Our members have cycled more than 100,000km on club rides around the Lower Mainland! Our members also participate in many events to support the cycling community, other cycling clubs and teams, and local charities.

We are excited for our 2024 season. We hope you will consider our proposal and contact us.

Call for sponsors!

LC3 is a volunteer-run club. We operate on a modest budget funded by member fees and sponsor contributions. Since our inception, LC3 has partnered with community-minded businesses who share our values and support our goals. Our sponsors make our club more accessible by keeping costs for our members manageable, and by providing additional value to help us attract new members.

Our sponsorship opportunities are listed on the reverse. Would you consider adding your support? We would love to hear from you.

Jen Price
Vice President / Treasurer
604-441-1046
lakecitycycle@gmail.com

Product sponsor opportunities

Our product sponsors are able to offer discounts or special offers to club members on goods or services. Our members benefit and your business gains loyal customers. Product sponsorship can be structured in any way that is suitable for your business. We would be happy to discuss this with you.

Sponsorship benefits

Community involvement

- Promote physical and mental health, nutrition, and safety skills.
- Support a unique Burnaby-based community program.

Networking

- Interact with members from various local industries and organizations and their wider networks.
- Join with us in participating in community-based events.
- Join LC3 for team and coached rides and social events.

Brand exposure

- Generate publicity through our social media posts and a write-up on our website.
- Receive opportunities to share about your organization with our members and with the broader community at our events.
- Gain street-level exposure through logo placement on team cycling gear. Our groups get noticed all around the Lower Mainland, and occasionally beyond!

What does the sponsorship include?

- Recognition on LC3 website, social media and email to all members promoting your support.
- Logo on 2024 club jersey and jackets.
- Two complementary LC3 memberships for the 2024 season.
- Includes two 2024 club jerseys.

How much does sponsorship cost*?

- \$2,000 per year / prime logo placement
- \$1,500 per year / secondary logo placement

**Receipts are provided for all sponsorship payments*