



about CRCA

Founded in 1898, Century Road Club Association (“CRCA”) is a bicycle racing and development club that provides coaching and competitive events for all ages in the New York Tri-State area. The club is one of the largest bicycle racing clubs in the country and was named “Club of the Year” in 2009 by USA Cycling, the sport’s national organizing body.

activities

In addition to hosting a regular competitive series in Central Park for club members, CRCA hosts a variety of events that are open to all USAC licensed cyclists and draw participants from throughout the East Coast.

CRCA events regularly draw several hundred participants and a significant number of spectators, presenting a rich opportunity for sponsor recognition via event naming rights. The club also has a strong online and social media presence that is continually refreshed and expanded. In 2012 the club’s website, CRCA.net, received approximately 365,000 visits.

demographics

60% of racing cyclists are aged between 18 and 44. The cycling community in New York is highly educated and includes a high proportion of professionals with high disposable incomes. Many work in the financial services industry and related sectors.

sponsor benefits

By partnering with CRCA, sponsors will be working with one of the largest and most active cycling organizations in the tri state area with nearly 1,000 members. In addition to our significant membership the club’s competitive races draw hundreds of participants from across the East Coast. As a result CRCA can provide a strong brand presence locally, regionally and via online / social media channels.

In addition to direct brand activation via the club’s online presence, CRCA events are also widely discussed and reported on by participants via social media, providing derivative online exposure for sponsors interested in naming rights.

CRCA also provides sponsorship opportunities that can be targeted at specific demographics. In particular there are a variety of women’s racing events on the calendar where we aim to partner with brands focused on this fast growing demographic.



activation

CRCA hosts a diverse array of competitive and non-competitive events throughout the year, presenting a broad spectrum of sponsorship opportunities at a variety of activation levels. These opportunities range from exclusive event naming rights (e.g. Lou Maltese Memorial presented by XYZ) to exclusive multi-event series naming rights (e.g. the CRCA Women's Development Racing Series presented by XYZ) to lower tier activation levels that include providing merchandise for event prize pools.

All event and series naming rights sponsorships include the following: exclusive sponsor naming rights in the event or series title which will be featured prominently on all event promotional material including the event flyer, CRCA.net, Bikereg.com and on the official results, prominent logo placement on all promotional material, the right to display selected promotional material at the race location and inclusion in all event reports posted on CRCA.net and the club's social media channels.

Cash and merchandise sponsorship will include smaller logo placement in a lesser location on all promotional material. Multiple secondary cash or merchandise sponsorship slots will be available for each event and series.



2014 opportunities

CRCA Club Racing Series (March–August, Central Park)

--exclusive naming rights for all 12 CRCA club races: \$2,500

CRCA Boyd Cup: best male/female rider (March–August, Central Park)

--co-title sponsorship and leaders jersey placement: \$1,500

Grant's Tomb Criterium (March, Riverside Drive)

--exclusive title sponsorship: \$1,500

--secondary cash or merchandise sponsorship \$500

Orchard Beach Criterium and Kids Race (May, Pelham Bay Park)

--exclusive title sponsorship: \$1,500

--secondary cash or merchandise sponsorship: \$500

Bear Mountain Spring Classic (May, Bear Mtn State Park)

--exclusive title sponsorship: \$1,500

--secondary cash or merchandise sponsorship: \$500

Lou Maltese Memorial (June, Central Park)

--exclusive title sponsorship: \$1,500

--secondary cash or merchandise sponsorship: \$500

--sprint competition naming rights: \$250

Elite Men's Racing Series

--exclusive series naming rights (cash/merchandise): \$1,000

Elite Women's Racing Series

--exclusive series naming rights (cash/merchandise): \$1,000

Women's Development Racing Series

--exclusive series naming rights (cash/merchandise): \$1,000

Men's and Women's Clinics (TBD, Central Park)

--various merchandise sponsorship opportunities



CENTURY ROAD CLUB ASSOCIATION

sponsorship
opportunities

further information available on our website at www.CRCA.net or via the contact information included below

contact information Roger Pamelee, Director of Public Relations: publicrelations@crca.net