

4900+ members | 80+ Affiliated Clubs | Over 40 Provincial and National level events



# Partnership Opportunities

# About Us



photo: Masa Higuchi

The Alberta Bicycle Association (ABA) was founded In the 1973 with a clear mission:

- To promote competitive cycling across Alberta
- To increase participation and engagement in the sport
- To expand the number of organized races and events
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At that time, all cycling governance and funding were managed through the Canadian Cycling Association (CCA). However, as sport organizations across Alberta sought government funding and greater autonomy, the ABA became the recognized governing body for cycling in the province. Today, the ABA is a not-for-profit organization led by dedicated professional staff. Our operations are supported through membership fees, fundraising initiatives, and government partnerships. We proudly serve a diverse community, including:

- Road, track, BMX, cyclo-cross, mountain bike, and downhill racers
- Recreational and transportation-focused cyclists
- Coaches, officials, and educators
- Volunteers, administrators, and passionate cycling advocates
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With a strong legacy and a commitment to growth, the ABA continues to drive the future of cycling in Alberta—creating opportunities, fostering talent, and inspiring the next generation of riders.

# Opportunities



photo: Masa Higuchi

## Key Statistics

- Over 4900 members
- 80+ Affiliated Clubs
- Over 40 Provincial and National level events
- Monthly Newsletters

## Annual Activities

- Trailblazers youth series
- Provincial team camps, National Championship Projects, Training races
- Coaching and Officials development

# Partnering for a Stronger Cycling Community

## ABOUT THE ALBERTA BICYCLE ASSOCIATION

The Alberta Bicycle Association (ABA) is the provincial governing body for cycling in Alberta. As an affiliate of Cycling Canada, we oversee competitive and recreational cycling, fostering the growth of road, mountain, BMX, track, para-cycling, and grassroots programs across the province. With a passionate membership base and a commitment to excellence, we are dedicated to developing cycling at all levels, from youth participation to elite competition.

## WHY PARTNER WITH THE ABA?

Aligning your brand with the ABA provides a unique opportunity to engage with a dynamic and active audience while making a meaningful impact on the cycling community. As our Title Sponsor, your organization will:

- Gain premium brand exposure across all ABA platforms, events, and communications.
- Be recognized as a key driver of cycling development in Alberta.
- Connect with thousands of cyclists, clubs, and volunteers across the province.
- Demonstrate a commitment to health, sustainability, and community engagement.

# Title Sponsorship



## INVESTMENT & IMPACT

- Your sponsorship will directly support the growth of cycling in Alberta by funding:
- Youth development and grassroots cycling initiatives.
- Coaching and officiating education programs.
- Enhanced race and event experiences for riders of all levels.
- Advocacy efforts to improve cycling infrastructure and accessibility

## TITLE SPONSORSHIP BENEFITS

As the Title Sponsor of the ABA, your brand will receive:

- **Naming Rights:** Exclusive title sponsorship designation
- **Brand Visibility:** Prominent placement of your logo on ABA's website, social media, event materials, and official merchandise.
- **Event Integration:** Premier sponsorship at ABA-sanctioned events, including championship races, community rides, and youth development programs.
- **Custom Engagement Opportunities:** Tailored activations, including product showcases, promotional campaigns, and speaking opportunities at ABA events.
- **Media Exposure:** Feature in ABA's marketing campaigns, newsletters, and press releases, ensuring wide reach across the cycling and sports communities

Team Alberta Title Sponsor  
(\$10,000/year)

Gold Title Sponsor  
(\$5,000/year)

Silver Title Sponsor  
(\$3,000 year)

### **Team Alberta Title Sponsor**

- Exclusive top-tier naming rights, “*Team Alberta Powered By*”
- Largest logo placement on ABA’s website, social media, event materials, and official merchandise.
- Dedicated feature in ABA’s marketing campaigns, newsletters, and press releases.

### **Gold Title Sponsor**

- Secondary naming rights, "Official Partner of the ABA").
- Large logo placement on ABA’s website, event materials, and social media.
- Sponsorship at key ABA-sanctioned events and programs.
- Custom engagement opportunities and product showcases.
- Feature in ABA’s newsletters and digital campaigns.

### **Silver Title Sponsor**

- Recognition as an official ABA sponsor.
- Medium logo placement on ABA’s website and event materials.
- Branding opportunities at select ABA events.
- Social media mentions and promotional opportunities.
- Inclusion in ABA’s sponsor recognition programs.

# Trailblazers

The Trailblazers Youth Racing program was developed in early 2013 as a means of encouraging youth of all ages and abilities to try competitive mountain biking. The aim of the program is to make mountain bike racing fully accessible to youth across the Province of Alberta.

Since youth participation at Alberta Cup Provincial Series races has generally been very low, it was identified that the youth needed a series of their own focused on fun and inclusivity





# Trailblazers

Trailblazers Series

Gold | \$ 5 K

Silver | \$ 2 K

Bronze | \$1K



# AB Gravel Events

5 Events

Series Title Sponsor

\$ 4 K

- Prizing for Overall Series Winners, Open Male + Open Female



photo: David Miller

# AB CUP Events (2026)

- Road Racing Race Numbers + Frame Plate \$ 2 K
- Mountain Bike Series Frame Plates \$1K
- Cyclo-Cross Series Race Body + Shoulder Numbers \$ 2 K



# Sponsorship Benefits

- Brand Exposure – Logo placement on ABA’s website, event signage, race bibs, and promotional materials
- Social Media & Digital Recognition – Regular mentions and tags across ABA’s social media platforms
- Event Presence – Opportunity to display banners, booths, or branded giveaways at ABA-sanctioned events
- Public Recognition – Acknowledgment in event announcements, newsletters, and press releases
- Exclusive Sponsorship Rights – Category exclusivity for certain in-kind services (e.g., official bike shop, nutrition provider, media partner)
- Community Engagement – Opportunity to engage with ABA members, athletes, and the broader cycling community
- Partnership Visibility – Inclusion in post-event reports and sponsor appreciation features



# Investments

<b>Title Sponsorships Levels</b>	<b>Team Alberta Title Sponsor</b>	<b>Gold Title Sponsor</b>	<b>Silver Title Sponsor</b>
Price	10K	5K	3K
<b>Trailblazers</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Price	5K	2K	1K
<b>AB Gravel Series</b>	<b>Title Sponsor</b>		
Price	5K		
<b>AB CUP</b>	<b>Road Numbers</b>	<b>Mountain Bike Plates</b>	<b>Cyclocross Numbers</b>
Price	2K	1.5 K	1.5K



## Interested? Let's ride together

Partnering with the ABA as a Title Sponsor is more than just a marketing opportunity—it's a chance to be part of a movement that inspires healthy lifestyles, environmental responsibility, and community connection.

We would love the opportunity to discuss how this partnership can align with your brand's goals. Let's connect and explore how we can ride towards success together.

To further discuss sponsorship opportunities please contact

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**Alberta**  
**Bicycle Association**