



**CYCLING IS A JOURNEY
THAT UNITES US**





ESTABLISHED IN 1882

We are the oldest national sporting organization in Canada.

We inspire Canadians to cycle. We promise that cycling at any level will enrich your life.

We do what we do because we believe cycling is life changing.

CYCLING CANADA

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CHOICE

AND CHANGE INFLUENCE OUR MODERN BEHAVIOUR



RELATIONSHIPS

ARE HOW WE RETAIN OUR MOST VALUED CLIENTS & EMPLOYEES



EXPERIENCES

CREATE EMOTIVE RESPONSES THAT CEMENT LASTING RELATIONSHIPS

THE LANDSCAPE HAS SHIFTED



**A SPORT THAT
TURNS NATIONS
INTO STADIUMS**



**LET CYCLING
BE YOUR
BRAND EXPERIENCE**

YOUR PLATFORM TO DIFFERENTIATE, EXCITE, ENGAGE, RETAIN

WE ARE CYCLING

The oldest sport organization in Canada, established in 1882. Cycling is both a top-10 participation and competitive sport in Canada.

From the freedom you experienced when you took those first few pedal strokes as a young child... to the beacon of the Olympic torch that rallies our nationhood and pride every four years.

We create category exclusive, unique, emotive experiences at every touch-point of the sport – from coast to coast. Experiences that differentiate your brand and cement relationships that last.







PARTNERSHIPS

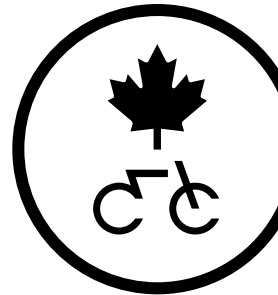
LEXUS, FLOBIKES, HSBC, ARGON 18

HOW WE ACTIVATE YOUR BRAND

PROPERTIES + STORYTELLING = CUSTOM EXPERIENCES

- Events
- National team
- Alumni athletes
- Programs
- Earned media
- Owned media
- Integrated media partnerships
- Event hospitality
- Tailored activations
- Exclusive trips for clients
- Employee engagement





LEXUS

NATIONAL PARTNERSHIP

Spanning 4 years until present day, Lexus Canada's category-exclusive partnership with Cycling Canada has facilitated direct access to targeted demographics, assisting the brand to remain one of Canada's top growing sellers in the Luxury Car market.

370K

Unique vignette views (2019)

25K

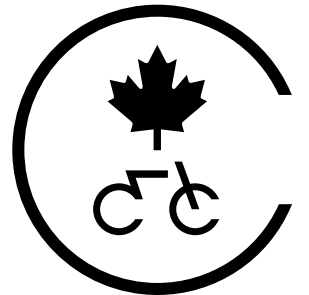
Direct engagements at events

5K

Unique custom contest entries



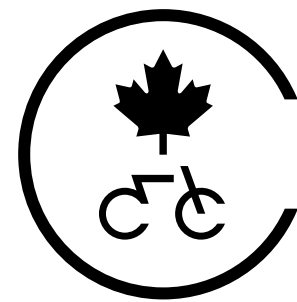
FLOBIKES



FLOBIKES

MEDIA PARTNERSHIP

FloBikes is the exclusive broadcaster for Cycling Canada properties and several high-profile international cycling event broadcasts. This unique partnership enables us to layer vignettes into event broadcasts that reach millions through live and re-streamed viewership. The National Team is prominently featured in Flo's World Championship coverage.



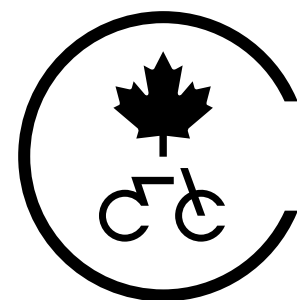
LEXUS & GERMAIN

EXPERIENCE CHARLEVOIX

Lexus guests experienced weekend getaway in the beautiful landscape of Charlevoix, Quebec. The experience included mechanical support from Cycling Canada staff, personalized coaching and mentoring from National Team athletes, guided tours and integrated travel and food components.



GERMAIN
HÔTELS

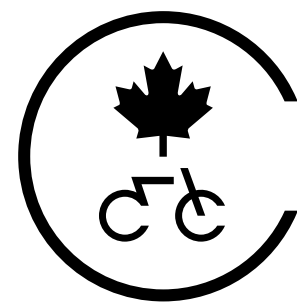


ARGON 18

TRY THE TRACK

Up to 25 employees and customers were invited to ride the Mattamy National Cycling Centre track for three hours alongside experienced coaches and athletes. The experience included National Team jerseys, water bottles, rental bikes & equipment, followed by a healthy lunch, providing a good opportunity to connect with athletes.





HSBC

CORPORATE RIDES

Fully-supported, tastefully catered, each guests every need was met and every touch point branded. From check in, to custom cycling kits, gourmet breakfast & lunch and keynote athlete speakers. The ride delighted guests with the best roads in the region, guided by National Team athletes, and supported by our best mechanics.





AUDIENCE

WHO IS THE FAN. WHAT IS OUR REACH

Cycling fans exhibit heightened appreciation for sponsors, they are engaged, tech-savvy & brand loyal

CANADIAN

DEMOGRAPHICS & INSIGHTS

12 MILLION CANADIANS RIDE BIKES EVERY YEAR

3M
Canadians ride 10 x per year or more

1M
Canadians identify as 'cyclists' (very active)

65%
Male (overall)

35%
Female (overall)

70%
Male (members)

30%
Female (members)

40
Average Age

\$100K +
High Household Income

- University educated
- Owners, Managers & Professionals
- Families – have children under 18

TOTAL POPULATION: 37.5 MILLION CANADIANS

The breakdown of those who cycle by age group:

81%
Aged 12-14

69%
Aged 15-17

52%
Aged 18-24

45%
Aged 25-49

27%
Aged 50+

GLOBAL

ECONOMICS OF CYCLING SPONSORSHIP

\$1.83

The typical cost to reach 1,000 fans through cycling sponsorships.

Compared to:

\$45.38

European Soccer

\$12.55

Formula 1

\$2.1B

Total brand exposure through cycling sponsorships.

65% via team (athlete) properties.

35% via events

**OUR
EVENT
PROPERTIES**

REACH OVER 350,000 FANS AT OUR TOP 5 EVENTS



**GREATER VANCOUVER
(& SURROUNDING)**

ENDURO WORLD SERIES &
CANADIAN OPEN DOWNHILL
(CRANKWORX FESTIVAL)
Whistler, BC

30K
Spectators

UCI GRAN FONDO WORLD
CHAMPIONSHIPS
Vancouver/Whistler, BC

10K
Spectators

BC SUPERWEEK
GLOBAL RELAY GASTOWN
GRAND PRIX
Vancouver, BC

50K
Spectators

RÉGION DE QUÉBEC

MERCEDES-BENZ UCI MTB WORLD
CUP MONT STE. ANNE (XC/DH)

50K
Spectators

GRAND PRIX CYCLISTE DE QUÉBEC
UCI ROAD WORLD TOUR

20K
Spectators

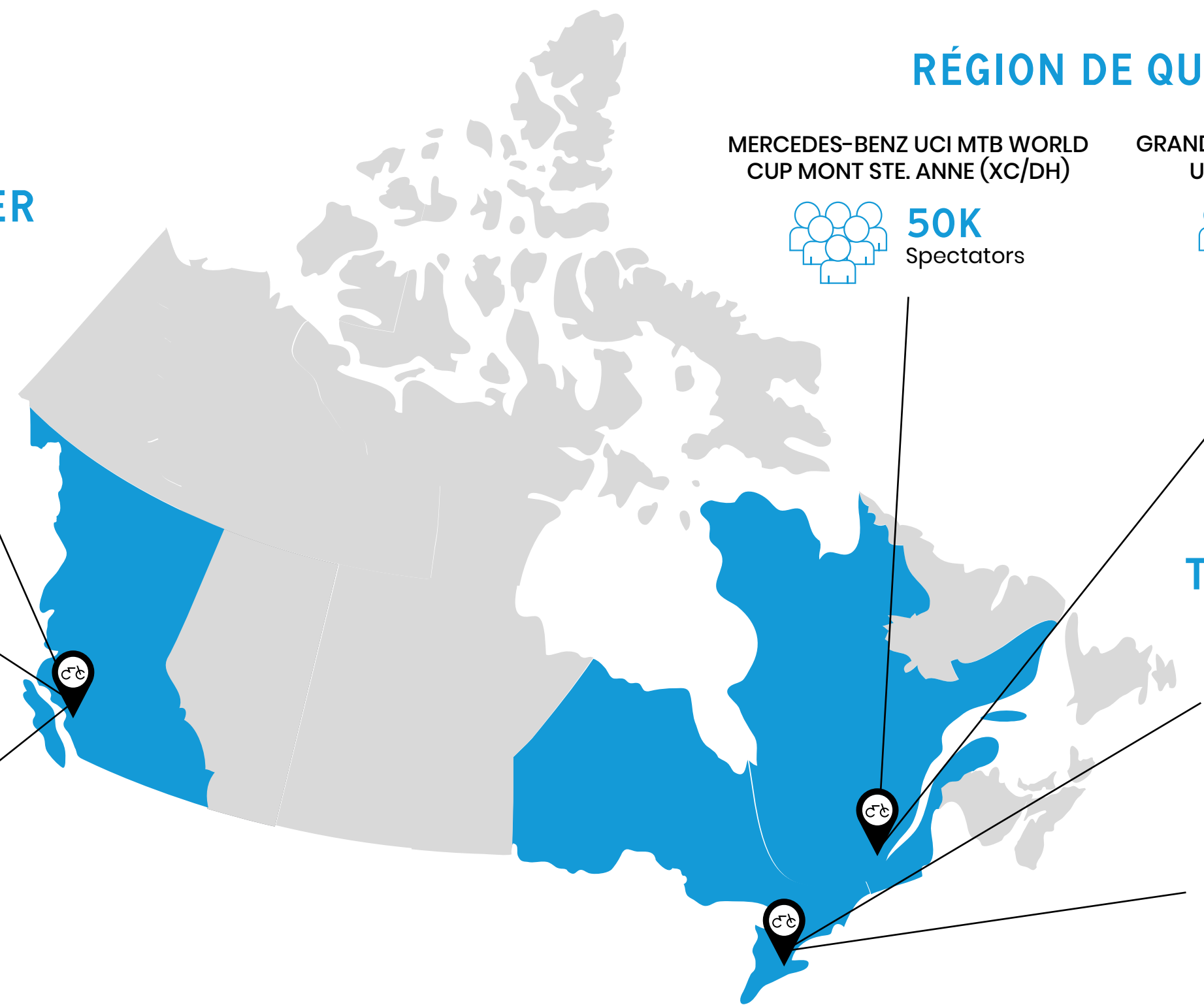
**GREATER
TORONTO AREA**

TISSOT UCI TRACK
CYCLING WORLD CUP
Milton, ON

6K
Spectators

PARA-CYCLING TRACK
WORLD CHAMPIONSHIPS
Milton, ON

2K
Spectators



CANADIAN CYCLING

BY NUMBERS

350K+

On-site spectators annually

869

Events sanctioned annually across Canada

635

Nationally registered clubs

159

National Team athletes

12

Canadian Championship events hosted annually

11

Provincial & Territorial partner federations

10

Cycling disciplines

2

Canada Cup series spanning 5 provinces



EVENTS & ACTIVATIONS

With over 800 sanctioned events hosted **annually**, Cycling Canada remains one of the nation's largest event sanctioning bodies, providing partners an exclusive front row seat to the action.

NATIONAL CUPS & CHAMPIONSHIPS

CANADIAN CHAMPIONSHIPS

12 events | 10 disciplines | 4 provinces | 4,000+ athletes

CANADA CUP SERIES

BMX RACING

7 events | 2 provinces | 3,500+ athletes

XC MOUNTAIN BIKE

7 events | 4 provinces | 3,000+ athletes

DH MOUNTAIN BIKE

5 events | 2 provinces | 1,000+ athletes

WORLD CUP & CHAMPIONSHIP EVENTS

TISSOT UCI TRACK CYCLING WORLD CUP

Milton, ON | January 24-26, 2020

UCI PARA-CYCLING TRACK WORLD CHAMPIONSHIPS

Milton, ON | January 30 – February 2, 2020

ENDURO WORLD SERIES WHISTLER

Whistler, BC | August 8-9, 2020

MERCEDES-BENZ UCI MTB WORLD CUP MONT STE. ANNE

Monte-Sainte-Anne, QC | August 22-23, 2020

GRAND PRIX CYCLISTE DE QUÉBEC/MONTREAL

Quebec City/Montreal, QCUCI Road World Tour | September 11-13, 2020

UCI GRAN FONDO WORLD CHAMPIONSHIPS

Vancouver/Whistler, BCUCI Gran Fondo | Sept 9-13, 2020

ON-SITE BRAND OPPORTUNITIES

- On-site signage and logo presence
- Customized, unique footprints
- Live web streams
- Course features
- Interactive sampling/experiential opportunities
- Customized hospitality opportunities

Plus 825+ more sanctioned cycling events in:
Cyclocross, road, track, para-cycling, BMX & mountain bike

EMERGING PROPERTIES: NATIONAL GRASSROOTS PROGRAM

Cycling Canada's National Grassroots initiative will roll out in 2020 giving partners a unique opportunity for first access in this space. The program will target youth aged 6-12 using two standardized curriculums both in-school and in-community. Delivered provincially, supported nationally.

Objectives:

- More kids on bikes developing basic skills
Develop basic skills, safety & awareness while having fun
- Building System Capacity
Increased national coaching capacity, youth clubs, membership & participation in organized cycling and racing
- Create a pipeline
More kids riding = facilitated ongoing engagement





NATIONAL TEAM

INSPIRING, GRACIOUS CHAMPIONS & ALUMNI LEGACY



159
Athletes

50+
Annual Events
(More than 150 days
of competition)

500M
Annual Global Viewers
(At 6 Major World
Championships)



EXCLUSIVE

Tailored team activation opportunity
every 4 years during the Olympic &
Paralympic Games



GRACIOUS CHAMPIONS / ICONIC CANADIAN ROLE MODELS **CURT HARNETT**

4 x Olympian | 3 x Olympic medalist | CM Order of Canada | Cultural icon

Curt Harnett is one of Canada's most celebrated summer Olympians and remains a Canadian cultural icon

CELEBRATED CANADIAN

- Canadian Sports Hall of Fame inductee
- Canadian Olympic Hall of Fame inductee
- Chef de mission: 2015 Pan Am Games, 2016 Olympic Games
- Member, order of Canada

ADVOCATE FOR SOCIAL CHANGE

- Member, Cycling Canada Board of Directors
- Past member, Canadian Olympic Committee board of directors
- Outspoken sport advocate



**POWERFUL
LEGACY
ICONS**

SOCIAL IMPACT OF OLYMPIANS, COMMUNITY HEROES AND LEADERS



STORY TELLING

MIXING ATHLETES, EVENTS, SOCIAL & MEDIA PARTNERSHIPS

KEY INFLUENCERS



DREW BEZANSON
BMX FREESTYLE
Facebook: 226K
Twitter: 26.7K
Instagram: 169K



EMILY BATTY
MOUNTAIN BIKE (XCO)
Facebook: 193K
Twitter: 87.7K
Instagram: 280K
Youtube: 25.2K



FINN ILES
MOUNTAIN BIKE (DH)
Facebook: 24K
Youtube: 25.1K
Instagram: 163K



MIKE WOODS
ROAD
Facebook: 3.8K
Twitter: 12.9K
Instagram: 29.4K

CUSTOM DIGITAL

We produce over 20 videos annually with our brand partners. Themes from athlete lifestyles to grassroots and personal storylines. Themes with purpose, selected to resonate with the brand and connect with specific target audiences. Over 20K views per video.



SOCIAL & DIGITAL REACH

WE HAVE AN ENGAGED & GROWING AUDIENCE

WEBSITE

120K **480K**

Visitors/year pageview/year

- New Shopify platform launched in December 2019
- Website redesigned spring 2019
- New commerce platform launched winter 2019

FACEBOOK

1.5M **190K**

Annual Reach Engaged users/year

18.2K **150K+**

Fans Video views

INSTAGRAM

750K **11.8K**

Impressions/year Followers

2K

Average story vviews

TWITTER

2.8M **12.1K**

Impressions/year Followers

532M **ANNUAL AGGREGATE REACH**

266% growth since 2017



CYCLING
CYCLISME
CANADA



REBRANDED 2019

Modern, forward focused, relationship-centric and serving our community with pride

- Purpose** inspire Canadians to cycle
- Essence** cycling is a journey that unites us
- Promise** cycling will enrich your life



**COME ALONG
FOR THE RIDE**