

CYCLING
CYCLISME
CANADA



PARTNERSHIP
OPPORTUNITIES

**COME
ALONG
FOR THE
RIDE.**



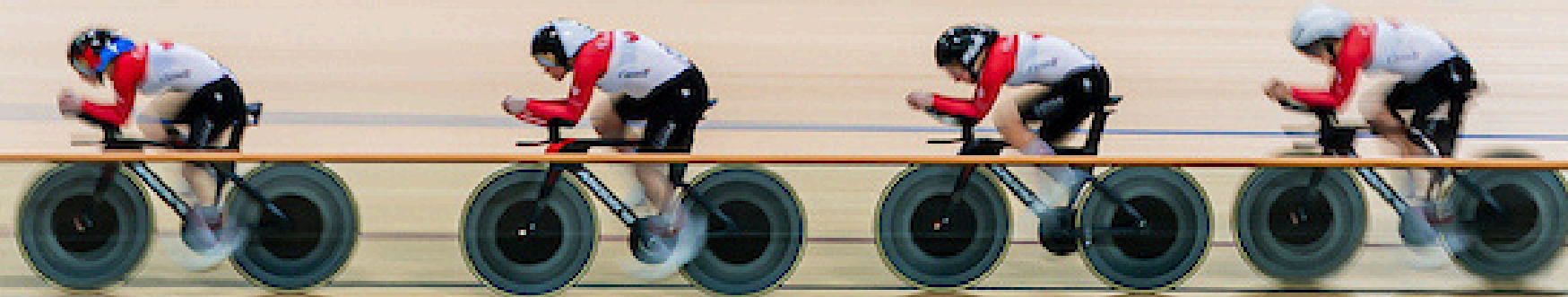
ABOUT US: HISTORY

Founded in 1882, Cycling Canada is the country's national governing body for cycling and one of Canada's longest-standing sport organizations. Today, cycling ranks among Canada's leading participation and competitive sports, connecting millions of Canadians through recreation, community and high-performance competition.



ABOUT US: STRATEGIC VISION

Cycling Canada's vision is concentrated on four interrelated pillars of strategic focus:



COMMUNITY

We will create a community with deep affection, affinity and pride in the sport of Cycling.

GRASSROOTS

We will teach the joy of cycling to Children across the country.

EVENTS

We create events that get Canadians excited about the sport of cycling.

GRACIOUS CHAMPIONS

We will create a sustainable performance program that continuously delivers champions to the world stage and ambassadors to the community.



ABOUT US: OUR REACH

CYCLING IN CANADA

12M+

Canadians
ride a bike
each year

5M+

Ride 10 or
more times
annually

2M+

Identify as
cyclists

MEMBERSHIP

12

Partner Provincial/
Territorial Cycling
Associations

40K

Association Members
Nationwide

AUDIENCE DEMOGRAPHICS

75K

Combined Social
Media Followers

300K

Annual
Engagements

1.5M

Annual
Reach

10K

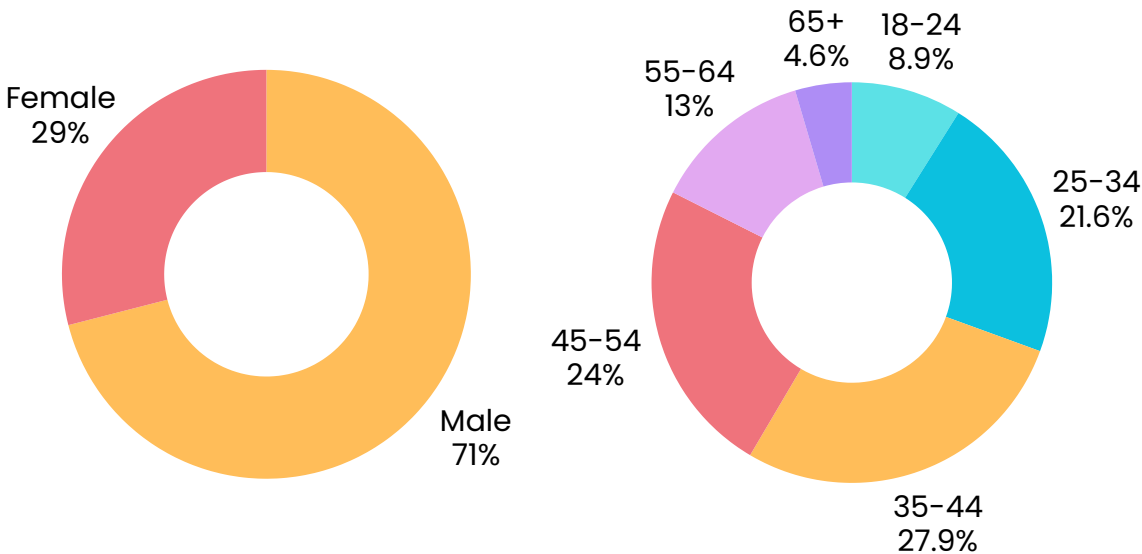
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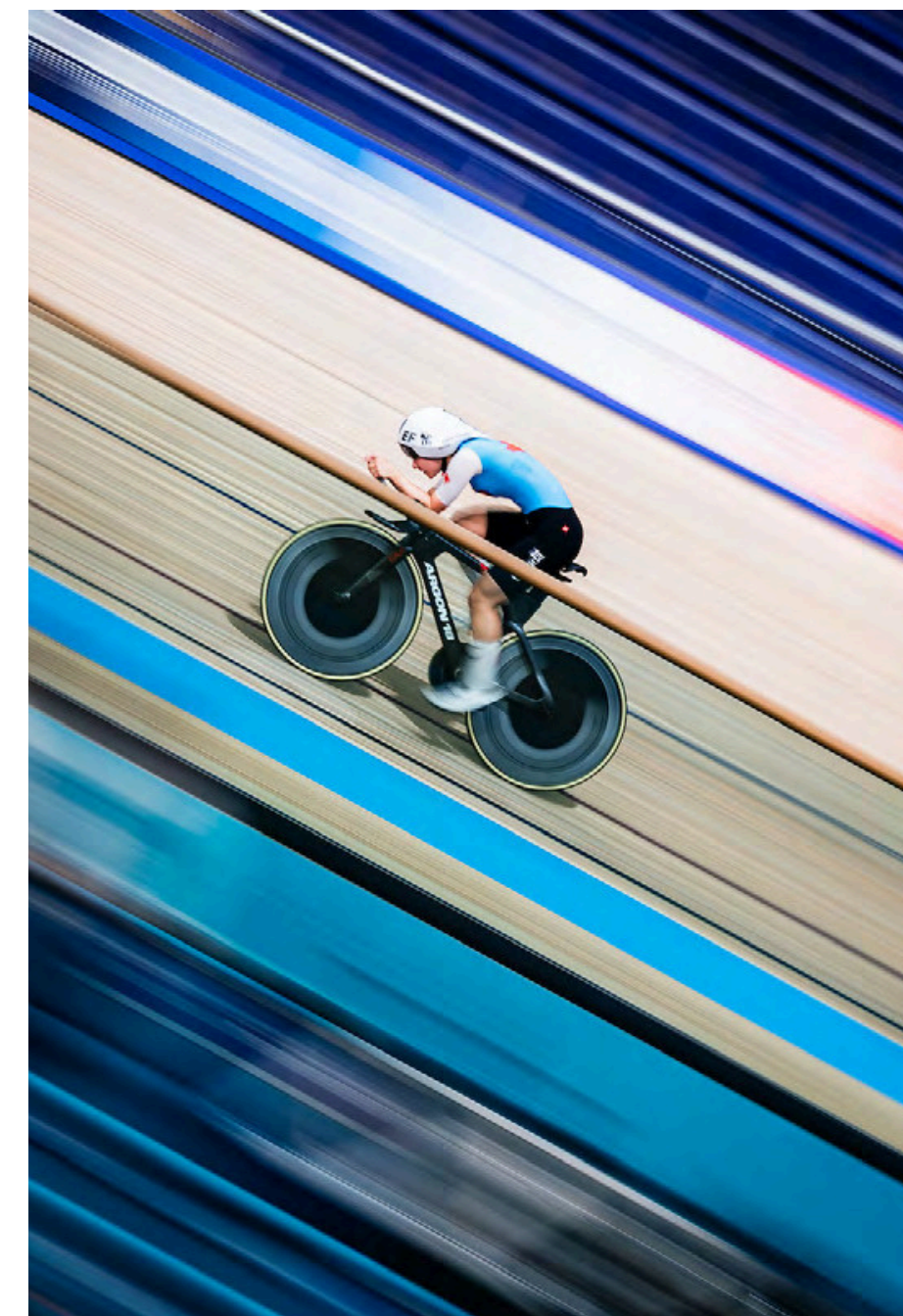
180K

Unique Website
Visitors

\$175K

Average HHI





HOW WE COMPETE: **THE NATIONAL TEAM**

Cycling Canada's National Team represents the pinnacle of Canadian cycling, bringing together the country's leading athletes and competing on the world stage throughout the year.

For partners, it provides a powerful platform to align with performance, resilience, national pride and the pursuit of excellence.

250+
Athletes

13
Disciplines
(5 Olympic)

12 Month
International
Competition
Calendar

75+
International
Team Projects
Annually



HOW WE COMPETE: OUR DISCIPLINES



BMX (Race & Freestyle)
Mountain Bike (Cross-Country)
Road
Track



Para-Cycling

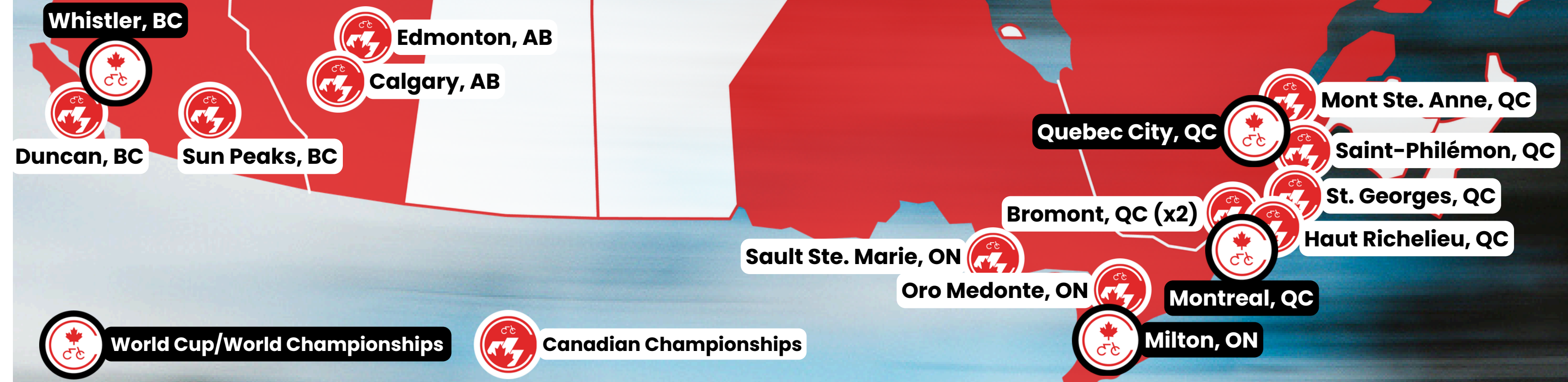


Cyclo-Cross
E-Sports
Gravel
Mountain Bike (Downhill, Enduro, Marathon)
Pumptrack



HOW WE COMPETE: OUR EVENTS

Comprising of 46 internationally sanctioned events from coast to coast, the national calendar provides a wide-reaching and impactful touchpoint with competitive cyclists ranging 13 disciplines and athletes aged 5 to 65+.





THE FUTURE: HOPON

HopOn is Cycling Canada's national grassroots cycling program, creating fun and accessible opportunities for children to build skills and confidence. The program removes barriers to sport by providing the equipment and trained instructors children need to participate.

With partner support, HopOn can:

- Expand programming into more schools and communities
- Equip programs with bikes, helmets and essential resources
- Recruit and train qualified instructors
- Reduce participation barriers and give more children the opportunity to ride

Partners help put more kids on bikes, build healthy habits, confidence and a lifelong connection to cycling while accelerating our goal of reaching 300,000 youth nationwide.

[Learn More](#)

A photograph of two cyclists riding on a paved path that curves through a dense, green forest. The cyclists are wearing white jerseys with red accents and red helmets. The path is marked with a yellow line. The background is filled with tall, leafy trees, and the lighting suggests a bright, sunny day.

**50% REDUCTION IN EMISSIONS
BY 2030 NET ZERO BY 2040**

THE FUTURE: COMMUNITY & SUSTAINABILITY

Through our provincial and territorial partners, national membership network and HopOn youth program, we are creating more opportunities for Canadians to discover cycling and develop a lifelong connection to the sport.

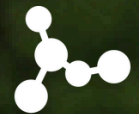
We are also working towards a more sustainable future through our national environmental strategy; embedding environmental sustainability into how we govern, travel, deliver events and engage communities.

[Explore Cycling Canada's Environmental Sustainability Strategy.](#)

OUR PARTNERS

We're proud to work with a diverse array of partners that help us build and support the development of cycling from coast to coast.

- OFFICIAL PARTNERS -



ARGON 18

JAKROO

 **globalRELAY**

SHOKZ



- OFFICIAL SUPPLIERS -


BARISTA
MICROTORRÉFACTEUR


HORNBY
ORGANIC

bici

Gruppo

 **MAPEI**

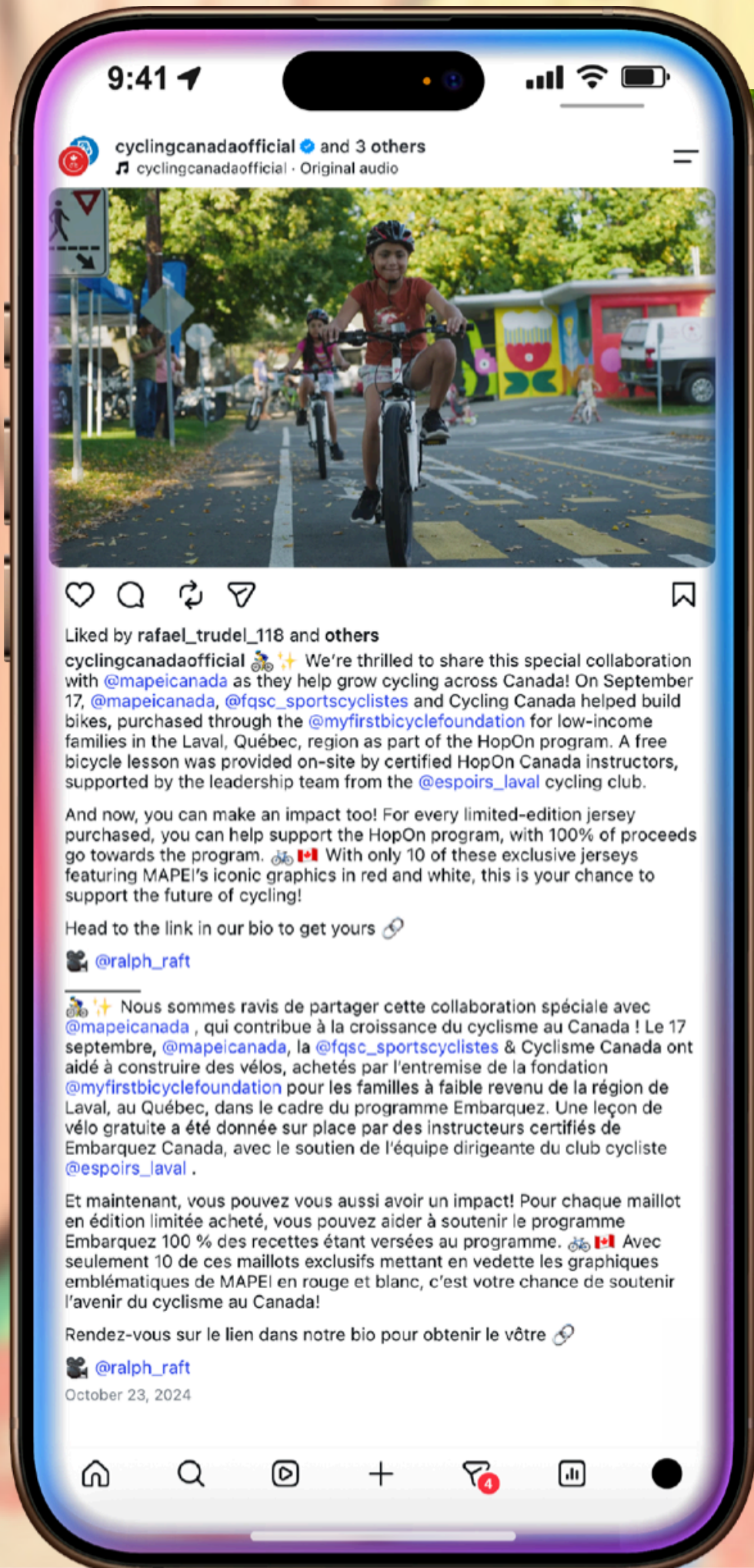
THULE
SWEDEN

 **digirit**

KRONO
NUTRITION

mattamyHOMES

 **TRAINING
PEAKS**



CYCLING
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CANADA



"BUILD TO GIVE"

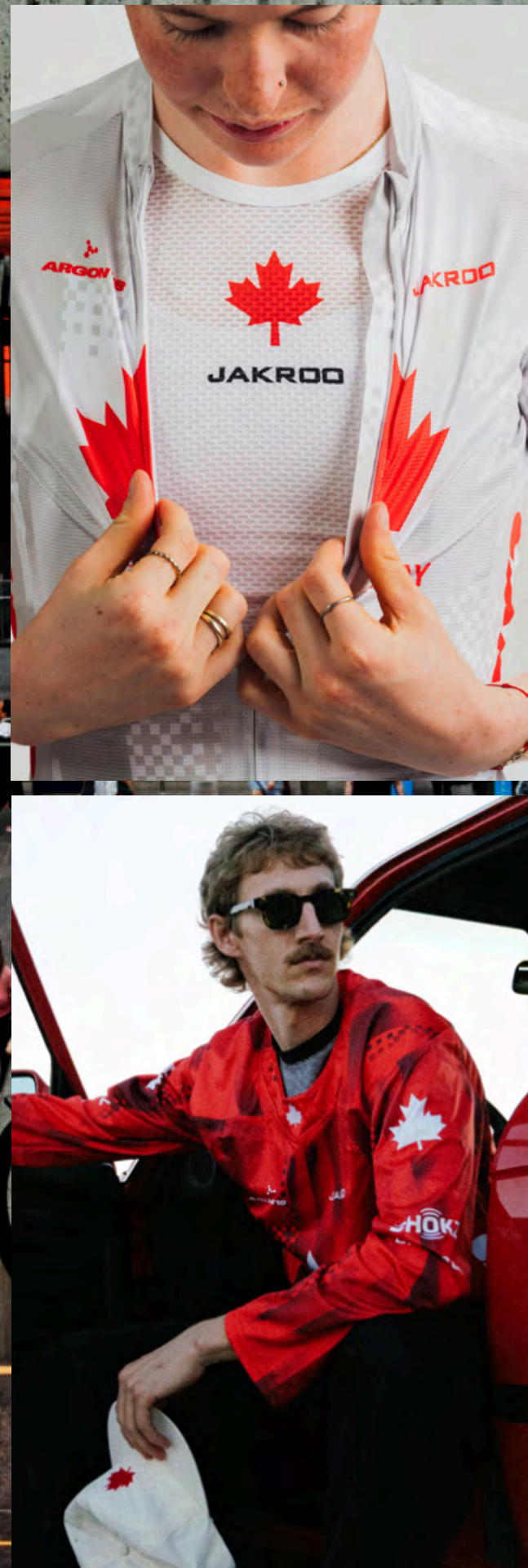
OUR PARTNER ROSTER: **MAPEI CASE STUDY**

From partnership to meaningful impact

At Cycling Canada, we pride ourselves on delivering turnkey partner activations that authentically reflect our partners' values while creating meaningful community impact. For MAPEI, our team conceived, planned, executed and promoted the award-winning ***"Build to Give"*** initiative, managing everything from logistics and stakeholder coordination to content production and digital storytelling. The activation connected MAPEI's commitment to community investment with a tangible cycling legacy, providing bicycles and programming to under served youth. The resulting campaign was recognized by MAPEI's global organization with an international marketing award, demonstrating the power of purpose-driven partnerships.

From concept to execution, our team specializes in transforming sponsorship investments into impactful, measurable experiences that resonate with audiences and strengthen brand reputation.

[Watch Video](#)



JAKROO

ARGON 18

MONTREAL 2026 WORLD CHAMPIONSHIPS

OUR PARTNER ROSTER: **ARGON + JAKROO CASE STUDY**

ONE STORY. MULTIPLE PARTNERS.

Cycling Canada brought Jakroo and Argon 18 together around a unified Montreal 2026 World Championships creative story, extending it from athlete equipment into limited-edition products, retail and digital storytelling.

CREATE

A commemorative kit and custom-painted bike rooted in Canadian pride and Montréal's sporting and design heritage.

AMPLIFY

An integrated digital campaign strengthened by athlete-led organic social content and partner promotion.

COMMERCIALIZE

A connected retail program spanning kit, bikes and commemorative accessories, creating new sales opportunities for partners.

The Result: One creative platform that connected partners, athletes, content and commerce to multiply impact.



PARTNERSHIP OPPORTUNITIES:

COME ALONG FOR THE RIDE

Ranging from \$10k to \$150k, bespoke partnership packages include national visibility, customized activation opportunities and authentic connection to the Canadian cycling community.

Available assets:

- Category Exclusivity
- Premium National Team kit branding across all disciplines
- Athlete Appearance opportunities
- Prominent nationwide branding and activation rights at 13 Canadian
- Championships
- Integrated digital activations
- Customized partner-owned activations, delivered on-site, digitally or through an integrated campaign
- Premium brand visibility within the Feed Zone member benefits platform

HOSTING & HOSPITALITY

Exclusive VIP client hosting opportunities at select domestic World Cup level events, including:

- Grand Prix Cycliste (Québec & Montreal)
- Tissot UCI Track World Cup Milton

LET'S BUILD SOMETHING MEANINGFUL TOGETHER.

Whether your goals centre on national visibility, community impact, employee engagement or unforgettable client experiences, Cycling Canada can create a partnership program tailored to your brand.

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