



2024 Corporate Sponsorship





I am Walt Brittain, Executive Director of the Alabama Cycling Association. I am excited to introduce you to an opportunity that will make a lasting impact on the youth across Alabama through your support of "Walt's Wide Ride." Starting on October 22nd, I'm riding my mountain bike 1000+ miles through back roads and mountain biking trails across Alabama to raise money for the Alabama Cycling Association (ACA).





Bike Route

The idea is to ride through all the cities that currently have mountain bike teams that compete in the ACA races. We hope to bring awareness about the sport of mountain biking to the people and places we pass and secure sponsorships along the way.



Trussville to Huntsville
Monte Sano

Huntsville to Gadsden
Noccalula Falls

Gadsden to Anniston
McClellan Multi Use Trails

Anniston to Auburn
Chewacla State Park

Auburn to Troy

Troy to Dothan
Forever Wild

Dothan to Pensacola
UWF Trails

Pensacola to Thomasville

Thomasville to Tuscaloosa
Munny Sokol

Tuscaloosa to Oak Mountain State Park
South Trailhead

Oak Mountain State Park to Trussville

The Alabama Cycling Association is a non-profit organization redefining what a youth sports program is all about.

About the League

Our mission is to get more kids on bikes. As a youth development organization, our goal is to help kids 12-18 years old achieve both competitive and non-competitive cross-country mountain biking skills in a safe and enjoyable environment.



SKILLS



RESPECT



FRIENDSHIP



SPORT



SKILLS

Guide students to learn new skills and disciplines, and spread the foundations of mountain bike racing across the U.S.





RESPECT

Foster a responsible,
respectful attitude
toward the use of trails
and the wilderness.





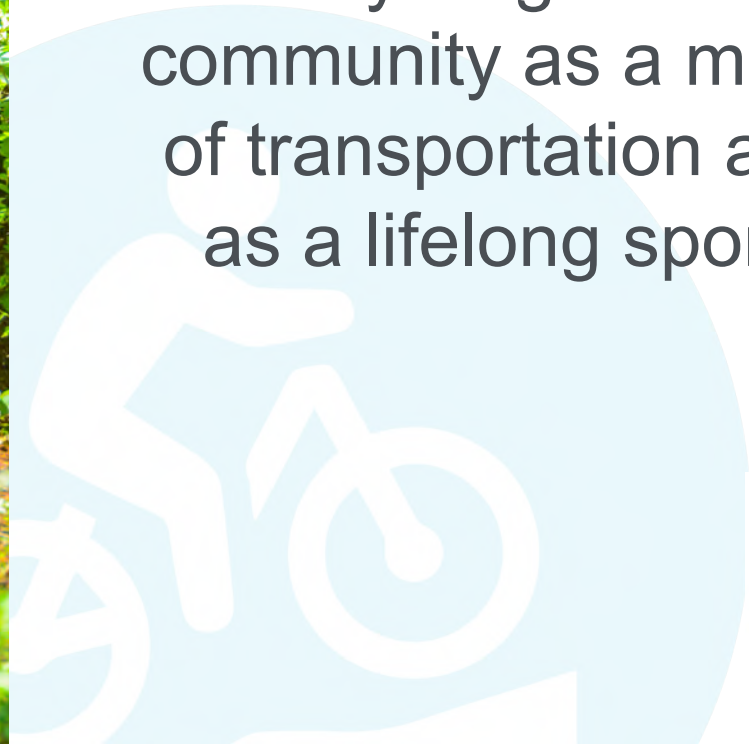
FRIENDSHIP

Provide an environment where student-athletes may discover new friendships and find positive role models.



SPORT

Promote the value of cycling to our community as a mode of transportation and as a lifelong sport.



ACA Programs

Scholarship Fund

Seasonal Race Events &
Championships

GRace
(Girls Riding Alabama Cycling)

Adventure Program

Coach Training Courses

First Aid Training Courses

Team Camps & Clinics

Annual Leaders' Summit
for Coach & Leadership
Development

ACA Stats

600+

STUDENT ATHLETES

300+

COACHES

35

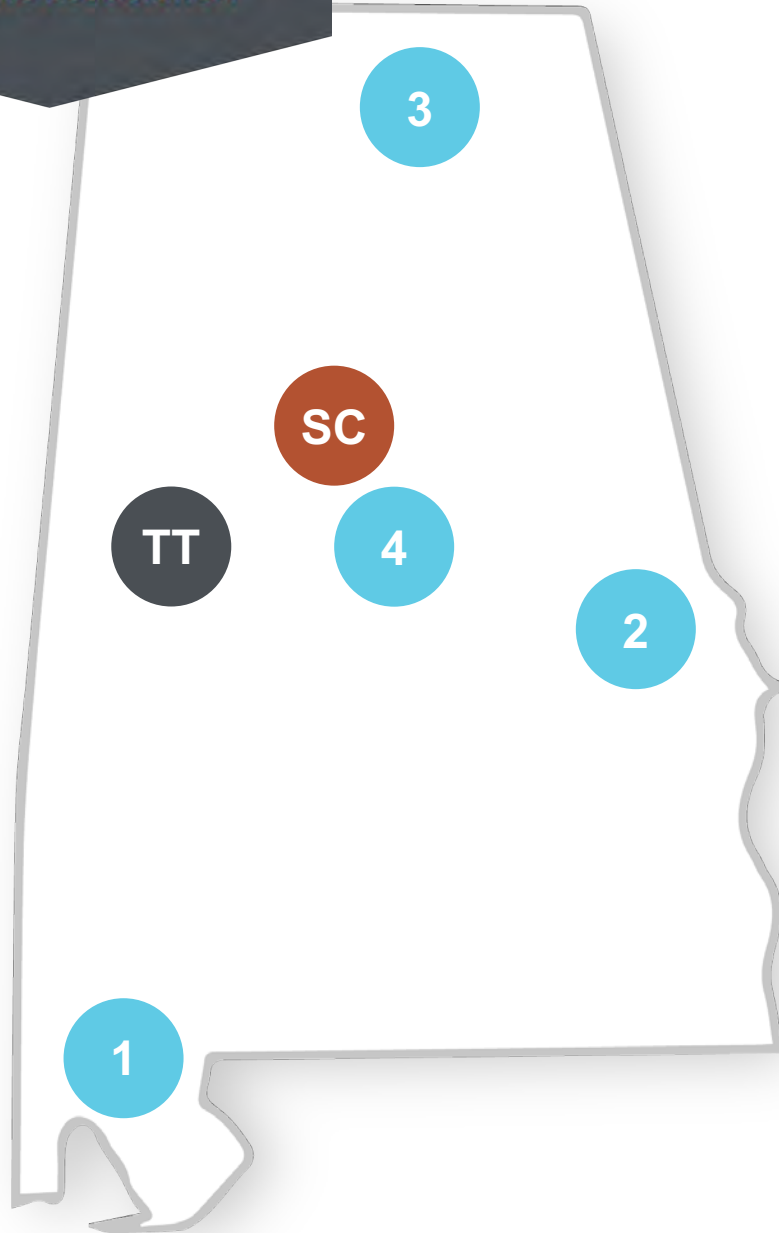
TEAMS

6

RACES

2,000+

ATTENDEES



2024 Race Venues

TIME TRIAL
MUNNY SOKOL PARK
Tuscaloosa, AL

RACE #1
HISTORIC BLAKELEY STATE PARK
Spanish Fort, AL

RACE #2
CHEWACLA STATE PARK
Auburn, AL

RACE #3
JOHN HUNT PARK
Huntsville, AL

RACE #4
UNIVERSITY OF MONTEVALLO
Montevallo, AL

STATE CHAMPS
TANNEHILL STATE PARK
McCalla, AL



Scholarships

Alabama Cycling Association, in partnership with the Shred for Sloan Foundation, gives scholarships to eligible seniors who will be attending college the fall after graduation. Last year, we gave \$2,000 to 2 amazing graduating seniors mountain bike student athletes.

2024 Goal: \$25,000



Sponsorship Opportunities





Platinum Sponsor

\$20,000

Sponsor Messaging:

- 6 race-day sponsor announcements
- 6 sponsor “messages” in ACA newsletter
- 8 social media announcements sponsor focused

Expo/Tent space at each race (20x50)

Sponsor Logo

- All race number plates
- Start/Finish arch
- ACA merchandise
- Awards podium arch
- Race course tape

5 sponsor banners at races

Sponsor logo on ACA website with link

Sponsor logo in bi-monthly ACA eNews

Unlimited use of ACA “Proud Sponsor” logo





Gold Sponsor

\$10,000

Sponsor Messaging:

- 4 race-day sponsor announcements
- 4 sponsor “messages” in ACA newsletter
- 6 social media announcements sponsor focused

Expo/Tent space at each race (20x20)

Sponsor Logo

- Start/Finish arch
- ACA merchandise
- Awards podium arch

3 sponsor banners at races

Sponsor logo on ACA website with link

Sponsor logo in bi-monthly ACA eNews

Unlimited use of ACA “Proud Sponsor” logo





Silver Sponsor

\$4,500

Sponsor Messaging:

- 2 race-day sponsor announcements
- 2 sponsor “messages” in ACA newsletter
- 4 social media announcements sponsor focused

Expo/Tent space at each race (10x20)

Sponsor logo on awards podium arch

2 sponsor banners at races

Sponsor logo on ACA website with link

Sponsor logo in bi-monthly ACA eNews

Unlimited use of ACA “Proud Sponsor” logo





Bronze Sponsor

\$2,000

Sponsor Messaging:

- 1 race-day sponsor announcements
- 1 sponsor “messages” in ACA newsletter
- 2 social media announcements sponsor focused

Expo/Tent space at each race (10x10)

Sponsor logo on awards podium arch

1 sponsor banner at races

Sponsor logo on ACA website with link

Sponsor logo in bi-monthly ACA eNews

Unlimited use of ACA “Proud Sponsor” logo



Your support of Walt's Wild Ride and the ACA is critical to the success of the ACA scholarship fund, races and programs for student-athletes and coaches.

For more information or to donate online:

ACAMTB.org/walts-wild-ride

To be a Corporate Sponsor, contact:

Walt Brittain (205) 447-0093 or walt@alabamacycling.org

