

WHO WE ARE

Southern Crescent Cycling is the premiere cycling organization for the southern counties of metro Atlanta. Our mission is to support recreational cycling activities and to encourage cycling as a lifelong activity. We believe that cycling is a beneficial form of exercise as well as a method of transportation. We promote equal road rights and safe bicycling practices.

We seek sponsor partners and offer exposure for your brand, service, and product across the entire Southeast.

WHAT WE DO

Our members participate in a vast range of cycling activities that have the potential to reach a large and diverse audience.

Cycling Miles

Our members are active cyclists, logging tens of thousands of miles annually. We ride across Atlanta roads, the entire southeast, and in parks and trails across the region.

Organized Rides

We sponsor regular club rides both for road, gravel, and other discipline cycling. We have various distance and speeds for all levels.

Community Involvement

We are dedicated to making our community a better place. We participate in and sponsor charity events throughout the year.

Your sponsorship helps us achieve the following:

- Supporting or sponsoring local charity bike rides and events
- Participating in outreach programs to educate adults and children about cycling, bicycle safety and maintenance
- Lobbying on a local and regional level for bike paths or lanes as well as safer traffic conditions
- Working with and contributing to local charities and organizations

Please consider joining the local businesses that support SCC by becoming a sponsor today.

BENEFITS OF SPONSORSHIP

A partnership with SCC aligns you with a partner that is ready to help you reach a vast audience interested in the health of the community through an athletic platform. Our club's broad multicultural and multigenerational appeal provides our sponsor with a large, diverse audience. There are many opportunities for exposure for our sponsors during the year.

Benefits you will receive as a sponsor:

- Your logo displayed on our jersey or other apparel
- Advertisement or logo displayed at our events
- Your logo with web link on our site
- Free display ads within SCC website content
- Your logo used during SCC events and promotions
- SCC sponsor web badge for your website
- Invitations to SCC events and volunteer activities
- Increased patronage by club members



Club kit design is subject to change and image may not represent the current year.

SPONSORSHIP OPPORTUNITIES

We rely on the support of our sponsors for operational expenses throughout the year and we are thankful for your partnership. We offer a wide range of options for businesses and organizations at all levels.

TITLE SPONSOR

\$2000

Largest, most prominent logo position

SPRINT CHAMPION

\$1000

Large, prominent logo position

STAGE WINNER

\$500-\$900

Secondary logo position

KING OF THE MOUNTAIN

\$500

Secondary logo position

MOST AGGRESSIVE RIDER

\$250

Secondary logo position

Our Mission Statement:

The Club is dedicated to the encouragement of all aspects of bicycling. The mission of the Club is to sponsor and support recreational bicycling activities; to encourage bicycling as a lifelong activity, as a beneficial form of exercise, as a method of transportation, and as a sport; and to promote equal road rights and safe bicycling practices.