

DEVO ESCAPE VELOCITY

**BE PART OF THE TEAM AND
SHARE IN THE VISION**

**SPONSORSHIP
OPPORTUNITIES
2025**



ESCAPE VELOCITY/DEVO

OUR VISION

GROW THE SPORT OF CYCLING

- **Inspire** people to cycle
- **Grow** youth competitive cycling
- Be the race team to **support youth**
- Provide **opportunities** for girls and women
- Commitment to **Diversity, Equity, and Inclusion**
- Expand accessibility of cycling
- **Support** athletes with bursaries
- Expand our bike loan program
- Coached programs for youth and adults

Offer **high quality, safe** and **welcoming** events for the local cycling community that inspire more people to race bikes.





THE DEVO PROGRAM

We deliver a cycling program that gives athletes a pathway to develop their interest in cycling and reach their personal goals.

This may be:

- Elite competition
 - International Competition
 - Local participation
 - A road map to coaching
 - Support administration
 - Mentoring
 - Race organisation
- And more...



At DEVO we support all athletes to develop at their own pace with focus on individual goals.

SPONSORSHIP LEVELS



RAINBOW JERSEY SPONSOR \$15K

Your organization will be the title sponsor and receive **branding** on **jerseys**, the **van** and a range of **events** and **club media** – we will work with you as a strategic sponsor to find mutual benefit.

EVENT SPONSOR \$5-10K

Sponsor a specific event or series. Receive **branding** on **jerseys**, **van** and a range of **events** and **club media** – we will work with you to ensure your contribution aligns to your needs.

GENERAL CLUB SPONSOR \$2K

You will be a **recognized** club sponsor and receive profile on our **web page**, **social media** and **jersey**. We can tailor your contribution to specific initiatives.

PROJECT/RIDER/BURSARY SPONSOR

We have a variety of opportunities to support the needs of specific projects or athletes to achieve their goals, from supporting a new rider into the sport via a bursary or facilitating travel for athletes to push at the highest level.

TEAM SPONSOR PROFILE

DEVO will wear a **revamped kit** featuring new sponsors in 2025. Our kit sponsor will be Kalas.

All riders are required to wear club kit at all practices, club rides and race events. This ensures that the kit is front and centre in the Canadian cycling scene.

With over **160 riders** out on the roads and trails 2-6 times a week, the green jerseys provide our sponsors with one of the **best billboards** available.

Escape Velocity is the primary race organiser in the Lower mainland organising over a dozen races every season, with **free racing for all youth**.

Each race has its own character, but each provides fantastic opportunities for sponsors to showcase their products and offer.

Our Sprinter **Van** is almost as visible as our athletes . The Van sponsor wrap will be updated in 2025. Our riders rely on the Van and take it to practices and more than 20 races through out the province and the USA. The Van makes 10's of thousands of impressions a year, while driving down the highways and parked at the major races.

Our sponsors get shoutouts on our **social media** throughout the season. The posts are great reminders to support the companies that support the development of youth cycling.



INTERESTED?

Please Contact Teresa Rossiello admin@escapevelocity.bc.ca

We would love to have you join our vision!

