

# Premier Bicycle Club 2022 Sponsorship Information



# History and Mission of the Premier Bicycle Club



## History

In late 2016, nine recreational riders in the North Hills of Pittsburgh came together with an ambitious goal founded on a pragmatic vision. They established the Premier Bicycle Club on the tenet of offering a best-in-class bicycling club that could target a wide range of riders and their unique strengths. To live up to the name “PREMIER”, the founding members established a club that was professionally run, utilized newly available technology and offered a wide variety of local, remote-start and multi-day rides accessible to riders of varying abilities and ambitions. Understanding the importance of a comprehensive approach to wellness, officers and board members have promoted healthy eating at club events and encourage all to enjoy the shared experiences and camaraderie amongst other members. Since its inception, the club has experienced rapid membership growth and continues to prove it is The PREMIER Bicycle Club!

## Mission

The mission of the club is simply to promote healthy lifestyles through cycling, healthy eating and, socialization amongst members.



# Our Purpose



ENCOURAGE AND PROVIDE BICYCLIST  
EDUCATIONAL PROGRAMS

PROMOTE POSITIVE IMAGE OF CYCLISTS  
IN THE COMMUNITY THROUGH EXAMPLE

PROMOTE BICYCLING AND HEALTHY  
LIFESTYLE CHOICES

PROMOTE AND ARRANGE BICYCLE RIDES  
TO FIT THE VARYING SKILLS OF ITS  
MEMBERS

PROMOTE BICYCLING SAFETY





Club ride leaders have organized almost 600 rides in locations throughout the Greater Pittsburgh Region.



76% of members are in their prime income-earning years (35-64 years old).



40% of members are female, 60% are male.



The club offers an average of 200 miles of group rides per week.

# Our Stats



## MEMBERS

Premier Bicycle Club has grown from 9 founding members to hundreds of members.

# Benefits of cycling, healthy eating and a healthy lifestyle



## Benefits of Cycling

30 miles/week  
lowers risk of cancer  
by 45%

3 hours/week  
reduces all cause mortality  
by 28%

18% lower risk of  
developing heart disease



healthcare costs of inactivity  
are 2.5 times that of  
a person that rides a bike



↓ 18%

MEDICAL RESEARCH SOURCE: HOEVENAAR-BLOM ET AL., EUR J PREV CARDIOL (2011)

## Healthy Lifestyle



percent of PBC members  
that feel healthy  
eating is important



healthy diet reduces  
heart attack by 80%



whole-foods plant-based  
diet can cut risk of  
cancer by 33%

↓ 90%

**Risk of  
TYPE 2 Diabetes**

whole-foods plant-based  
diet reduces risk of developing  
type 2 diabetes by 90%

SOURCE: NUTRITIONALFACTS.ORG, MICHAEL GREGOR, MD

# As a Sponsor of The Premier Bicycle Club

you will be showing you share in our vision to encourage healthy lifestyle choices and foster a healthier community.

You or your company will be recognized as a supporter of our club's mission and will gain more recognition with our membership.

We are a 501(c)(3) charitable nonprofit organization and your sponsorship donation is tax-deductible.





# PLATINUM SPONSORSHIP

**\$1600 DONATION**  
FIRST YEAR

**\$1200 DONATION**  
ALL SUBSEQUENT CONSECUTIVE YEARS  
TO MAINTAIN PLATINUM STATUS



- First year includes a LIFETIME family PBC membership.
- Twelve monthly marketing opportunities with a Club Special Offer Ad in our "News from Our Sponsors" section on our homepage.
- Your company logo will have "Platinum" positioning on our website sponsor page.
- Opportunity to lead a club educational workshop.
- Opportunity to display a banner or poster at our club special events.
- Opportunity to send a representative to club special events and setup a promotional table.
- Receive two complimentary passes to our Spring and Fall events.
- Be our guest at our Annual Membership Meeting & Party and have the opportunity to make brief remarks to our members.



# GOLD SPONSORSHIP

**\$1200 DONATION**



- Gold Package includes a one-year PBC membership.
- Twelve monthly marketing opportunities with a Club Special Offer Ad in our "News from Our Sponsors" section on our homepage.
- Your company logo will have "Gold" positioning on our website sponsor page.
- Opportunity to lead a club educational workshop.
- Opportunity to display a banner or poster at our club special events.
- Opportunity to send a representative to club special events and setup a promotional table.
- Receive two complimentary passes to our Spring Kick-Off, Celebration Ride and Fall Foliage events.
- Be our guest at our Annual Membership Meeting & Party and with the opportunity to make brief remarks to our members.



# SILVER SPONSORSHIP

**\$800 DONATION**



- Six monthly marketing opportunities with a Club Special Offer Ad in our "News From Our Sponsors" section on our homepage.
- Your company logo will have "Silver" positioning on our website sponsor page.
- Opportunity to lead a club educational workshop.
- Opportunity to display a banner or poster at our club events.
- Opportunity to send a representative to club events and setup a promotional table.



# BRONZE SPONSORSHIP

**\$400 DONATION**



- Three monthly marketing opportunities with a Club Special Offer Ad in our "News From Our Sponsors" section on our homepage.
- Your company logo will have "Bronze" positioning on our website sponsor page.
- Opportunity to display a banner or poster at our club events.
- Opportunity to send a representative to club events and setup a promotional table.

# HEALTHY LIVING SPONSORSHIP



The mission of the club is simply to promote healthy lifestyles through cycling, healthy eating, and socialization amongst members. Healthy Living Sponsors support the club's mission and offer at least one of the following services:

- Provide healthy food options that include menu and/or retail items that include whole food plant-based (WFPB), gluten-free (GF), and whole grain (WG) options that members can access throughout the year either in person or online. This can include restaurants with dedicated menus, wellness-minded grocery stores.
- Provide education and resources that promote movement, nutrition guidance, stress management.
- Provide activities that promote an active lifestyle such as yoga, pilates, sports-specific training, cross-training.

To assist with the promotion of your business, we encourage our Healthy Living Sponsors to provide special offers for our members throughout the year. Healthy Living Sponsors will be recognized as “Premier Silver Star Endorsed” or “Premier Gold Star Endorsed” on our club website and in promotions offered to our members. See next slide for additional benefits and details. Please contact Elliot Dater ([sponsorships@premierbicycleclub.org](mailto:sponsorships@premierbicycleclub.org)) expressing your interest in becoming a Healthy Living Sponsor.



# HEALTHY LIVING SPONSORSHIP

**\$500 DONATION**



- Recognition that your organization supports the Club's mission.
- Twelve months of marketing with your logo and link to your website under our Healthy Living tab.
- Four monthly marketing opportunities with a Club Special Offer Ad in our "News from Our Sponsors" section on our homepage.
- "Premier Silver Star Endorsed" logo positioning on our Sponsors Page.
- "Gold Star Endorsed" Requirements: Restaurants offering a minimum of 2 appetizer and 2 entree options that are WFPB, GF, WG or businesses who offer a whole foods plant-based nutritional class or cycling-specific strength, endurance or flexibility educational opportunity will receive "Premier Gold Star Endorsed" status.
- Opportunity to lead a club educational workshop.
- Opportunity to display a banner or poster at our club special events.
- Opportunity to send a representative to club special events and setup a promotional table.
- Be our guest at our Annual Membership Meeting & Party with the opportunity to make brief remarks to our members.



# EXECUTIVE SPONSORSHIP

**\$350 DONATION**



- Twelve months of marketing to our membership by offering a members-only discount code for online and/or in-store purchases via a “Members Only Corner” on our homepage.
- Your company logo will have “Executive Sponsor” positioning on our website sponsor page.
- Opportunity to display a banner or poster at our club events.



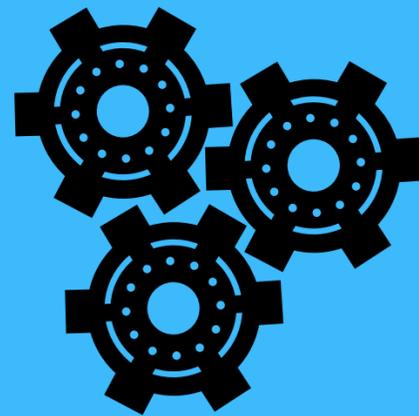
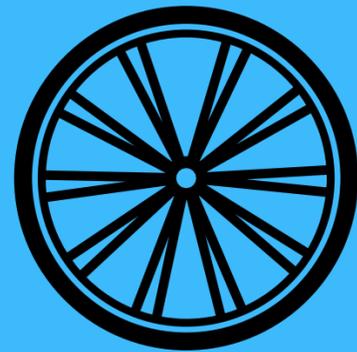
# FRIENDS OF PBC SPONSORSHIP

**\$100 DONATION**



- Your business or name will be listed on our sponsor page under the “Supporting” sponsors section through the sponsorship year.

# Other Ways To Support Premier Bicycle Club



Donate a gift basket for our Annual Meeting, Party, and Auction in December. The auction serves as a fundraiser for the Club. Donors will be recognized in promotional materials as well as during the event.

PBC currently offers many special events during the cycling season. These events are highly marketed throughout the year and are widely attended by our members. Sponsors can contribute to these events in the form of SAG support vehicles, SAG snacks and water, catered food, etc. All donations are welcomed and sponsor businesses will be recognized in promotional materials and during the event.

SPRING KICK-OFF

CELEBRATION  
RIDE

MORAINÉ  
FONDO

LEWISBURG  
GRAVEL GRINDER

## PBC Special Events

WESTERN MARYLAND  
SCENIC RIDE

POTOMAC  
FALL RIDE

SHENANDOAH  
EXPERIENCE

CHAUTAUQUA  
LAKEFEST

FALL  
FOLIAGE RIDE

# Contact Information

**STAY IN TOUCH!**



## MAILING ADDRESS

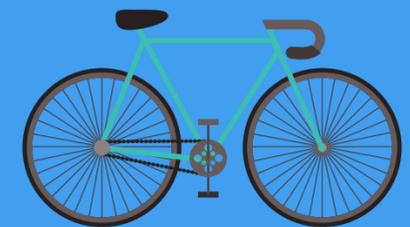
3000 Village Run Road  
Suite 103, #184  
Wexford, PA 15090

## EMAIL ADDRESS

[pbcwpa.president@gmail.com](mailto:pbcwpa.president@gmail.com)

## PHONE NUMBER

(412) 491-0469





## Visit us online



WEB



INSTAGRAM



FACEBOOK

Click here to begin your Sponsorship of the Premier Bicycle Club today!