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## Show Your Support to the Community

The enthusiasm for the sport of cycling in the Atlantic Provinces is undeniable: it is now the fourth most popular recreation activity. Furthermore, the recent performances by our Canadian cyclists on the world scene are remarkable. It is now time to give an opportunity to the Atlantic cyclists to contribute to this success via the National Cycling Centre - Atlantic Canada in Dieppe, N.B.

Dieppe has built a strong reputation for itself along the years in terms of cycling development. The Caisse populaire Dieppe Velodrome, and now the Subway BMX Track, are important and logical assets to this Centre and are the only homologated track East of Quebec. They serve as a work and training tools not only for high level athletes, but to everyone daring to try it during our cycling schools.

### **Vision**

The Centre's objective is to promote the development of Atlantic Canadian athletes in the disciplines of mountain biking, road, track, and BMX in preparation for international level competition. In an effort to attain this objective, the Centre provides athletes with highly-competent coaches as well as training conditions which favour their development.

### **Philosophy**

- Professionalism;
- Accessibility;
- Olympism;
- Drug free.

### **Programs offered by the Centre**

- Introduction (via our Cycling Academy);
- Recreational (general public);
- Structured group training programs;
- High performance program development;
- Athletes Camps;
- Competition (regional, provincial, Atlantic, Eastern Canadian and national).

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### **Programs offered on the tracks**

These two facilities are the site of many events of different levels. Going from initiation classes to national level events, the tracks quickly became work tools for the region. Starting this season, you will find the following programs/events:

- Cycling schools
  - The target audience for BMX being younger (5 to 12 years of age mainly) then the velodrome (12 and older)
- General training
- Regional competitions (weekly)
- Provincial and Eastern Canada competitions
- National Championships
- General public days

### **Nature of the sponsorship**

Sponsorship can be contracted in the form of cash, and also goods or services deemed essential for National Cycling Centre – Atlantic Canada’s budget. In exchange, the Centre agrees to provide the exposure stipulated in the sponsor’s category.

Provided goods or services are considered essential when the contribution reduces the expenses incurred by the organization and is accepted by the board of directors.

The value of a contribution of goods and/or services is calculated at 70% of the merchandise true value. For the sponsors in cash, the sponsor has to pay in full the amount of his contribution as soon as possible and at the latest, July 1st.

### **Sponsorship agreement**

All sponsorship are finalized in an agreement signed by the sponsors and the National Cycling Centre – Atlantic Canada.

### **Cost and creation of publicity material**

Unless agreed to otherwise by the organization and the sponsors, the cost of the publicity material is the responsibility of the National Cycling Centre – Atlantic Canada.

### **Installation and dismantling**

The National Cycling Centre – Atlantic Canada looks after the installation and dismantling of signs on the event’s site.

### **Visibility offered to the sponsors**

From its important size, the velodrome and the BMX track are visual sport facilities, well adapted to the new “TV Friendly” environment. It is easy to promote sponsors with great visibility to the participants, spectators and to the television audience.

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## Your contribution

### *Option A – one or two panels*

For the amount of \$800 (spread over three years; \$400 in the first year and \$200 for the two subsequent years) per panels, the National Centre – Atlantic Canada will publicly recognise your engagement and support towards the velodrome and/or the BMX track and will offer a (or two) colour advertisement panel (4' X 8') in order to offer as much visibility as possible for a three year period.

### *Option B – three panels*

For the amount of \$2000 (spread over three years; \$1000 in the first year and \$500 for the two subsequent years) per panels, the National Centre – Atlantic Canada will publicly recognise your engagement and support towards the velodrome and/or the BMX track and will offer three colour advertisement panels (4' X 8') in order to offer as much visibility as possible for a three year period.

For those two options, the advertiser will have the choice to decide onto which facility (or both) it would like the panels to be installed.



*your*  
**Logo**

