



## Boone Area Cyclists

BAC is organized as a 501(c)3 nonprofit that is working to provide one voice for the cycling community. BAC members represent leisure cyclists, road cyclists, mountain bikers, racers and commuters of all ages and abilities. Please consider becoming a partner of BAC as we work to advance cycling infrastructure and cycling culture in the High Country. The mission of BAC is to develop, coordinate, and promote safe and accessible cycling opportunities throughout the Boone area.

### Goals

- Ensure the creation and maintenance of cycling lanes; trails; and pathways while working the NCDOT and other governmental agencies
- Develop working relationships with public land managers to promote biking on public lands
- Facilitate social events and recreational, family, and competitive cycling events
- Educate youth and adults of environmental and health benefits of cycling
- Educate riding and driving public about cycling safety
- To foster the development of all cyclists including those who desire to compete on the local, regional, and national levels.
- Acquire memberships, gifts, and grants to fulfill our mission

### Current Projects

- Continue as Watauga County's Primary Partner in developing/maintaining Rocky Knob Park, and its 10 mi of Mountain Bike Specific Trails
- Hosting Cyclo.via, an annual street festival for all pedestrians
- Greenway expansion and cleanup
- Host two youth events, a Spring Bike Rally and Fall "Take a Kid Mountain Biking Day"
- Safe Streets Pledge
- Group rides
- Establish race teams
- Assist the US Forest Service to improve 30 trail miles in the Pisgah National Forest

### Immediate Needs

- Sponsors for BAC Race Teams
- Tools for volunteers to develop and maintain trails at federal, state, and local government parks
- Resources for community events

An investment from your organization can ensure that the Boone area continues to emerge as a haven for all types of bicycling. Together, we can ensure opportunities for those who live here and travel here to ride the mountains!

## Interesting Facts & Demographics

- 1 in 5 Americans aged 16 and older cycle regularly
- By number of outings, biking is the favorite outdoor activity of American kids ages 6-17
- Bicycling is the second most popular outdoor activity in America.
- In 2008, Americans ages 6 and older went on 2.62 billion bicycling outings, averaging 62 outings per bicyclist.
- The number of Americans who ride bicycles is greater than all those who ski, golf, and play tennis combined.
- Cycling adds \$26 Billion into the American economy in direct expenditures alone
- Average mountain biking enthusiast is male, 32 years of age with median income of \$75,000
- More than 35% of cyclists are married with children
- Average mountain biker owns two or more bikes with an average retail price of over \$2,000

[www.BooneAreaCyclists.com](http://www.BooneAreaCyclists.com)

company name

contact person

address

phone number

email

fax

**Partnership Levels**

The dollar values listed are **CASH**.

Please indicate the level you wish to sponsor with the exact amount written in below.

**Big Ring**

(\$1,000+) Large logo and premium positioning on BAC website and club jersey.  
Logo on BAC newsletter. Logo presence on BAC Race jersey.

**Middle Ring**

(\$500+) Significant positioning on BAC club jersey and website,  
Logo on BAC newsletter.

**Little Ring**

(\$250+) Reduced logo placement on the BAC website.  
Text recognition on newsletter (no logo).

**Event Sponsor**

Product or service only and designated for specific events.

\_\_\_\_\_ Please note your cash value donation amount here.

**partnership duration**

Partnership duration will run Annually

**Questions**

Please contact us with any questions.

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