

Handlebar Bicycle Club

2022 SPONSORSHIP



136

• Total Members



About Handlebar Bicycle Club

Who We Are

- Founded as a cycling club in 2016 as the social side of Handlebar Cyclery who has been our partner from inception. Handlebar Cyclery has a fantastic reputation among the cyclists in West Houston, Katy, Richmond and Fulshear communities.
- We cater to road, gravel and trail rides for people of all abilities.
- We have four major rides a week where your logo could be seen around our local community. Our regular Saturday rides often have 100+ riders. We also participate in many local charity rides around the region. We are recognized by our bright jerseys and friendly attitude. We will advocate for your brand.



What we do in the community



- Since our inception HBC and its members participate, sponsor and volunteer through the following activities:
- Advocating safe riding procedures on the roads we ride.
- Support of national charities HBC BP MS 150 Team.
- Other rides supporting local charities and organizations.
- Coach West Houston Composite High School Mountain Bike Team.
- Hurricane Harvey disaster relief support and fundraising
- Advocates for a healthy lifestyle through cycling.
- Competition (Racing) through Road, Cycle-cross, Track, Mountain and Triathlon disciplines.
- Numerous service projects and volunteer organizations.

WEST HOUSTON
COMPOSITE TEAM

COYOTES



West Houston Composite High School Mountain Bike Team

Founded in 2016, West Houston Composite MTB Team is part of The Texas High School Mountain Bike League. The Texas High School Mountain Bike League works to establish and maintain safe, quality high school mountain bike programs. The team races against all Texas High School teams, around 500 students on the league. Several of our membership donates time to coach and train these young men and women.



Just Ride for a Just Cause

A local charity based in the Houston area that helps people, mainly women that are forced into the sex trade through human trafficking. The charity aims to get those affected by this terrible problem in to a safe and nurturing environment



HBC BP MS 150 Team

Since our inception HBC has sponsored a team in the BP MS150 Houston to Austin Ride. To date we have raised over \$25k for Multiple Sclerosis aid. Our goal for 2018 is to surpass \$50k in lifetime fund raising. In 2019 we had 43 riders that raised \$43,429 all benefiting those that live with Multiple Sclerosis Lifetime the club has raised over \$109k



Special Community Effort

- During the terrible storms of Hurricane Harvey in 2017 the club self mobilized after the disaster to help those people in the local community most seriously impacted by the worst of the floods.
- We supplied volunteer work groups of 4-5 persons who went into people's homes and helped with the recovery and cleanup efforts, provide food and shelter for the worst affected
- We were donated cycling kit and energy bars from the Pactimo clothing and Skratch Energy supplement companies.
- We sold the clothing and supplements at local cycling events and were able to raise approximately \$8500 which was donated to four families impacted with the Thrive Church in Fulshear.
- The balance of the Clothing was donated to the Rotary Club of Katy which raised another \$1500 for it charitable causes.



Why Partner with Handlebar Bicycle Club ?

- Cycling is a growing sport in Texas. In the Katy-Fulshear-Richmond area on any given weekend, you are likely to witness over 1,000 people riding bicycles. HBC is 110 cyclists strong and growing. Your company will be recognized as a strong supporter of cycling and active community involvement in the area. Cycling is also a lifelong activity and is one of the most popular and fastest growing participant sports in the US open to all ages and abilities. HBC is helping to promote the sport to the local community through outreach, advocacy, community involvement and competition.
- The club's commitment to these ideals is evidenced in our locally focused programs. We are resolute in our efforts to give back to the community. Our involvement in promoting youth cycling, local service and supporting other charitable endeavors while enjoying the sport is why we hope you would consider sponsoring our club. Your company and your brand will be associated with a civic minded organization that is attempting to make Fort Bend County and greater Houston better.
- The HBC Team uniforms, and clothing will contain sponsor panels (as per the example) that will be worn throughout the year at races, charity events, and training rides. Sponsors will be recognized in other ways and other medium according to the level of sponsorship noted on the sponsorship sign-up page. These include our sponsorship banners and signs and the ability to address our members face to face at one of our bi-monthly club meetings.



Sponsorship levels

A Level Sponsor: \$5,000

- Number available: 1
- Full colored company logo with on team uniform and clothing, club marketing materials, website and social media, email newsletters, and banners displayed.
- Verbal sponsorship recognition at special rides and events
- Opportunity to display product at club-sponsored events and promote products directly to members via HBC mailing list

B Level Sponsor: \$3,500

- Number available: 1
- Full colored company logo on team uniform and clothing, club marketing materials, website and social media, email newsletters, and banners displayed.
- Verbal sponsorship recognition at special rides and events.
- Opportunity to display product at club-sponsored events and promote products directly to members via HBC mailing list.



Sponsorship levels

□ C Level Sponsor: \$2,000

- Number available: 2
- Full colored company logo on team uniform and clothing club marketing materials, website and social media, email newsletters, and banners displayed.
- Opportunity to display product at club-sponsored events and promote products directly to members via HBC mailing list.

□ D Level Sponsor: \$1,000

- Number available: 3
- Full Colored logo on team uniform and clothing club marketing materials, website and social media, email newsletters, and banners displayed.

□ E Level Sponsor: \$500

- Number available: 3
- Full Colored logo on team uniform and clothing club marketing materials, website and social media, email newsletters, and banners displayed.



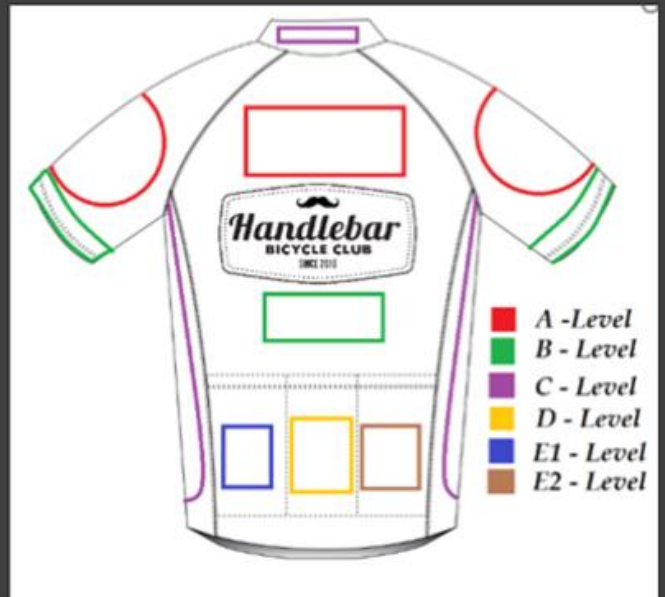
Sponsorship Logo Placements



Front of Shirt



Back of Shirt





***We are not a cycling club you sponsor....
...We are a marketing asset you deploy!***

PLEASE CONTACT US IF YOU ARE CONSIDERING SPONSORSHIP

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