



# Rose City Cycling Donor/Sponsor Drive 2025

What an exciting year we have had! Our board and committees have tirelessly worked to continue to drive our mission of promoting and fostering interest and participation in cycling to improve the overall health and wellness in the communities of East Texas.

Some of our major accomplishments this year:

- 25 juniors raced with us participating in the TEXAS NICA program.
- We were able to give 4 graduating Juniors each a \$1,000 scholarship for college.
- We funded 24 adult racers participating in gravel, MTB, triathlons, Ironman, and road events spanning, Texas, Arkansas, LA, Oklahoma, and more, getting reimbursed for registrations and lodging.
- We organized and promoted weekly road and MTB rides, and hosted monthly gravel riding opportunities.
- We funded over 100 riders to participate in road and gravel events in Texas.
- We partnered with scouts Troup 370, offering a 6 week program helping 13 boys successfully complete their MTB cycling merit badge.
- Our women's committee doubled their membership, with over 40 female members, and successfully hosted skills clinics, fun rides, trail work days, runner leadouts for 5ks, and more.
- We successfully brought back Beauty and the Beast with additions of a gravel race, kids cup, and a cash purse for the road and gravel event, bringing over 400 riders to the two day event, infusing additional revenue into Bullard and Tyler.
- We hosted TMBRA for the 4<sup>th</sup> year hosting 248 athletes at Lindsey Park bringing racers from all over Texas driving revenue in our city!
- We completed phase 1 of the Lindsey Park build outs, completing a 6 mile race course loop, bringing lindsey total mileage possible to approximately 21 miles.
- Our volunteers have logged hundreds of hours maintaining Faulkner Park Trails and Lindsey Park Trails, ensuring they are safe and a destination for riders.
- We partnered with the city to host a kids event at Noble E Young park, to bring awareness to the kids course there, and promote cycling.
- Our volunteers kept our local runners safe by doing a bike leadout for 11 local 5ks/15ks to include CHRISTUS Halloween Hustle, Jacksonville Jingle Jog, FRESH 15, Azalea Run, Andy Woods 5k, and more.
- We funded 4 coaches to attend the NICA summit to ensure we are providing the best program for our juniors.
- We funded the build of a brand new website, to ensure our community members stay in the know for all things cycling related. [Rose City Cycling | Tyler.TX](#)
- We raised \$300 and collected 13 fans to donate to PATH for their fan drive.
- We purchased a bike and gear for a middle school child in need, in Whitehouse, to ensure he was safely able to get to and from school.
- We promoted cycling and safe riding in our community with giveaways and literature at the Fit Tyler event and at the Rose City Tri.



# Rose City Cycling 2024

With your help, we will continue to promote and foster interest and participation in cycling to improve the overall health and wellness in the communities of East Texas. We can succeed in achieving our goals with the support of the entire community. That includes you!

“We make a living by what we get, but we make a life by what we give”

Winston Churchill

Gold Sponsor/Donor- \$10,000	<p><b>Perk Examples</b></p> <ul style="list-style-type: none"> <li>● Largest logo on all Rose City Cycling clothing, on website, on any signage, on social media listed as sponsor</li> <li>● Social Media shoutout with events, and annually</li> <li>● Up to 5 memberships to the organization, capitalizing on perks</li> <li>● One 10x10 booth to any organization events including Beauty and the Beast, TMBRA Rose City</li> <li>● Invite for 3 to annual Sponsor Appreciation event</li> <li>● Ability to provide swag items or giveaways for any events to promote your business or events</li> <li>● Up to 5 entries per event the organization puts on</li> <li>● Ability to include ads/coupon in event packets and member goodie bag</li> <li>● Hosting weekly bike rides from your business</li> <li>● Hosting 1-2 events at your location</li> <li>● Providing 5 volunteers for up to 5 events</li> </ul>
Silver Sponsor/Donor – \$8,000	<p><b>Perk Examples</b></p> <ul style="list-style-type: none"> <li>● 4x4 Logo on all RCC event shirts/kits, on website, social media highlight with events</li> <li>● One 10x10 booth to Beauty and the Beast, TMBRA Rose City</li> <li>● Up to 3 memberships to the organization, capitalizing on perks</li> <li>● Invite for 2 to annual Sponsor Appreciation event</li> <li>● Ability to provide swag items or giveaways for any events</li> <li>● Up to 3 entries per event the organization puts on</li> <li>● Ability to include ads/coupon in event packets and member goodie bag</li> </ul>
Bronze Sponsor/Donor -	<p><b>Perk Examples</b></p>



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Sincerely,

**Rose City Cycling 2024-2025 Board**