



Investment Opportunities

Promote your organization to key demographics through a unique program targeted toward student-athletes, their parents, and the cycling community.

The MiSCA Race Series attracts student-athletes and spectators from across the state. Events are hosted at various venues spread throughout Southeast-Michigan and the Grand Rapids area in the fall each year. This affords an excellent opportunity and value for sponsors to promote their products and brand to a highly desirable demographic. We offer a wide range of support levels and opportunities. Whether your organization is national, regional, or local, there's a package available to support the future of cycling in Michigan!

If you have specific goals you wish to achieve through our partnership, we can tailor a package to meet those needs at any level. Below are some of the opportunities we have available:

- Incorporation of your organization's name and logo into the MiSCA Race Series title, which will appear in all advertisements, flyers, banners, etc.
- Incorporation of your organization's name and logo into one of the race titles, which will appear in all advertisements, flyers, banners, etc. for that specific race
- Prominent display of your organization's name or logo on print media advertisements, race flyers, programs, banners, and promotional items
- Networking Opportunities – connect and build business relationships with the race community, public, and other organizations
- Audience/Spectator Exposure – increased name recognition gets your organization's message and product to an ideal demographic
- Electronic Media and Publicity Exposure – your organization's logo and link to your site will be featured on the MiSCA website and social media platforms
- Demonstrations – setup shot with a vendor booth / tend to display your organization's product or service and provide a hands-on presentation
- Event Promotions – your organization recognized over the sound system multiple times throughout race day for all racers, spectators, and supporters to hear
- Each race will draw hundreds of athletes and spectators from across the state

Checkout the next page for a more comprehensive list with support-level guidelines. If you have any questions, please contact us. We'd love to discuss how our brands can work together to support the future of cycling in Michigan!



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