



NEYC

NEW ENGLAND YOUTH CYCLING
MOUNTAIN BIKE LEAGUE
2027

WELLBEING.

COMMUNITY.

GROWTH & INTEGRITY.

Executive Summary

Who are we

We are New England Youth Cycling, a 501(c)(3) non-profit organization established in 2015 to get more kids on bikes

39 race teams (grades 5-12)

12 development teams (grades K-5)

What we are asking for

We invite you to support youth development by promoting healthy living/wellbeing, teamwork, leadership, strength and integrity among our young athletes

Impact your community by supporting a positive initiative that encourages outdoor fun and environmental stewardship

Sponsorship package options

Title

Gold

Silver

Bronze

League Supporter

Custom

Next step

We appreciate your interest in sponsorship and welcome a brief conversation to learn more about potential partnership

Contact us at:

partnerships@newenglandyouthcycling.com

Get to Know NEYC

Check out our NEYC promo video: <https://www.youtube.com/watch?v=-0wcqcdmKo8>



For more NEYC fun, check out our [2025 race season summary video](#) and our [2024 Girls of the League Day video](#).

Our Mission

Our mission is to enable New England kids to strengthen body, mind and character through the sport of cycling.

We provide a high-quality mountain bike racing experience while emphasizing the value of all participants and placing camaraderie, positive sporting behavior and the cultivation of health over competition.



Who is NEYC

- New England Youth Cycling is a 501(c)(3) non-profit organization that was established in 2015 to get more kids on bikes.
- We are a youth development organization that supports kids in grades 5-12, plus a group of development teams serving grades K-5
 - Our program is open to all, regardless of ability
 - No try-outs, no bench sitting, no pressure to race
 - Finishing is just as celebrated as the podium placement
- Our Guiding Principle: *“Be Safe, Have Fun, Be Kind”*

We empower kids through cycling, providing an engaging alternative to traditional sports. We aim to get more kids on bikes, fostering a lifelong passion for cycling that families can enjoy together.

Our Values

Well-Being

- Physical fitness & mental health/strong mind & body
- Connection to nature (outdoors)
- Adventurous spirit
- Encouraging healthy living for both kids and families

Community

- Build community engagement locally
- Camaraderie and social interaction
- Foster a sense of belonging and inclusion

Growth & Integrity

- Skill development & safety awareness
- Build character and always act with Integrity
- Foster confidence & friendly competition



2026 Stats

- **1261** student athletes
- **638** coaches
- 39 race teams (grades 5-12)
- 12 development teams (grades K-5)
- 6 races at 6 venues in 2 states
 - Average of 616 racers & 125 volunteers per race
- 24 league sponsors
- 51 females participated in Girls of the League Day
- 6 athletes sponsored at Nationals
- 15 athletes sponsored at 24 Hours of Great Glen



Our WHY: Testimonials

Friendly, Supportive, Fun, Inclusive, Community, Growth

- What Parents said:
 - "This was my first year as a NEYC coach and everything about the experience blew me away! The balance of professionalism with fun and focus on character development was everything I wanted and needed as a child, and here it is for MY child and all her cycling friends. It's like NEYC took all the best parts of youth sports as they currently exist, and trimmed the fat. Only supportive teammates, competitors, and parents at every race and an opportunity for every racer to feel like they were going head to head with someone who was healthy competition for them. Back next year? You better believe it! Years to come!"
 - "I have watched my son [fall] in love with cross country mountain bike racing. His passion for biking has helped him learn how [to] focus on biking, on things that he wants, and things that he needs to do, like school and homework!"
 - "There is so much joy in this league ... there is a friendly and comfortable feeling which is totally unique for a race setting, or any sport for that matter."
- What Student Athletes said:
 - "Words cannot describe what these four years of racing have taught me. Looking at all I'm able to do that would have seemed impossible back then makes me proud of what I've achieved. I've found a team and a league that have [shown] me what being part of something is about ... I am grateful to have found a lifelong hobby and people to do it with."
 - "I love racing in the NEYC ... the community is great and the races are really fun!"
 - "I liked that it felt like a giant family!"

Our Reach: Your Audience

NEYC delivers a region-wide audience of affluent and active families with school-aged children

Top Cities* where 2025 NEYC Athletes Reside

City	# Registered Athletes	Median HHI
Arlington, MA	27	\$154,312
Wakefield, RI	22	\$111,200
Concord, MA	22	\$225,006
Boxford, MA	21	\$207,344
Stratham, NH	20	\$148,240
Lexington, MA	18	\$219,402
Andover, MA	18	\$127,054
Groton, MA	16	\$203,605

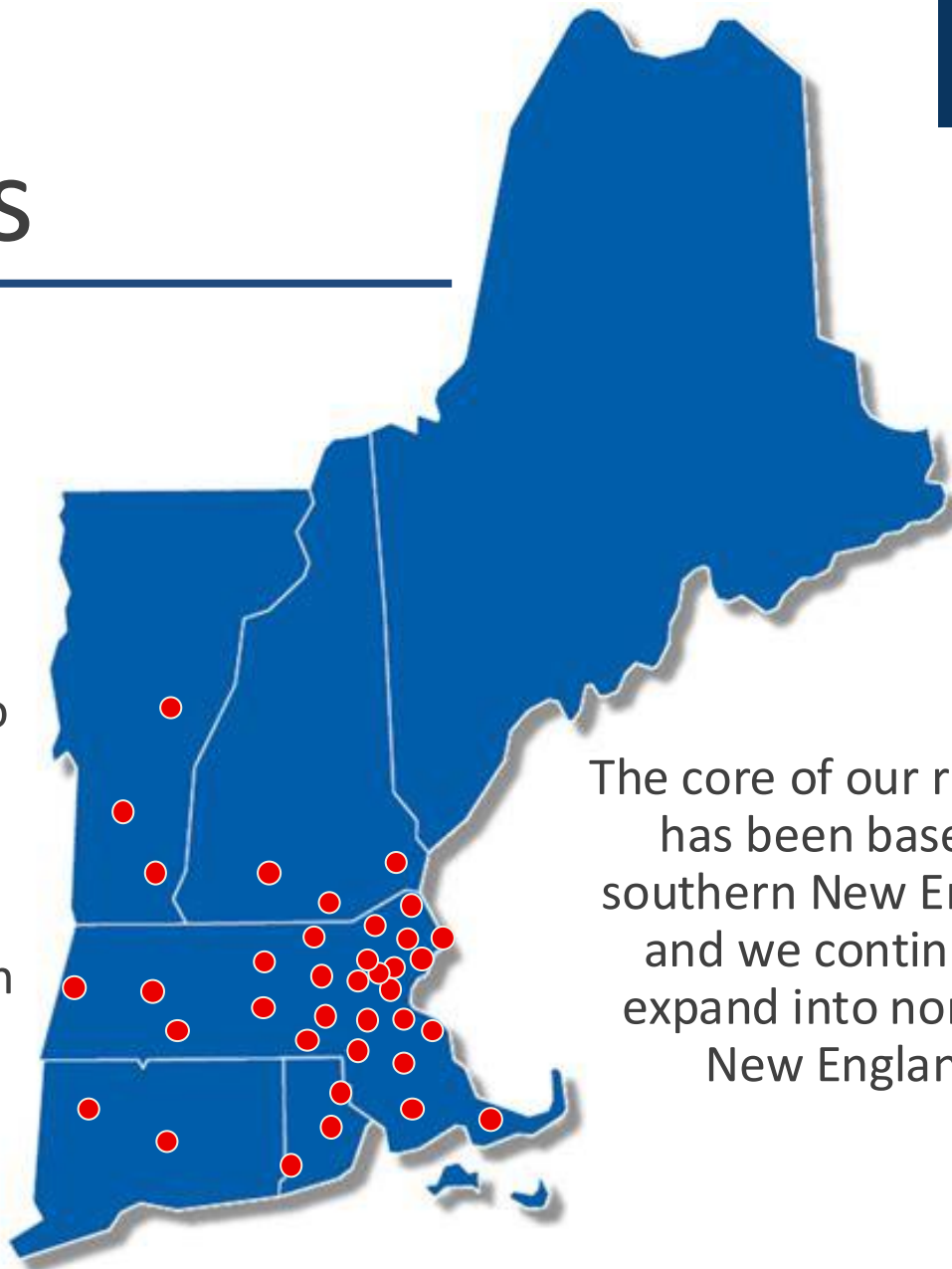
**Cities sorted by number of registered athletes in 2025, in descending order*

Our Teams

39
RACE

NEYC offers the ability to deliver messaging to a region wide audience of families.

Seven new Race teams in 2026!



The core of our ridership has been based in southern New England, and we continue to expand into northern New England.

Our Teams

12

DEVELOPMENT

NEYC offers the ability to deliver messaging to a region wide audience of families.

Eight new Development teams in 2026!



Our Development Team program experienced immense growth in 2026 and continued growth is expected in 2027.

Our Events

A view of the 2026 Race Schedule

Norfolk Aggie (Walpole MA)

Winding Trails (Farmington CT)

Northfield Mountain (Northfield MA)

Belltown (Portland CT)

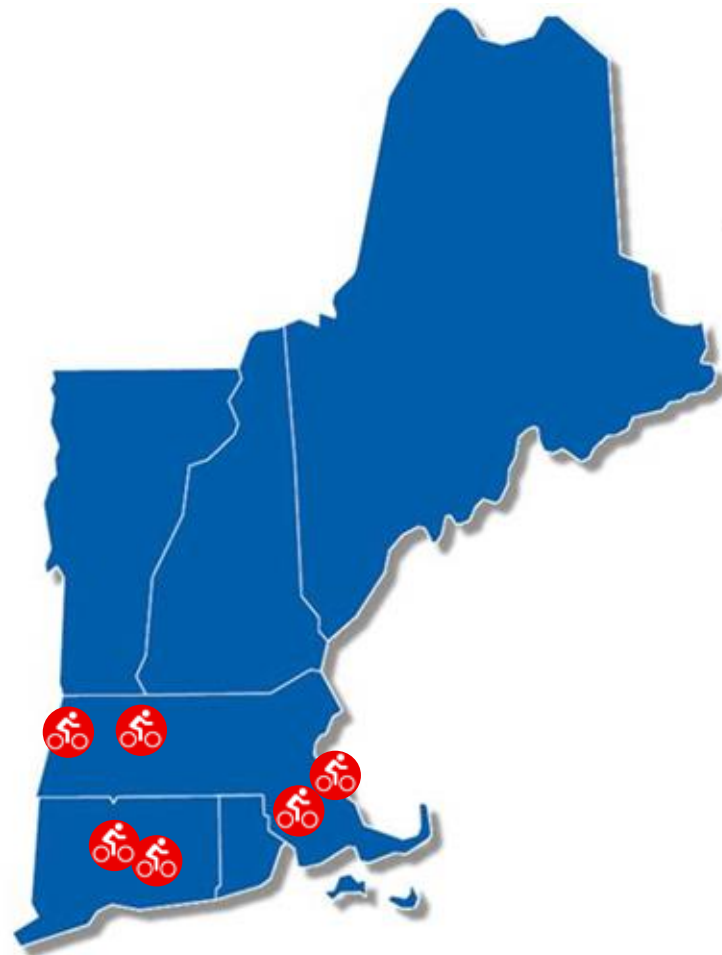
Holiday Brook Farm (Dalton MA)

Wompatuck State Park (Hingham MA)

A view of the 2026 Development Events

Northfield Mountain

Wompatuck State Park



The Opportunity

Expand Reach & Brand Visibility

- Engage with a passionate and affluent community. Direct access to an enthusiastic audience that shares a love for outdoor adventure sports
 - Each of our races draws ~2,000 people
 - Our newsletter reaches over 2,200 people and has an impressive >77% open rate
 - Social media reaches thousands of followers across the country and is growing
- Align your brand with our mission and values, which enhances your visibility through event marketing, social media and on-site branding opportunities

Support Youth Development

- Invest in the next generation by promoting healthy living/wellbeing, teamwork, leadership, strength and integrity among our young athletes
- Community Impact: you'll be supporting a positive initiative that encourages outdoor fun and environmental stewardship

The Opportunity

Website Stats for most active part of 2026 NEYC season (4/27-6/19)

- 35,000 site visits
- 64,100 page views
 - 8,000-11,000 total page views each week
 - 11,500 unique homepage views
- Average duration on page > 2 minutes
- 78% of traffic from mobile users (iPhone & Android)

- Specific Race Day Pages
 - Average of 4,600 views per race
 - Average duration on page > 4.25 minutes

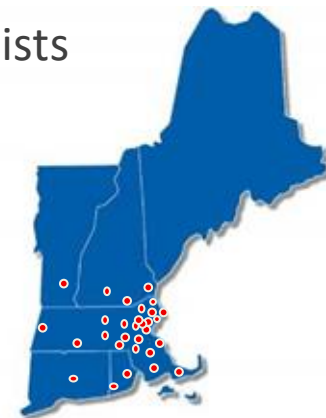
Where Does the Money Go

Some of our league programs:

- Skills coaching clinics for coach and rider development
- Girls of the League Day
- Development teams for students in grades K-5
- Annual Coaches Summit & Leadership Retreat
- Scholarships and financial support for underprivileged student athletes

Where are NEYC Graduates?

- NEYC produces national level racers and lifelong cyclists
- Post-graduation pathways include:
 - USA National Champions:
 - Mountain bike
 - Road Individual Time Trial
 - Team USA:
 - MTB Olympic (XCO)
 - MTB Marathon (XCM)
 - International professional racing:
 - Mountain bike
 - Road
 - Cyclocross
 - Collegiate MTB and road racing
 - NEYC coaching
 - International cycling vacations & adventures



Race Day Fun!



WELLBEING.

COMMUNITY.

GROWTH & INTEGRITY.

Sponsor Benefits

- Increase visibility with youth and parents active in the mountain biking community
- Opportunity to engage face to face with thousands of athletes/families
- Create a lasting legacy by supporting and investing in the future of our youth
- Align your company with our valued principles of Wellbeing, Community, Growth & Integrity
- Representation at all events and throughout the season based on your level of sponsorship
- Community engagement by embedding your brand at events and within our in-season communications



Sponsor Packages

Title Level

- League presenting sponsor

Gold Level

- Race day & awards sponsor

Silver Levels

- Girls of The League Day
- NEYC appreciation day/Summer skills camp
- Post season racing

Bronze Level

League Supporter



Title Level

\$25,000/year (2 year commitment)

- Race series to be named after sponsor and promoted as such in all communication of race series
- Banner at race entrance
- Sponsor name/logo to be included in all website mentions of the race series
 - EX: Race calendar, Race registration (CCN), Race results (My Race Result)
- Flutter flags (4/race)
- 10x10 Space at each race venue
- Messaging
 - Announcements at all races (4/race)
 - Social media highlights (4/year)
 - Mentions in league emails (4/year)
- Logo placement
 - Start/Finish arch hanging banner
 - Race medal lanyards
 - Race number plates
 - Leaders jerseys
 - Race day maps
 - Start/Finish area
 - eNewsletter footer
 - Website/Hyperlink to sponsor webpage

Gold Level

\$10,000/year (2 year commitment)

- Flutter flags (3/race)
- 10x10 Space at 4 race venues
- Messaging
 - Announcements at all races (3/race)
 - Social media highlights (3/year)
 - Mentions in league emails (3/year)
- Logo placement
 - Race medal lanyards
 - Race number plates
 - Leaders jerseys
 - Race day maps
 - Start/Finish area
 - eNewsletter footer
 - Website/Hyperlink to sponsor webpage

Silver Level

\$5,000/year (no multi-year commitment required)

- Program sponsor (Choose 1)
 - Girls of the League Day
 - Post season racing (Nationals & other)
 - Financial Aid program
- Flutter flags (2/race)
- 10x10 Space at 3 race venues
- Messaging
 - Announcements at all races (2/race)
 - Social media highlights (2/year)
 - Mentions in league emails (2/year)
- Logo placement
 - Race day maps
 - Podium backdrop banner
 - Start/Finish area
 - eNewsletter footer
 - Website/Hyperlink to sponsor webpage

Bronze Level

\$2,500/year (no multi-year commitment required)

- Flutter flags (1/race)
- 10x10 Space at 2 race venues
- Messaging
 - Announcements at all races (1/race)
 - Social media highlights (1/year)
 - Mentions in league emails (1/year)
- Logo placement
 - Podium backdrop banner
 - Start/Finish area
 - Ground signage
 - eNewsletter footer
 - Website/Hyperlink to sponsor webpage

League Supporter

\$750/year

- 10x10 Space at 1 race venues
- Messaging
 - Social media highlights (1/year)
 - Mentions in league emails (1/year)
- Logo placement
 - Start/finish area **(OPTIONAL ADD \$500)**
 - Ground signage
 - Website/Hyperlink to sponsor webpage

Customization

- If you do not see a package that best suits your needs and budget we are happy to discuss your proposal for a customized program
- Please note, sponsors can also provide up to 20% of value through in-kind product/services (subject to approval)
- Feel free to suggest a specific area/item that you want to support
- Here are a few ideas:
 - Bike wash station
 - Course tape
 - First Aid Kits
 - End of Season Sportsmanship or Volunteer Awards
 - Ice Cream or Food truck at a race
- *We want to work with you to make this a win-win for all*

Past & Present Sponsors

SHIMANO



HIGHLAND
MOUNTAIN BIKE PARK®



UMass Memorial Health

küat

little leaf
FARMS



INEOS
GRENADIER

LANDRY'S
BICYCLES

VOLEA
MADE IN CALIFORNIA



bikebarn
Racing



Arcadian Shop
— THE BERKSHIRES —



STEDMAN'S
Killington
Bike Shop



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The Next Step

We appreciate your interest in sponsorship and would welcome a brief conversation to learn more about potential partnership.

Contact:

partnerships@newenglandyouthcycling.com

Additional resources:

- Website: <http://www.newenglandyouthcycling.com/>
- Instagram: @neyc.league
- Facebook: [New England Youth Cycling](#)



Girls of the League Day



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Development Teams



Thank you for considering!



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