



2024  
**SPONSORSHIP**





**WE ARE GRATEFUL TO OPERATE AND  
RIDE IN THE TERRITORY OF THE  
SKWXWÚ7MESH ÚXWUMIXW.**

SORCA is dedicated to building a respectful and reciprocal relationship  
with all of the Squamish Nation.



SORCA'S VISION

# TRAILS THAT CONNECT US TO NATURE AND EACH OTHER

## WHERE WE ARE TODAY

SORCA is a volunteer-driven organization with more than 3,300+ members. By building relationships and partnerships with the District of Squamish, Rec Sites and Trails BC, BC Parks, various private land owners and most recently, the Skwxwú7mesh Úxwumixw (Squamish Nation), we have become the primary advocate and maintainer Squamish's front country trail network putting. We put in over 6000 development and maintenance hours each year and facilitate 2000+ volunteer hours through our public Dig Days. We are proud to provide the mountain biking community opportunities to connect with each other, to the sport of mountain biking, and the widely recognized trails in our backyard.

## STRATEGIC FOCUS AREAS



### TRAILS

We respect, maintain, expand, protect and advocate for mountain bike trails in the Squamish area.



### COMMUNITY

Through events, races and programs we encourage diversity on the trails and provide opportunities for the community to connect, no matter your skill level.



### CONTINUITY

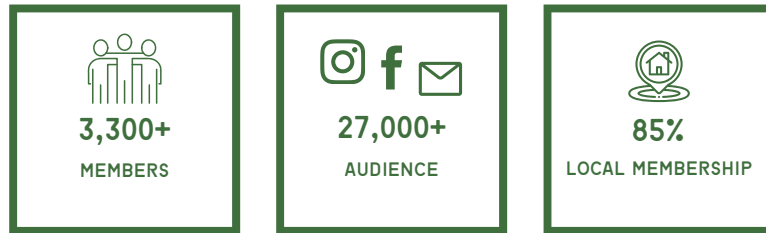
We nurture our human and financial resources, relationships and systems to ensure we are here for another 30+ years.



## SPONSORSHIP OVERVIEW

# SORCA BY THE NUMBERS: 2023

### MEMBERSHIP



With almost 15% of Squamish residents registered as SORCA members, we have a strong local presence and support.

### EVENTS



We bring our members together throughout the year and build connections between riders, builders, supporters and sponsors.

### TRAILS & MAINTENANCE



We've seen the use of our incredible trail network continue to increase, as has our investment in trail maintenance and advocacy.

### RIDERS



We continue to be a world-class mountain bike destination with one-fifth of the top 100 trails worldwide included in our trail network.



# SPONSORSHIP OVERVIEW

## 2024 PRIORITIES

### TRAILS & MAINTENANCE



With increased trail use, we are increasing our investments in trail maintenance, clearing and upkeep.



We continue to address trail maintenance demands caused by extreme weather conditions and climate events.



We continue to be at the forefront of trail development in Squamish, with some big and exciting projects planned for 2024.

### TRAIL ADVOCACY



We continue to strengthen our relationship with the Squamish Nation and are the primary funder for the Squamish Nation Youth Mtb Team (or program)



We continue to ensure that we have a voice in decisions on land use and development where it impacts our trail networks.

### SORCA COMMUNITY



We are investing in expanding our membership to ensure that we can represent everyone who is using our trails.



We continue to **engage and connect** our members and visitors through social events and rides to strengthen our community.



We are focusing on engaging **new riders** by fostering inclusive community programming, initiatives and events.

### THE RIDING DESTINATION



We aim to ensure that Squamish trails are a reason for **travelling riders** to visit and engage with your businesses.



We are expanding and **improving** our trail **network** to ensure that Squamish will remain one of the best places to ride bikes.



2024

# SPONSORSHIP TIERS



	 <b>DOUBLE BLACK</b> \$10,000+	 <b>BLACK</b> \$5000	 <b>BLUE</b> \$2500	 <b>GREEN</b> \$1000
Customized partnership opportunities	✓	✓		
Trail CHAMPS trail sponsorship: - Logo on Trailforks trail page - Name on sign at top of trail	✓	✓		
Dig Day Partnerships - First right of refusal for selection/hosting	1st	2nd	3rd	4th
Weekly Events Partnerships (Cinco/Socials) - First right of refusal for selection/hosting	✓			
Company Logo and Link on Newsletter Footer	✓	✓		
Company Logo and/or Link on SORCA Webpage	Logo	Logo	Logo	Logo
Membership Discount Offer	✓	✓	✓	✓
Complimentary adult memberships	10	8	6	4
Social Media Mentions	3+	2x	1x	1x
Right to Display SORCA Logo	✓	✓	✓	✓

We are open to working with sponsors on payment options/schedules

# CUSTOM COMPONENTS



Go beyond the standard Sponsorship Tiers with the following opportunities to further partner with SORCA and support the community:

## CUSTOMIZED PARTNERSHIPS

Want to take our partnership to the next level? So do we.

Talk with us about your ideas for a unique partnership. We are open to discussing things like customized recognition, developing new ways to create community engagement with your brand, collaborating on aligned core values and activations that drive impact in our shared communities, and more!

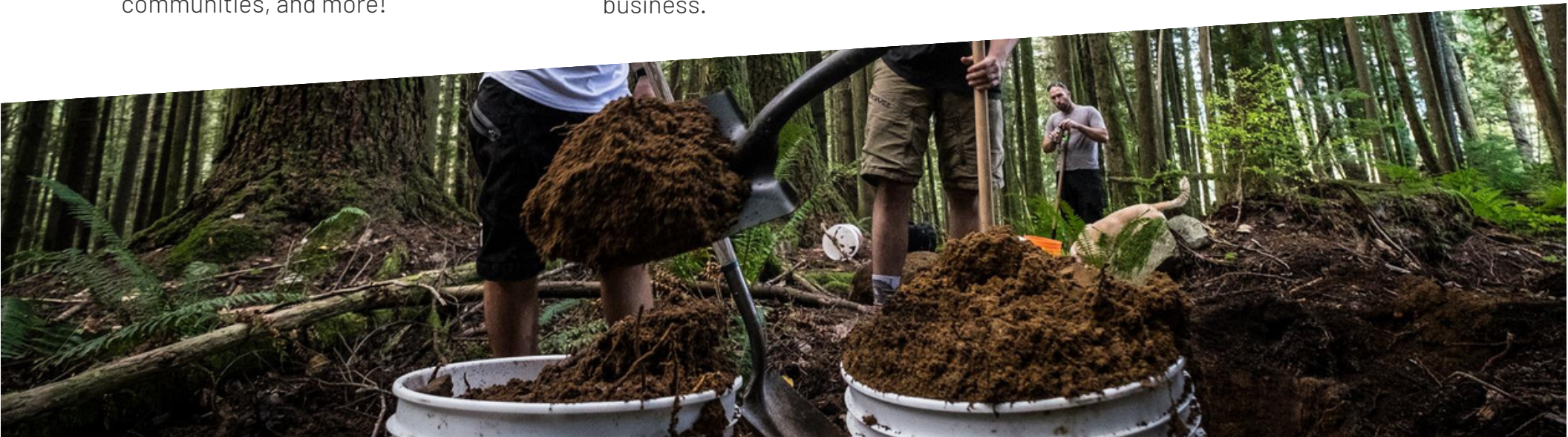
## MEMBER DISCOUNTS

As a Sponsor you will have the opportunity to not only build community, but also drive traffic for your business by offering a customized deal or discount to SORCA members.

Our members love anything from a % discount, to a one time deal – something that keeps them coming back and engaging with your business.

## APRÈS HOSTING

Hosting the après of one of our weekly Social rides or Cinco races is a great way to support the community while also leveraging a popular platform to raise awareness for your brand or community.





# JOIN US

We want to work with you to put together a partnership package that reflects your values and needs. Every one of our partners is making a critical contribution to the Squamish community, and you can be one of them!

**Have questions?  
Ready to learn more?  
Get in touch today.**

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## SEE YOU ON THE TRAILS!

