



The Cyclists' Alliance

Sponsorship and Partnership Opportunities

Striving for fairness in cycling

International independent union for female professional cyclists

- ▶ Establish in 2017 by Iris Slappendel, Gracie Elvin and Carmen Small.
- ▶ The Cyclists' Alliance represents female professional cyclists rights through advocating for a safe and stable working environment as well as providing day to day holistic support to it's members during and after their professional cycling careers.
- ▶ Our aim is to level the playing field and help the hard-working women of today's peloton make a living from the sport.
- ▶ The Cyclists' alliance is funded purely by donations and it's membership subscriptions (riders and supporter membership packages) and was the recipient of a donation from the Rapha Foundation in 2018.
- ▶ Our sponsors donations have a direct impact for our members and contributes to our mission of striving for fairness to create a brighter future for all



Run by current & former pros

Executive board



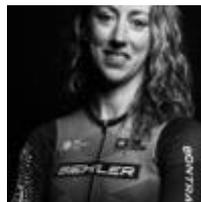
Iris Slappendel,
Executive Director



Rhian Ravenscroft,
Vice Director



Gracie Elvin,
Communications Director



Roos Hoozeboom,
Treasurer



Ellen van Dijk,
Rider Representative

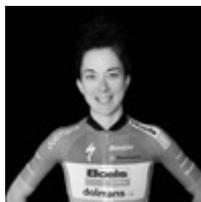


Leah Kirchmann,
Vice Rider Representative

Elected Rider Council



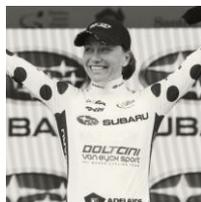
Marianne Vos ,
Netherlands



Christine Majerus,
Luxembourg



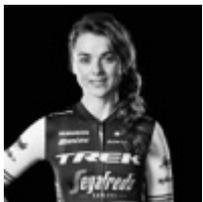
Amanda Spratt,
Australia



Marieke De Groot
Netherlands



Luciana Roland
Argentina



Audrey Cordon-Ragot
France



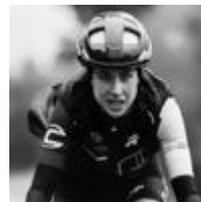
Ariane Luthi,
Switzerland



Agua Marina Espinola,
Paraguay



Haley Smith,
Canada



Marcella Toldi,
Brazil

Supported by professional specialists



LEXI BROWN

MARKETING OPS



JUDITH VAN
MAANEN

ETHICS



MARNIX VAN
ARK

LEGAL



DEENA
BLACKING

VISA



ALEX
WILSON

TAX

LEX
ALBRECHT

SOCIAL

AMY MARKS

PR

CLAIRE
ROSE

MEDICAL

JUDITH
HADUUM

NUTRITION



We advocate for:

1

All riders to earn a minimum salary

2

All riders to receive maternity leave
(not just WTT riders.)

3

All racing and training expenses covered

4

Paid vacation days and a mandatory minimum vacation block

5

All support team members to be qualified, checked and professional

6

Basic insurance for all riders as standard

7

A universal standardized approach to race safety

8

Equal access to education & services to support riders during & after their career

9

A unified voice for professional womens cycling

Achievements so far

1

Contract Management Platform launched

Free contract health check from legal professional and educational webinar & resources from professional rider agent

2

Ethics Officer Appointed

Unconditional support to rider members on disputes from sexual harassment to unpaid salaries.

3

Educational resources to empower riders

Webinars delivered by professional experts across a range of topics such as Medical, Nutrition, Insurance, Covid, Legal

4

Supporter Memberships Launched

Supporter, Rider Sponsor and Corporate Sponsorship to build a passionate community to advocate for change.

5

TCAMP: Mentorship Program

Full service mentorship program that provides guidance across the three stages; pre, during and post a professional career.

6

Annual Rider Survey

Consistent reporting to evaluate that current status / progression of womens' cycling

7

Elected Board and Rider Council

Democratic voting system to represent the peloton as a unified voice to the governing body

8

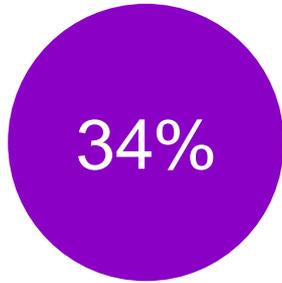
Bespoke Legal support

Mediation between riders and teams, mid-season release from contracts, arbitration on behalf of riders

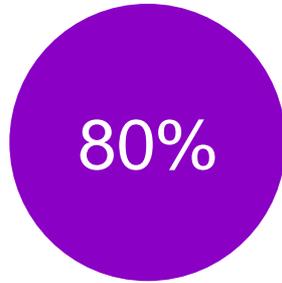
Why does women's cycling need a union?



Earn **less**
than €15,000



Receive **no**
salary



Riders signed a
contract **without**
receiving any
legal advice



Had to reimburse
their team for
expenses



Huge imbalance
in womens sports
media coverage

The Cyclists' Alliance

Sponsorship opportunities

Sponsorship categories

Charitable Donation

Help us fund the day to day services we provide to our rider members

Program Sponsor

Facilitate the continued implementation of an existing or new initiative

Bespoke

Collaborate with us to deliver value to both your organization & our rider members

Charitable Donation

- ▶ For a €1,000 minimum donation, the company/brand receives the right to use:
 - Brand Logo & Description on [Partners Section](#) of TCA Website
 - Free use of logo placement on Company/Brand's own website
 - 2x inclusion in rider and/or supporter newsletter
 - For donations above €10,000 we can also implement an integrated communications announcement with PR.

- ▶ The donation will be used to fund the day to day services provided to the members;
 - Legal
 - Tax
 - Visa
 - Insurance
 - Ethics
 - Nutrition, Medical and Well-Being resources with specialised professionals
 - Marketing Operations; rider surveys, rider communications, rider council meetings, reporting

Program Sponsor

- ▶ Facilitate the continued implementation of an existing initiative or help us launch a new service for our rider members
- ▶ Cost:
 - Exclusive rights to be headline sponsor: €30,000
 - Headline Sponsor (non-exclusive): €20,000
 - Supporting Sponsor €10,000
- ▶ Program examples include;
 - [TCAMP: The Cyclists' Alliance Mentorship Program](#)
 - [The Duty of Care Framework](#)
 - [Contract Management Platform](#)
 - [Rider Hotline](#)
 - [Annual Rider Survey](#)

Bespoke

- ▶ Collaborate with The Cyclists' Alliance to build a bespoke program that benefits the needs of our rider members and delivers against our aim of striving for fairness in professional cycling and ensuring that 100% of female cyclists have a safe and stable working environment and that their achievements are sufficiently visible.
- ▶ Together we can build a project that aligns with your organisation's and The Cyclists' Alliance values as well as integrating employee engagement initiatives that will resonate most with the needs within your organisation (*for example; equality, female empowerment, education, women's specific health, female leadership*).
- ▶ TCA will use your donation to set up, implement and run the program for the rider members and evaluate the success against a pre-agreed criteria.
 - ▶ Optional: TCA representative or rider member speaks at corporate event on the specific topic
- ▶ We also co-create a communication plan to announce the partnership and inform of members of the new service
- ▶ Cost: On request and determined by the project requirements. However, we suggest a minimum donation of €40,000 to deliver an end to end to bespoke project and ensure sufficient resources to ensure longevity of the program.

Get in touch:

For requests and to find out more, please contact Lexi Brown at info@cyclistsalliance.org

Discover more about The Cyclists' Alliance:

Website: www.cyclistsalliance.org

Twitter: @CyclistsAll

Instagram: @thecyclistsalliance

THANK YOU!