



2025 Sponsorship Package

PACA'S VISION

An engaged community with extraordinary cycling opportunities for all ages and abilities, from the roads to the mountains.



The Case for Funding

PACA is evolving from a grassroots organization and with that growth comes an increase need for a stable financial foundation to allow us to continue to develop the necessary relationships with all levels of government, land owners and First Nations that provide permissions and support. Its a lot of hard work.

Penticton and the Okanagan Valley are in both a literal desert, and a desert for recreation funding. The coast has city capitol as well as no shortage of outdoor focused companies investing donor dollars in local outdoor recreation clubs. East of the Okanagan has the same from the Columbia Basin Trust. That means PACA needs to work especially hard to raise funds for trail planning, development & maintenance, community building events and programming, not to mention operating and staff costs.

By becoming a sponsor, you help us create a financial foundation on which to grow, in addition to benefiting from positive brand association with health, sustainability, and active living.

Where We're At

PACA is the region's primary advocate for cycling of all types.

- Through volunteer effort, we develop and maintain close to 300 kilometres of trail.
- We connect close to 200 road cyclists through the PACA Paceliners.
- We tie the cycling community together by advocating for trail access, safe urban access, and by creating events that bring everyone together.
- We maintain ongoing relationships with the City of Penticton, Recreation Sites and Trails BC, BC Parks, and private landowners on behalf of cyclists throughout the Penticton area in order to continue to ensure that cycling opportunities and experiences are maintained and improved.



Strategic Focus Areas



Trails

We respect, maintain, expand and protect mountain bike trails in the Penticton Area.



Community

We foster a connected and vibrant cycling community through communications, events and benefits to our members.

Strategic Focus Areas



Educational & Inclusive Programming

Promote accessibility and skill-building opportunities for all cyclists and marginalized communities.



Financial Sustainability

Ensure PACA has a strong and sustainable financial foundation to support its mission and activities and is compliant and transparent.

PACA by the Numbers: 2024



617
Members



230 km
Trails Maintained



2500+
Volunteer Hours



~15,000 Rides in the 3
Blind Mice Alone



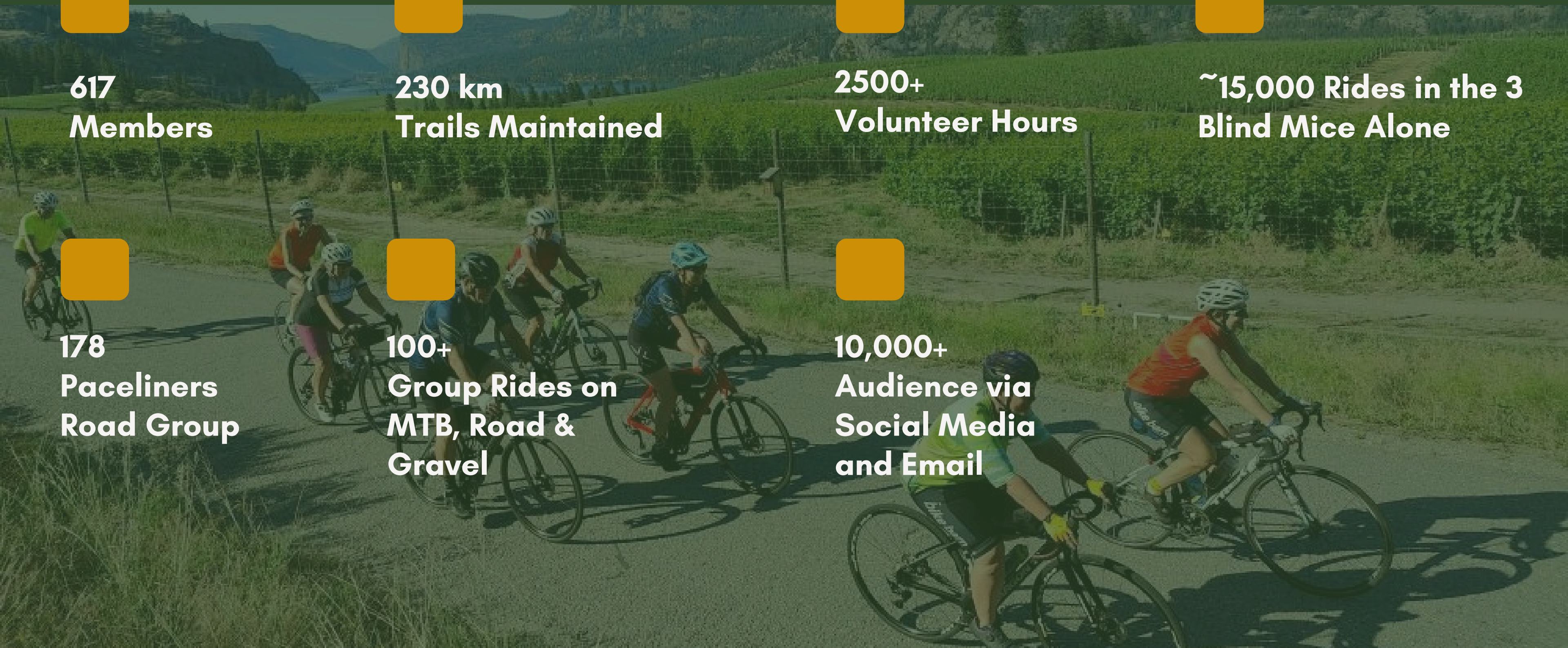
178
Paceliners
Road Group



100+
Group Rides on
MTB, Road &
Gravel



10,000+
Audience via
Social Media
and Email



2025 Priorities



Trails

Ongoing trail maintenance & development and fundraising for a professional trail plan for 3 Blind Mice



Road

Continued growth of the PACA Paceliners road cycling community and a new Gravel Group



Continuity and Progress

Improving admin and procedures to ensure we have the foundation to support growing participation in the cycling community.



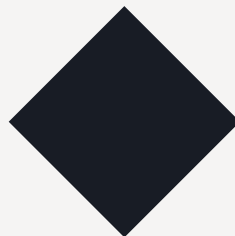
Community

Investing in engagement incentives by increasing membership benefits, social events and new programming

Sponsorship Levels



\$10,000+



\$3,000



\$2,000



\$1,000

Logo on Trailhead Signage in 3 Blind Mice	✓	✓	✓	✓
Logo in Monthly Newsletters	✓	✓	✓	✓
Social Media Posts	4	3	2	1
Complimentary Adult Memberships	10	6	2	
Right to Display PACA Logo	✓	✓	✓	✓
Custom Elements to your Sponsorship	✓			

Trial Sponsorships are available for \$500/year, and include a trailhead sign installed on the trail of your choosing.

Custom Sponsorships

Looking for more from your sponsorship? Talk to us about your ideas and how we can work together to further promote our shared values and impact for your brand and the club.

Join Us For the Ride

All of our partners play a crucial role not just for PACA, but for our community as a whole. Bikes equal healthy lifestyles and a healthy planet, and you can help us build a solid foundation on which to continue to advocate for biking of all kinds in our community.

Have Questions? Want to Learn More?
Get in touch today...

info@bikepenticton.com

