

# 2025 SPONSORSHIP OPPORTUNITIES

Now in its third year, Second Summer Cycle will have 4 ride options: 101, 60, 34 and 15 miles. Thanks to our sponsors, every dollar raised by riders goes directly to the beneficiaries. In our first two years, riders have raised approximately \$500,000 for more than 21 Cape Cod nonprofits!

For 2024, we collectively had a potential 2,500,000 impressions seen through all of our marketing channels, i.e. broadcast media (WCVB), local radio, podcasts, and social media from the event itself and also social media and direct e-mails by the beneficiaries of the event.

New this year, all rides will start and end at Smuggler's Beach in South Yarmouth, with an after-party at the finish. With a focus on the Cape's "second summer", all communications will promote the ride, the sponsors and the beneficiaries both on and off-Cape, throughout the entire year. In our first two years Second Summer Cycle has engaged more than 21% of our riders from off-Cape, thus helping to bolster the Cape economy. We hope you will join us as a Sponsor and be part of this unique and exciting event.



Sunday  
September 14  
2025

Register Online:



[secondsummerycycle.com](https://secondsummerycycle.com)



**Thank you for supporting the beneficiaries of the Second Summer Cycle!**

# 2025 SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor \$20,000 and up (3 Available)

- Name and logo on all event communications
- Announcement of partnership on social media; press and radio
- Logo on ride advertisements and email communications
- Signage/banners on front and back facing start/finish line
- Logo prominent on front of official event bike jerseys
- Logo prominent on all official event shirts and rider bibs
- Logo prominent on all printed materials (rack cards, etc)
- Signage on all official event vehicles
- Choice of Official starter at one of the 4 ride starts
- Table at Ride start/finish
- Dedicated "thank-you sponsor" post on social media
- One dedicated social media spotlight with up to 5 carousel images OR one video up to 2.5 min. provided by the sponsor and shared to SSC social media within one month of the event.
- Logo on Step and Repeat banner at start & finish with professional photographer for riders, volunteers, friends and family
- 10 complimentary registrations for event
- Industry exclusivity

## Premier Sponsor \$10,000

- Logo inclusion on ride communications, printed materials and website
- Logo on front of official event bike jersey
- Logo visibility on ride banners
- Logo on official event shirts
- Official starter at one of the 4 ride starts
- Dedicated "thank-you sponsor" post on social media.
- One dedicated social media spotlight with up to 3 carousel images OR one 30-second video provided by the sponsor
- Logo on Step and Repeat banner at start & finish with professional photographer for riders, volunteers, friends and family
- 8 complimentary registrations for event

## Primary Sponsor \$5,000

- Logo inclusion on ride communications, printed materials and website
- Logo on front of official event bike jersey
- Logo visibility on ride banners
- Logo on official event shirts
- Choice of one dedicated social media spotlight with up to 3 carousel images or one 30-second video provided by the sponsor
- Logo on Step and Repeat banner at start & finish with professional photographer for riders, volunteers, friends and family
- 6 Complimentary registrations for event

## Lead Sponsor \$2,500

- Logo inclusion on ride materials and website
- Logo on ride banners
- Logo on back of official event shirts
- Inclusion on Step and Repeat banner at start & finish with professional photographer for riders, volunteers, friends and family
- Choice of one dedicated social media spotlight with up to 3 carousel images or one 30-second video provided by the sponsor
- 4 Complimentary registrations for event

## Supporting Sponsor \$1,000

- Logo inclusion on ride printed materials and website
- Logo on back of official event shirts
- Logo on ride banners
- One "thank-you sponsor" post to SSC social media accounts tagging sponsors, with a link to the sponsor page on SSC website
- 2 Complimentary registrations for event

## Hydration and Nutrition Stop Sponsor \$500 (Six Available)

- Signage with logo at Hydration and Nutrition stop of choice
- Logo on Ride website

## Sign Sponsor \$250

- Sign on the course in town of choice
- Logo on Ride website



# 2025 SPONSORSHIP

**Your donation is tax-deductible. Payments should be made to  
Second Summer Cycle, Inc.**

Second Summer Cycle is a 501(c)(3) nonprofit. Our # is 99-0423857

Please forward the completed information below and your sponsorship payment to Second Summer Cycle, Inc, P.O. Box 2017, Cotuit, MA 02635.

I want to pay by ACH. Contact me!



**Presenting Sponsor**  
**\$20,000 and up**

\$ \_\_\_\_\_

**Premier Sponsor \$10,000**

**Primary Sponsor \$5,000**

**Lead Sponsor \$2,500**

**Supporting Sponsor \$1,000**

**Hydration and Nutrition**  
**Stop Sponsor \$500**

**Sign Sponsor \$250**

Register Online:



[secondsummercycle.com](https://secondsummercycle.com)

Company Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please forward your logo to: [info@secondsummercycle.com](mailto:info@secondsummercycle.com)

A member of Second Summer Cycle will be in contact with you about fulfillment of your sponsorship.  
[secondsummercycle.com](https://secondsummercycle.com)

For more information please contact:

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**Thank you for supporting the beneficiaries of the Second Summer Cycle!**