

FOUNDATION CYCLING NEW YORK

Race with a purpose

2027 partnership opportunities



A New York institution since 2000

**Elite racing. Rider development.
A commitment to giving back.**

Foundation creates opportunities for cyclists across New York and beyond, combining a competitive race program with community involvement.

501(c)(3) charitable organization



A club with room to grow

160+

club members, ages 16–85

Professional criterium racing

Youth development

Local women's and men's racing

U23 women through CCB support

Gravel, time trial, triathlon and Zwift

Charity rides and training rides



The mission

Access

Help diverse cyclists reach the resources and opportunities they need to progress.

Development

Create a pathway toward professional racing and national team opportunities.

Community

Use cycling to support charitable causes.



A record of charitable support

\$1.85M+

raised for charitable causes

Additional support includes Mt. Sinai ICU, CRCA, Harlem Academy, Maccabi USA and the Central Park Conservancy.

Beneficiary	Reported support
Star Track	\$500,000
CaringKind	\$600,000+
Best Buddies	\$500,000
Cycle for Survival	\$250,000

Cumulative totals reported by Foundation in its source deck. Time period and accounting basis are unspecified.

A pathway to higher levels

30

racers advanced to the professional ranks

15

additional riders advanced to national teams



Foundation reports that 85%+ of its listed alumni and national team riders come from multicultural backgrounds.

A competitive racing platform

#1

USA CRITS Pro Men D1 Team

6,739

2026 championship team points

USA CRITS 2026 final standings. Source: usacrits.com



The 2027 race platform

International

Opportunities for riders with Caribbean and Latin American ties.

National

Premier U.S. criterium and road events.

Regional

A strong presence in New York City and the Northeast.



Program direction from the source deck. A confirmed 2027 race calendar will form part of the partnership agreement.

Brand visibility in the race and beyond

Apparel

Brand placement on the team's jersey, skinsuit and other agreed apparel.

Race presence

Event visibility, sampling and hospitality opportunities matched to the partner's goals.



Stories people can connect with

**Rider journeys and race coverage
create a natural setting for
product integration and partner
storytelling.**

Social posts, reels and stories
Product use and rider reviews
Community and charity activations



The source deck reports 2.2 million Instagram views. Measurement period and methodology are unspecified.

A partnership with reciprocal value

\$650K+

invested in supporting brands

Foundation reports purchasing products from the companies that support its team. Riders provide a real setting for equipment use and product stories.

Cumulative spending reported by Foundation. Time period and accounting basis are unspecified.



2027 partnership packages

Level	Investment	Core placement / opportunity
Title	\$200,000	Premier apparel, digital, events and custom activation
Platinum	\$50,000–\$75,000	High visibility apparel, digital and content integration
Gold	\$25,000–\$50,000	Sponsor logo below the team logo
Silver	\$10,000–\$25,000	Sponsor logo on sleeves
Bronze	\$5,000–\$10,000	Sponsor logo on back pocket

Pricing and core placements reproduce the supplied deck. Final scope, term and availability require a written agreement.

A clear scope for every partner

Before the season

Agree the package, apparel placement, content scope, event opportunities and reporting cadence.

During the season

Coordinate product use, race coverage and community activations around the agreed calendar.

After activation

Review delivery with a recap of agreed media, engagement and event metrics.

Proposed delivery framework. Quantities, dates and success measures will be set together in the partnership agreement.

Partners and supporters

The Carolan Foundation
Kempner
One Equity Partners
Brookstone Partners
Dubin & Company

Princeton CarbonWorks
BMC
Hincapie Sportswear
The Feed
Plan2Peak

Lenox Advisors
The Willens Report
The Savory Group
Global Research
Kask and Koo

A history of relationships across cycling, business and philanthropy.

Selected organizations named in the source deck. Participation and rights for 2027 remain subject to confirmation.

FOUNDATION CYCLING NEW YORK

The next season starts with a conversation

A partnership can support racing ambition while creating opportunities for more riders.



2027 partnership enquiries

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