Partnership prospectus

Sponsorship and Partnership Opportunities, 2026–2027

GCAT is a community of members, volunteers and movers working to make Guelph safer and easier to get around whether on foot, by bike and by mobility device. A sponsor stands beside that work.

WHO YOU WOULD BE BACKING

We make this city easier to move through with over a decade of working with City Hall, events on the street and public education, carried by a volunteer board and fantastic members.

FOUNDED

2012 · 14 years in operation

INCORPORATED

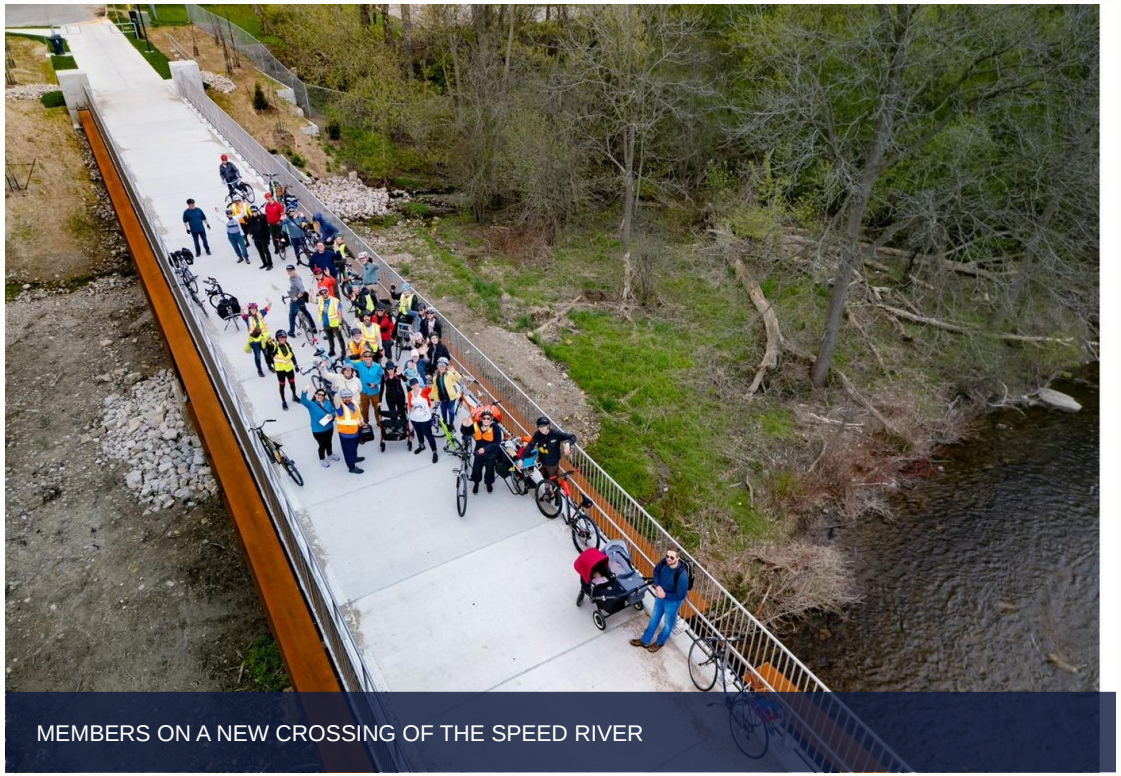
2016 · tenth year in 2026

STRUCTURE

Ontario not-for-profit. Volunteer board elected by members.

COMMITTEES

Advocacy · Programming & events · Governance



MEMBERS ON A NEW CROSSING OF THE SPEED RIVER

Your customers are already on this route.

WHO A SPONSOR REACHES

FIGURES AS OF AUGUST 2026

254

MEMBERS

Dues-paying residents who vote at the Annual Meeting and get member mail.

1,141

NEWSLETTER SUBSCRIBERS

33.7% open every issue — about 385 people — and 4.0% click through.

3,335

SOCIAL FOLLOWERS

Instagram 1,492 · Bluesky 837 · Facebook 808 · Threads 198. A sum across four platforms.

23,300

ANNUAL REACH

Accounts reached in a year. On Instagram alone: 120,200 content views and 2,900 interactions.

What that looks like month to month

~10,000

Content views a month

~800

Website visitors a month

3m 10s

Average time on the site

Newsletter and social figures are reported, not projected

RECENT EXAMPLES OF WHAT THE FUNDS WOULD SUPPORT

2025

Protected lanes on College Ave

Separated cycling infrastructure on a principal east–west corridor, after a sustained campaign by members and supporters.

NOVEMBER 2025

The Emma-to-Earl bridge opened

A Speed River crossing joining two neighbourhoods that had no direct walking or cycling link between them. As well as making it easier to travel along the Speed river.

DECEMBER 2025

Winter bike lane clearing restored

Council voted the funding down at budget. GCAT kept working the file and it came back within the month.

SPONSORSHIP TIERS

ANNUAL COMMITMENT · DRAFT

SPONSORSHIP TIER	Window decal	Website recognition	5 staff memberships	Newsletter logo	Thank-you post	Social spotlight post	Newsletter merch offer ‡	Event promotion *	Flagship naming rights †	Tent or booth	Bike valet signage †
Community Champion **$3,000** 1 available	✓	✓	✓	✓	✓	✓	1 offer	All events	✓	✓	Exclusive
Transportation Trailblazer **$1,000** 3 available	✓	✓	✓	✓	✓	✓	1 offer	One event	—	—	—
Active Advocate **$500**	✓	✓	✓	✓	✓	—	—	—	—	—	—
Corporate Member **$250**	✓	✓	✓	—	—	—	—	—	—	—	—

** Event promotion covers logo on event banners and digital assets, verbal recognition at the start of a ride or event, and tagging in event promotion.*

† Flagship naming rights apply to one event, presented as "sponsored by [business name]." Bike valet signage is exclusive to the Community Champion and runs across every GCAT event for a full year.

‡ A merchandising offer is one direct promotion of the sponsor's own product, sale or offer inside a GCAT newsletter.

annual amounts

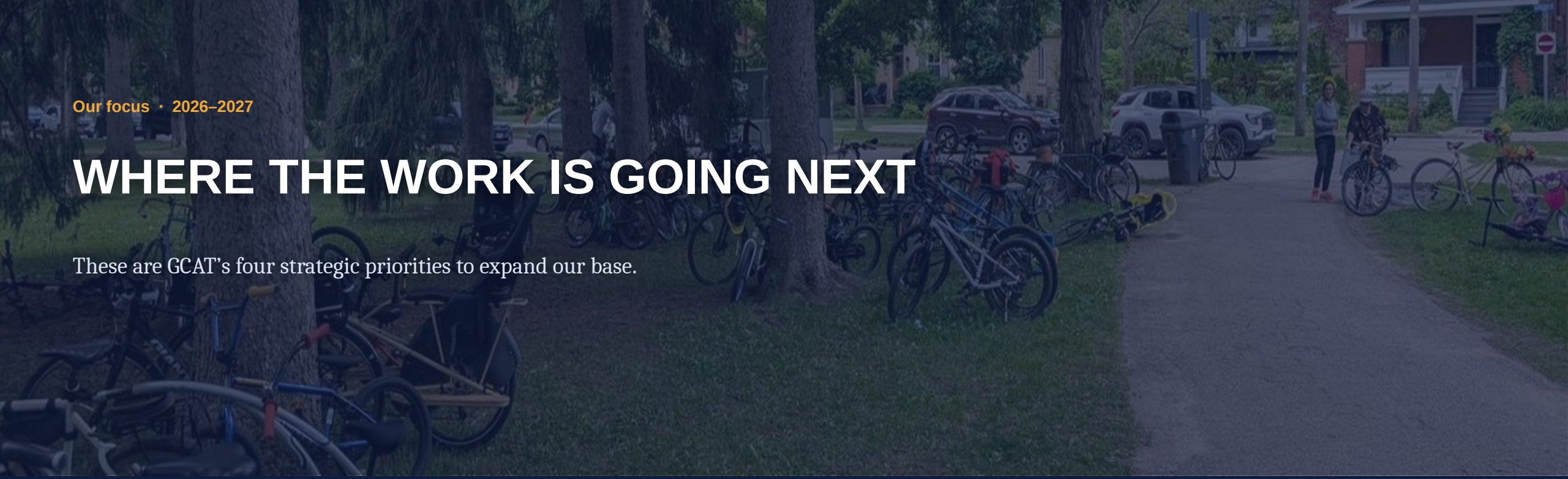
PUT YOUR NAME ON IT

Bike the Night	GCAT FLAGSHIP	The largest public audience we assemble, and the only genuine naming opportunity.
Transportation Summit	CO-HOSTED	City staff, councillors and planners. Aim it at development, engineering, planning and insurance firms.
Annual Meeting	GCAT-HOSTED	Direct contact with the membership, a table, and an award to put a name on.
Love Your Bike	CO-HOSTED	The season opener, and family-oriented.
Ribfest & Multicultural Festival	BIKE VALET	We run the valet, so our signage greets an audience our own channels never reach.
Tour de Guelph	REGIONAL RIDE	A cycling-specific audience extending well beyond the city.
Community rides & tabling	ABOUT 5 A SEASON	Route stops, pit stops and repeated low-cost presence across the season.

FALL RIDE, FIXED GEAR BREWING

FINDING YOUR FIT

Not sure which fits? Start with where your customers already are: the street outside your door, the trail near your shop, the families on your block. We'll match you to the event.



Our focus · 2026–2027

WHERE THE WORK IS GOING NEXT

These are GCAT's four strategic priorities to expand our base.

PEDESTRIANS

Safety and better streets. Every customer arrives on foot for the last stretch.

SOUTH & EAST

Two events a year south of Stone Rd and east of Victoria — in their catchment.

FAMILIES

School routes, bike buses with school councils, east-end pump track events.

STUDENTS

Transient, but far less likely to own a car and more dependent on the network.

Next steps

READY to ROLL

01 **Choose a level**

Each package is built to stand on its own. If none is quite right, let us know.

02 **Pick an event**

Tell us which event sits closest to your customers and how we can be most effective

03 **We handle the rest**

Send us a logo and anything you want promoted. We send back a season wrap-up report.

TALK TO US Sponsorship · info@gcat.ca · gcat.ca