



Youth en Route
Pedal your path.



Sponsorship Package
Youth en Route presents
Cyclefest 2026



MORE INFORMATION: WWW.CYCLEFEST.CA

CycleFest 2026 — Sponsorship & Program Overview

**Presented by Youth en Route Inaugural Event | June 6, 2026 |
Downtown Calgary**

1. Event & Sponsorship Overview

CycleFest 2026 is Youth en Route's inaugural, free, family-friendly cycling festival in downtown Calgary. The event celebrates cycling, active transportation, and community connection through hands-on learning, shared experiences, and inclusive programming for people of all ages.

About Youth en Route

Youth en Route is a Calgary-based charitable organization dedicated to ensuring young people and their communities have the confidence, skills, and access needed to move safely and independently through their city. Our work removes barriers to active transportation through education, equipment access, and community partnerships.

Why CycleFest Matters

CycleFest extends Youth en Route's mission beyond classrooms and programs into the public realm — creating a welcoming, visible, and joyful entry point to cycling and mobility. The festival supports health, environmental sustainability, and social connection while strengthening Calgary's active transportation culture.

Community Impact

CycleFest supports physical and mental well-being through active movement, strengthens social connection and belonging, and reduces financial barriers to cycling. By increasing access to skills, equipment, and community support, the event contributes to healthier, more connected, and resilient communities.

Audience & Reach

CycleFest is designed to engage:

- Youth, families, and caregivers
- Community members of all ages and abilities
- Schools, educators, and nonprofits
- Local businesses, cycling organizations, and advocates

The event offers sponsors direct, values-aligned engagement with a broad and diverse urban audience.

Sponsorship Opportunities

Sponsorships range from \$500 to \$5,000+ for both financial and in-kind support to program-specific partnerships, accessibility initiatives and event operations. Benefits may include on-site visibility, digital and print recognition, and meaningful community

engagement. A detailed sponsorship levels and benefits grid is available upon request.

Custom partnership opportunities are available.

Why Sponsor CycleFest

Sponsoring CycleFest 2026 supports tangible, local impact while aligning your organization with youth empowerment, health, sustainability, and community connection. Support helps remove financial and access barriers, provides free programming, and builds lifelong skills that support independence and wellbeing.

Impact of Sponsorship Support

- Free learn-to-bike and safety programming
- Access to properly fitted bikes through trade-up initiatives
- Reduced financial and confidence barriers to active transportation
- A vibrant, inclusive downtown community event

Get Involved & Next Steps

Youth en Route welcomes the opportunity to discuss how a CycleFest 2026 partnership can align with your organization's values and community priorities. Sponsorship partners help shape the inaugural event and contribute directly to Youth en Route's mission.

Contact:

Rachneet Randhawa
Events & Partnerships Specialist, Youth en Route
rachneet@youthenroute.ca | youthenroute.ca

2. Event Programming & Activities

CycleFest 2026 – Overview Event Itinerary

Date: June 6, 2026 | Time: 10:00 AM - 6:00 PM | Location: The Confluence & East Village

CycleFest 2026 is a free, family-friendly community cycling festival celebrating youth mobility, active transportation, and community connection. The event is structured around multiple activity zones, allowing participants to move freely throughout the site and engage at their own pace.

Program Structure

Programming will take place throughout the day, combining scheduled mainstage programming with continuous, drop-in activities across all zones. A detailed, time-specific schedule will be finalized and shared closer to the event date.

Main Exhibition Stage (Scheduled Programming)

Curated, scheduled programming including youth-led presentations, community partner spotlights, and facilitated activities. This stage serves as a focal point for gathering, celebration, and storytelling.

Learn-to-Bike Zone (Ongoing/Drop-In)

Skill-building sessions for youth and new riders focused on confidence, balance, and safe cycling practices. Programming is inclusive and adaptable to a wide range of ages and abilities.

Kids Bike Tune-Up & Trade-Up Zone (Ongoing/Drop-In)

Basic bike safety checks, adjustments, and access to properly fitted bikes for growing riders. This zone helps reduce financial barriers and supports safe participation.

Cycle Track Tours & Safety Education (Guided Sessions)

Facilitated tours of nearby cycling infrastructure, providing hands-on learning and real-world safety education for youth and families navigating the city by bike.

Community Partners & Demo Area (Ongoing)

Local cycling, health, and community organizations offering hands-on demonstrations, resources, and information about year-round programs and supports.

Additional Notes

- Programming is designed to be accessible, flexible, and welcoming.
- Participants may join or leave activities at any time.
- Final schedules, site maps, and accessibility details will be confirmed closer to the event date.



Wheeling empowers people and community

When we teach a young woman to ride a bike for the first time, they take a second to celebrate the accomplishment, and then the next thing they ask is "Can you teach my mom?" This sparked an idea for a BIG event to take what we do at high schools to the broader community. The theme is Education = Empowerment. Event is FREE! We want you to be part of it!

What's included at Cyclefest

Guided tours of the cycle tracks – by Calgary Climate Hub Route TBD

Kids Bike Trade Up – Free to get a bike that fits your child, get your outgrown bikes to a new family (YER)

Bike Safety Check: Get a 17-point check and provide patrons with a sheet they can take to local bike shop. (Ridley's?)

Kids Bike Course by Federation of Calgary Communities

Bike Exhibition – short shows on the hour to show bike fun, Polo, BMX, adaptive, powered by Arusha's bike power

Learn to Cycle: With strider bikes, our cyclist-in-residence will teach balance and control to Calgarians of all ages and abilities.

E-Bike test rides: local bike shops

BIKE ART SHOW Sale: Art will be bike themed, or upcycled from bike parts. Please share with makers and artists.

Bicycle trade show – three themed areas: Bikes, Placemaking and Environment with focus on sharing knowledge and learning. We'll have official Demo Partners – for helmet fitting, bike locks, you name it. Tables are free for non-profits, \$100 for business.

Beer gardens/food trucks with DJ Kruch and possible live music

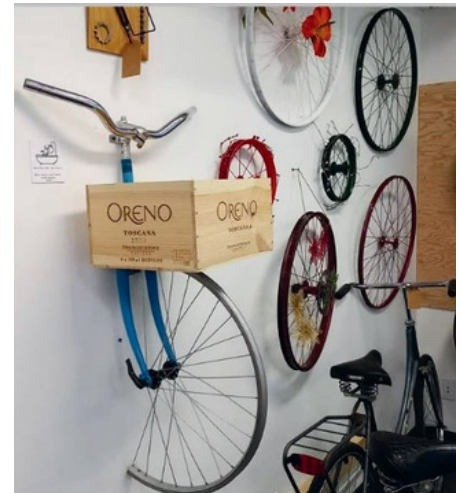
CyclePalooza – fundraising event for Youth en Route. Decathlon-type event with school, corporate and celebrity teams competition in 8 fun bike-related events for fun and fame. Details are coming.



Learning to balance with a friend

YYCycleFest Sponsorship Levels

Title: \$5K+Naming of major event, signage, trade show booth, team Cyclepalooza entry, logo on all materials
Sustaining: \$2.5K: Shared major event naming with signage, trade show booth, SM & website logos
Community :\$1K Sponsor One CyclePalooza event with signage, logo in registrant package, Website & SM, Trade Show Booth
Supporter: \$500: SM & website logos, Trade Show booth,



Bike ART

Demo Tables

- E-bike skills: Tuffhill Bikes
- Cleaning and Maintenance: Go Big Lube
- Wayfinding: Youth en Route & Geovelo
- Bike Bus Organizing: Local parent groups
- Bike festival organizing: Federation of Cal Comm
- Learn to change a tire: TBD
- Toddler bike seat choices: TBD
- Helmet fitting: TBD
- Choosing a lock: TBD



Kids Bike Trade up

Deadlines

- Feb 28: Major Sponsors in place
- Feb 28: Website launched
- March 1: Cyclepalooza registration opens
- March 21: Alberta Bike Show launch
- April 15: Sponsorships close
- May 1: Trade show roster finalized
- May 15: CyclePalooza Registration closes



Learning a new skill

Contact

Youth en Route has committees in place to plan and execute this event. Reach out if you'd like to volunteer, sponsor or exhibit.

Contact us: events@youthenroute.ca

Funded by





CycleFest 2026 – Sponsorship Opportunities

CycleFest is a free, public cycling festival in downtown Calgary celebrating active transportation, community connection, and youth engagement. The event attracts 5,000+ attendees, including families, commuters, cycling enthusiasts, and community leaders.

Sponsors align their brand with:

- sustainable transportation
- youth-centered programming
- accessible, community-driven events

Important Timing Note:

To ensure accurate recognition in printed and on-site materials, **all sponsorships must be confirmed by April 15, 2026.**



CycleFest 2026 – Sponsorship Levels & Benefits Grid

Benefit	Title Sponsor \$5,000+	Sustainability Sponsor \$2,500	Community Sponsor \$1,000	Supporter\$500
Recognition Level	Primary partner	Major partner	Community partner	Supporting partner
Logo on Event Website	✓ Prominent	✓ Medium	✓ Standard	✓ Name only
Logo on Event Poster & Print	✓ Large	✓ Medium	✓ Small	—
On-Site Signage	✓ High-visibility	✓ Program-area signage	✓ Shared signage	✓ Shared signage
Program / Zone Naming	✓ Optional	✓ Optional	—	—
Main Stage Acknowledgement	✓ Multiple mentions	✓ Acknowledged	✓ Group acknowledgement	—
Social Media Recognition	✓ Dedicated post + mentions	✓ Mentions	✓ Thank-you mention	✓ Group thank-you
Email Newsletter Recognition	✓ Dedicated feature	✓ Listed	✓ Listed	✓ Group listing
Trade Show / Table Space	✓ Priority placement	✓ Included	✓ Included	Optional/add-on —
Engagement Opportunity	✓ Program alignment	✓ Program alignment	—	—
Post-Event Impact Thank-You	✓ Personalized	✓ Personalized	✓ Standard	✓ Standard



Presenting Sponsor – up to \$15,000 (1 Available)

Includes:

- Naming recognition: *CycleFest presented by [Sponsor]*
- Top-tier logo placement on event signage, website, and printed program
- Premium on-site activation space
- Opportunity for opening remarks
- Recognition across email and social channels
- Inclusion in media and promotional materials

Gold Sponsor (Title tier) – \$5,000 (Up to 3)

Includes:

- Prominent logo placement on signage and website
- On-site booth or activation space
- Program listing
- Social and email recognition

Silver Sponsor (Sustainability tier) – \$2,500 (Up to 6)

Includes:

- Logo placement on website and select signage
- Shared activation space
- Program listing

Bronze Sponsor (Community tier) – \$1000 (Up to 9)

- Logo placement on website and select signage
- Program listing
- Optional table space (if applicable)

General Partner (Supporter tier) – \$500 (Unlimited)

Includes:

- Program listing
- Website recognition

CYCLEFEST 2026

A COMMUNITY CELEBRATION OF CYCLING, SUSTAINABILITY, AND YOUTH EMPOWERMENT



CYCLEFEST IS A COMMUNITY CYCLING EVENT IN CALGARY PROMOTING ACTIVE TRANSPORTATION, SUSTAINABILITY, AND HEALTHY LIFESTYLES. HOSTED BY YOUTH EN ROUTE, IT UNITES FAMILIES, SCHOOLS, AND BUSINESSES TO SUPPORT YOUTH LEADERSHIP, ROAD SAFETY EDUCATION, FINANCIAL LITERACY, AND EQUITABLE ACCESS TO CYCLING—WHILE OFFERING SPONSORS MEANINGFUL COMMUNITY IMPACT AND VISIBILITY.








 **June 6, 2026**

 **Downtown Calgary, AB**

10 AM to 6 PM

WHY SPONSOR CYCLEFEST?

-  ALIGN YOUR BRAND WITH YOUTH EMPOWERMENT & EDUCATION
-  SUPPORT ACTIVE, HEALTHY, AND SUSTAINABLE COMMUNITIES
-  GAIN VISIBILITY WITH FAMILIES, YOUTH, EDUCATORS, AND COMMUNITY LEADERS
-  PARTICIPATE IN A HANDS-ON, HIGH-ENGAGEMENT COMMUNITY EVENT
-  SHOW TANGIBLE COMMITMENT TO ENVIRONMENTAL AND SOCIAL RESPONSIBILITY

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR
— \$5,000

- "PRESENTED BY" RECOGNITION ON ALL EVENT MATERIALS
- PROMINENT LOGO PLACEMENT ON EVENT SIGNAGE, WEBSITE, AND COMMUNICATIONS
- ON-SITE ACTIVATION OR BOOTH OPPORTUNITY
- RECOGNITION IN MEDIA, SOCIAL MEDIA, AND POST-EVENT REPORTING
- DIRECT ALIGNMENT WITH YOUTH EN ROUTE'S EDUCATION AND YOUTH PROGRAMS

SUSTAINING SPONSOR — \$2,500

- LOGO ON EVENT SIGNAGE AND WEBSITE
- ON-SITE BOOTH OR ACTIVATION OPPORTUNITY
- RECOGNITION IN PROMOTIONAL EMAILS AND SOCIAL MEDIA
- VERBAL RECOGNITION DURING THE EVENT

COMMUNITY SPONSOR — \$1,000

- LOGO ON EVENT WEBSITE AND SELECT MATERIALS
- ON-SITE RECOGNITION
- INCLUSION IN SPONSOR THANK-YOU COMMUNICATIONS

SUPPORTER SPONSOR — \$500

- LOGO ON EVENT WEBSITE
- RECOGNITION IN POST-EVENT COMMUNICATIONS

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