

RAMAPO RALLY



SPONSORSHIP PROPOSAL





For nearly five decades, the Ramapo Rally has stood as one of the most respected, well-run, and well-loved cycling events in New Jersey. Hosted by the Bicycle Touring Club of North Jersey (BTCNJ), the Rally draws **over 1,000 riders, volunteers, friends, and supporters** each year to celebrate a vibrant, inclusive, and deeply connected cycling community.



On **August 30, 2026**, BTCNJ proudly presents the **49th Annual Ramapo Rally** at the beautiful Campgaw Mountain Reservation in Mahwah, NJ,—one of the region's most picturesque cycling gateways. Over the years, the Rally has earned a reputation for:

- **Exceptional organization**
- **Scenic and challenging routes**
- **A welcoming, community-driven atmosphere**
- **Unmatched rider support and safety**

From elite cyclists to recreational riders and families, the Ramapo Rally brings together people who share a love of the outdoors, movement, and community. It is more than a ride—it is a **tradition** and an event that continues to elevate the cycling culture of Northern New Jersey.

From one of the most demanding 125-mile climbs in the area to a beginner-friendly 12-mile route, the Ramapo Rally offers a distance for every rider:

- **125 miles** — A challenging, hilly endurance route for experienced cyclists
- **Metric century & mid-distance routes** — Scenic, rolling terrain for intermediate riders
- **Shorter options** — Accessible routes ideal for families, new riders, and E-bikers

Each route is carefully planned and includes:

- Detailed GPS files
- Printed cue sheets
- Clearly marked roads
- Optional escorted group rides led by experienced BTCNJ ride leaders

For more information, contact **Chuck White, Rally Chairperson**, cwhite46k@gmail.com.



Unmatched Rider Support

The Rally is known for its exceptional rider care and safety. Every participant enjoys:

- **Well-stocked rest stops** with nourishment, hydration, and restrooms
- **Mechanical support** from skilled volunteers and partner bike shops
- **Roving SAG vehicles** providing on-route assistance
- **A warm, well-organized check-in and start area**
- **Post-ride catered meal** and social gathering at the finish

The supportive, encouraging environment is a hallmark of the event—and one of the many reasons riders return year after year.

Why Sponsor the Ramapo Rally?

As a sponsor, your brand becomes part of a long-standing event known for excellence, integrity, and deep community roots. You will gain visibility with a loyal, health-conscious, and engaged audience while supporting an event that embodies the best of the regional cycling community. Sponsoring the Rally connects your brand with a tradition of excellence that riders look forward to year after year.

Our participants represent some of the most active, health-conscious, and community-minded individuals in the region. Many riders return annually, and their enthusiasm extends to the brands that support the events they love.

Visibility That Matters

As a sponsor, your brand will be featured across multiple touchpoints throughout the event:

- Pre-event promotion and digital exposure
- On-site visibility with tents, banners, and signage
- Inclusion on event materials, maps, cue sheets, and rider packets
- Exposure at the Rally Marketplace
- Direct interaction with riders, volunteers, and their families

Ramapo Rally participants are:

- Highly engaged outdoor and fitness enthusiasts
- Loyal to brands that support local cycling and community events
- Strong users of cycling gear, nutrition products, fitness services, and outdoor equipment
- Comfortable with premium purchases and sports-related spending

For more information, contact **Chuck White, Rally Chairperson**, cwhite46k@gmail.com.

BTCNJ Gives Back to Our Communities



BTCNJ members take pride in giving back to the communities in which we live and ride. BTCNJ is a not-for-profit organization and donates a significant portion of its yearly revenue. In previous years, BTCNJ has supported the New Jersey Bike and Walk Coalition; the League of American Bicyclists; Center for Food Action; Cycle Kids; Ramsey Responds; local EMS; and The DQ Bike Giveaway, a grass roots group that has Repaired and distributed over 3,000 bikes to those who cannot afford one.

Our monthly membership meetings are open to the public. At these meetings guest lecturers provide educational and instructional lectures about bicycle safety, maintenance, health, nutrition, bike tours, dressing for outdoor activities and advancements in cycling gear and technology.

BTCNJ promotes and encourages safe bicycling as a means of recreation, fitness, and transportation. BTCNJ sponsors a "Ride Smart" program. This program consists of 6 classes, one per week, aimed at teaching bicycle safety, proper handling techniques and cycling etiquette. The goal is to foster a culture of safe, courteous and competent bicycle riders. These classes are for both members and the public.



New Jersey's Best Bike Rally

Celebrating it's 49th year, the Ramapo Rally is Northern New Jersey's premier Club sponsored cycling event. With over 1,000 participating riders and volunteers, we can assure your brand will have reach. Additionally, your brand will enjoy the reach of both our Ramapo Rally digital assets, as well as our BTCNJ (Bicycle Touring Club of North Jersey) assets.

Our Reach



Emailable Members	1,400+	6,000+
MasterLink - Monthly Magazine	1,400+	
 Group Members	5,100+	400+
 Monthly Visits	25,000+	
 Followers	500+	

Ramapo Rally participants are mature, well-educated and have spending power. 53% are between ages 40 to 59, and 34% are over age 60.

They are also very committed cyclists, with over 80% riding 50 miles or more at the Ramapo Rally.



About BTCNJ

BTCNJ is proud to put on the Ramapo Rally, our signature event, each year.

With over 1,400 members BTCNJ is the largest bicycle club in NJ, and one of the largest in the United States.

BTCNJ believes we can all come together through cycling. That's why we offer over 2,000 scheduled rides a year at various cycling levels. We believe it's safe and fun to ride with a group. Our rides break to socialize and snack. We host lots of social events like monthly club meetings, happy hours, picnics, pot lucks, and our premier event, our yearly anniversary party.





Sponsorship Benefits

As a sponsor, you will:

- Reinforce your brand with a loyal, affluent, sports-minded public.
- Increase image awareness and name visibility for services and products.
- Generate goodwill throughout the local bicycle riding community

	Platinum \$5000	Gold \$2500	Silver \$1000	Bronze \$500	Contrib- utor \$250
Sponsor's banner across start site entrance	✓				
Sponsor's name on rally volunteer's T-Shirt	✓	✓			
Special entry fee rate for corporate teams	✓	✓	✓		
Sponsor's name or logo published in BTCNJ's August and September Master Link	✓	✓	✓		
Inclusion in event related media materials	✓	✓	✓	✓	
Large Sponsor banner at start site	✓	✓	✓	✓	✓
Field tent with table at display area	✓	✓	✓	✓	✓
Sponsor's name and URL listed on RamapoRally.com*	XL Logo and Link	Large Logo and Link	Medium Logo and Link	Small Logo and Link	Listing with Link
Promotional signage at start site	✓	✓	✓	✓	✓
Sponsor's name and logo on ads, posters, flyers, email **	Large Logo	Medium Logo	Small Logo	Small Logo	Listing
Complimentary employee event registrations	5 +	4	3	2	1

- Custom marketing and branding packages can be created to meet your organization's needs.
- Goods and services may be substituted for monetary payment.
- Sample and coupon materials can also be distributed to the riders.

BTCNJ
PO Box 853
Ridgewood, NJ 07451

* Size of logo is dependent on artwork provided

** Sponsor name or logo on rally promotional items is dependent on timely sponsor's commitment. Posters and flyers are usually printed in April

For more information, contact **Chuck White, Rally Chairperson**, cwhite46k@gmail.com.



Join the Fun and Participate in a Worthwhile Cause!

97% of our riders indicated that they plan to ride in future Ramapo Rallies!

Here's what riders have said...

"The organizers, volunteers, SAG, Tech support, EMT support, food, and after ride festivities were fantastic."

"Congratulations to everyone for an outstanding event. Very well run, wonderful volunteers and great food!"

"The organizers, volunteers, SAG, Tech support, EMT support, food, and after ride festivities were fantastic."

"Terrific ride and am still bragging about completing the 62-mile ride."

"Great routes!"

"The volunteers were great, very helpful and encouraging."

"Thank you for a wonderful day! Everyone was so helpful and kind. I will definitely be back next year!"

"Excellent lunch and great experience."

"Everything was well organized. I had a great time!"

"One of my favorites. I look forward to it each year."

For more information, contact **Chuck White, Rally Chairperson**, cwhite46k@gmail.com.



Prior Sponsors

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MARKETPLACE

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Inspire your healthy lifestyle



For more information, contact **Chuck White**, Rally Chairperson, cwhite46k@gmail.com.



THANK YOU!

Chuck White, Rally Chair and Olivia Sharp, President BTCNJ

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