

ABOVE + BEYOND CANCER

— POWERED BY —
BIKE WORLD



**DOMESTIC
ELITE TEAM**



**2025
SPONSORSHIP PROPOSAL**



WHO WE ARE

ABOVE AND BEYOND CANCER POWERED BY BIKE WORLD IS A USA CYCLING DOMESTIC ELITE AND ELITE GRAVEL CYCLING TEAM. WE CREATE A PLATFORM FOR ATHLETES TO DEVELOP INTO FULL-TIME PROFESSIONAL CYCLISTS BY PROVIDING MENTORSHIP, COACHING, EQUIPMENT AND FUNDING FOR RACE ENTRIES AND TRAVEL. WE PASSIONATELY ADVOCATE FOR THOSE WE REACH TO LIVE ACTIVE AND HEALTHY LIFESTYLES ON AND OFF THE BIKE.



Above and Beyond Cancer p/b Bike World's 2024 season was our team's most successful to date. From winning the Chicago Grit overall championship to top finishes in some of the biggest mass-start gravel races worldwide, our team surpassed our goals. Building on this momentum, we are setting even higher standards for 2025. Our roster for the upcoming season is focused on high powered young talent, with a full road and gravel calendar lined up. We are aiming for top finishes at each event we race, with plans to expand our presence further by competing in UCI events across Europe.

As a sponsor, your brand would be represented by a dedicated, high-performing team committed to excellence both on and off the bike. Our athletes are not only competitive but also passionate ambassadors who embody the values of hard work, perseverance, and community. By partnering with us, your brand would receive exposure across major racing events, social media platforms, and throughout our wide-reaching cycling network. We greatly appreciate your consideration for sponsorship in 2025 and look forward to working together for an outstanding season.

OUR MISSION

Heartland Velo was founded as a 501(c)3 non-profit in 2013 and is managed by a 6 person board of directors. We have the following two part mission:

1. RACING: Above and Beyond Cancer powered by Bike World is an invitation only road and gravel racing team creating a platform for athletes to develop and grow into professional cyclist. We race predominately in North America and target the highest profile USA Cycling and Cycling Canada road events as well as high profile mass-start gravel races. We measure success not only by winning, but by racing with honor and high character. We actively recruit up and coming cyclist and have a proven track record of success.

2. ADVOCACY: Above and Beyond Cancer powered by Bike World is committed to impacting our communities by advocating and creating awareness for our partnering charitable organization, Above and Beyond Cancer. We do this by actively engaging people to live healthier lifestyles in many ways including participating in public events, hosted team rides, providing mentorship and coaching to young endurance athletes, and motivating our communities to get on their bikes.

WE PROMOTE OUR PARTNERING CHARITABLE ORGANIZATIONS AND SPONSORS WITH CONSTRUCTIVE BRAND REPRESENTATION, FUNDRAISING, AND VIGILANT ADVOCACY.

WHAT WE DO

Above and Beyond Cancer p/b Bike World provides riders with a high level of support to help them develop and grow into professional cyclists. Support comes in many forms including mentorship, coaching, equipment, travel and more. We race predominately in North America and target the highest profile USA Cycling and Cycling Canada road events as well as high profile mass-start gravel races. We vigilantly advocate for our partnering charitable organizations and sponsors with valuable brand representation in person at events and through team and rider Instagram and Facebook accounts. We also fund raise for our charitable partner organizations. Our brand has grown each year since our 2013 inception and is recognized as a top USA Cycling Domestic Elite and elite gravel cycling team.



02

RACING FOR A PURPOSE

ABOVE + BEYOND CANCER

OUR TITLE SPONSOR, ABOVE + BEYOND CANCER, IS A PUBLIC CHARITY WITH A MISSION TO ELEVATE THE LIVES OF THOSE TOUCHED BY CANCER AND TO CREATE A HEALTHIER WORLD.

Founded in 2011 by Iowa Oncologist Dr. Richard Deming, Above + Beyond Cancer takes cancer survivors on incredible adventures, but its work isn't just about getting to the tops of mountains. It is equally important to inspire others to lead by example with healthy living and cancer prevention in their communities through: Transformational journeys, Weekly wellness programs and Inspirational events.

03





2024 ACCOMPLISHMENTS

UCI top 10, NAT podiums

Tucson Bicycle Classic

- > 2nd, Stage 2
- > 3rd, Overall

UCI Tour of the Gila

- > 8th, Stage 2
- > 9th, Stage 3
- > 6th, Stage 4

Momentum Indy

- > 3rd; Momentum Indy
- > 2nd, Momentum Indy Day 2

Chicago Grit

- > 3rd, Glen Ellyn
- > 2nd, Mundelein
- > 1st, Elgin Classic
- > 1st, Fulton Market
- > 1st, Overall

Littleton

- > 2nd, Littleton

Gateway Cup

- > 2nd, D1
- > 3rd, D2

Green Mountain Stage Race

- > 1st, Sprint Jersey

Bucks County Classic

- Most Aggressive Rider

PUBLIC EVENTS INCLUDE:

> Continued partnership with Above and Beyond Cancer with the Above and Beyond Cancer Bike Club Team.

> Above & Beyond Cancer Ride in the Park.

> Iowa Bike Expo: Team ABC hosted a one minute power competition as a part of the show which was resulted in high levels of engagement and participation.

> Ragbrai outreach.

> Above and Beyond Cancer adventure race partnership.

2023 ACCOMPLISHMENTS

Road Race

- > 1st GC Tour of the Gila UCI 2.2
- > 3rd GC Tour of the Gila UCI 2.2
- > 3rd Stage 3 Redlands Bicycle Classic
- > 8th and 10th GC Redlands bicycle classic
- > 2nd stage 5 Tour of the Gila UCI 2.2
- > 1st Stage 3 Tour of the Gila UCI 2.2

- > 4th Stage 2 Joe Martin Stage Race UCI 2.2
- > 10th GC Joe Martin Stage Race UCI 2.2

Gravel

- > 1st Belgian Waffle Ride Kansas
- > 1st Big Sugar Gravel
- > 3rd Belgian Waffle Ride AZ



THE ADDITION OF TEAM DIRECTOR, CARSON CHRISTEN HAS BEEN INSTRUMENTAL IN TEAM SUCCESS AND GROWTH.

2025 GOALS

WIN U23 NATIONAL CHAMPIONSHIPS

PARTICIPATING IN UCI ROAD RACING IN NORTH AMERICA, EUROPE AND NORWAY.

PARTICIPATION IN UCI GRAVEL WORLD EVENTS AND WORLD CHAMPIONSHIPS

**USA CYCLING PODIUM FINISH AT REDLANDS AND
TOUR OF THE GILA**

BOARD POSITION CREATED FOR SOCIAL MEDIA LEAD,
TO FACILITATE INCREASED PRESENCE AND ENHANCE
MARKETING OF TEAM AND SPONSORS.

EXPANDED INTEGRATION AND DUTIES OF SALARIED TEAM DIRECTOR.

**ADVOCATING FOR OUR SPONSORS AND THEIR BRANDS AT
OVER 50 HIGH PROFILE EVENTS**

2 OR MORE TEAM RIDERS EARN POSITION ON USA CYCLING NATIONAL TEAM.

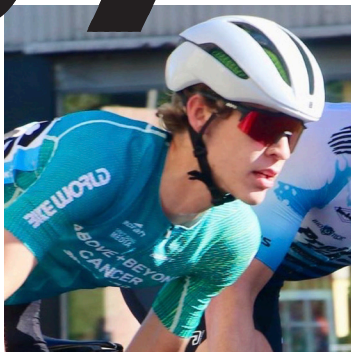
05

IN ACTION

06



MEET THE TEAM

**LUKE ARENS**

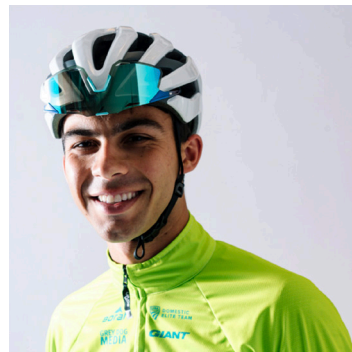
Coralville, IA

**TREVOR AUGUST**

Rochester, NY

**KODY BABLER**

Madison, WI

**ISAAC BRYANT**

Hastings, MN

**CADEN BUDD**

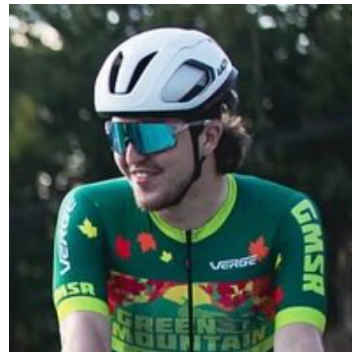
Milwaukee, WI

**NOLAN CHURCH**

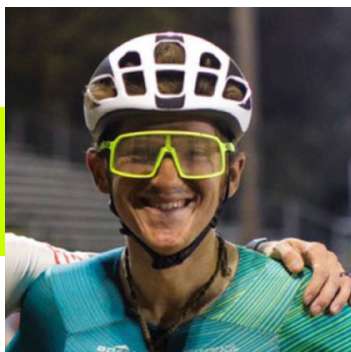
Ivins, UT

**JOAQUIN MEDINA
GARZON**

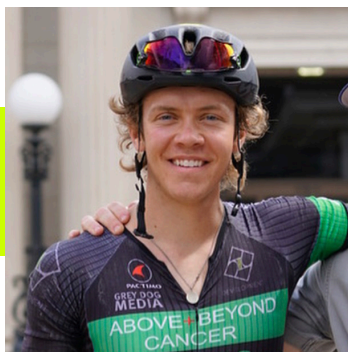
Milwaukee, WI

**PATRICK WELCH**

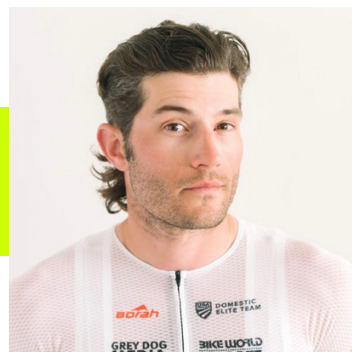
Northfield MN

MEET THE
BOARD**TIMMY BAUER**

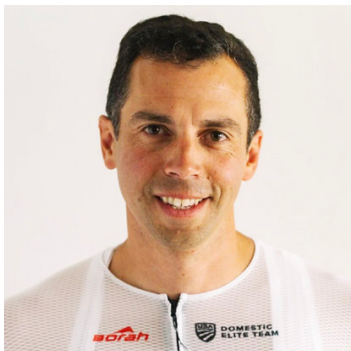
Placerville, CA

**CONNOR DILGER**

Oregon

**BRENDEN HARDY**

Iowa City, IA

**RANDY REICHARDT**

Des Moines, IA

**ADAM VENTLING**

Clive, IA

**HAYDEN WARNER**

Iowa City, IA

PROPOSED 2025 ROAD RACE CALENDAR

DATE	RACE	LOCATION
February 14-16	Valley of the Sun	Phoenix, AZ
February 21-23	Tucson bicycle classic	Tucson, AZ
April 9-13	Redlands bicycle classic	Redlands, CA
April 23-27	UCI 2.2 Tour of the Gila	Gila, NM
May 2-4	USA Colligate Nationals	Madison, WI
May 2-4	La Crosse Omnium	LaCrosse, WI
May 20-25	USA U23/Pro Nationals	Charleston, WV
June 6-8	Tulsa Tough	Tulsa, OK
June 19-29	Tour of America's Dairylands	Milwaukee, WI
June 21	Ride the Park	Des Moines, IA
July 18-27	Chicago Grit	Chicago, IL
July 19-26	RAGBRAI	Across Iowa
August 1-8	Vuelta Colombia	Colombia, South America
August 29-1	Gateway Cup	St. Louis, MO

PROPOSED 2025 GRAVEL RACING CALENDAR

March 13	Mid South	Stillwater, OK
May 29	Garmin Unbound	Emporia, KS
June 28th-29	Belgian Waffle Ride Montana	Bozeman, MT
August 16	Core4	Iowa City, IA
August 23-24	Garmin Gravel Worlds	Lincoln, Nebraska
September 20	USA Gravel Nationals	La Crosse, MN
October 3-4	Belgian Waffle Ride North Carolina	Asheville, NC
October 18	Big Sugar Classic	Bentonville, AR

SPONSOR BENEFITS



ROAD AND GRAVEL CYCLING'S COMBINED APPEAL IS BROADER THAN EVER BEFORE, TEAM SPONSORSHIP CREATES UNIQUE OPPORTUNITIES TO STAND OUT IN A HIGHLY COMPETITIVE INDUSTRY. OUR FANS ARE MORE HIGHLY ENGAGED WITH OUR SPONSORS AND MORE FAVORABLE TOWARDS OUR SPONSORS' PRODUCTS.

**ABC SPONSORSHIP
DELIVERS
SUBSTANTIAL AND
EFFICIENT MEDIA
EXPOSURE.**

DEMOGRAPHICS:
Cycling has a broad appeal and receives major media attention to a large, enthusiastic and multicultural audience. Cycling is a lifelong activity that appeals to children, families and adults, and it reaches a large audience that goes beyond traditional demographics. The cycling fan base is young, highly brand loyal, affluent, and well educated.

*TEAM OF BRAND
AMBASSADORS
TO ATTEND YOUR
EVENTS AND PROMOTE
YOUR AGENDA AT
50+ RACING EVENTS.
REACH OUT TO US WITH
UNIQUE REQUESTS SUCH
AS EVENT AND EXPO
PARTICIPATION.*

**LICENSE TO USE ABOVE
AND BEYOND CANCER P/B
BIKE WORLD BRANDING,
MARKETING IMAGES AND
MATERIAL. WE PRODUCE
HIGH LEVEL IMAGE AND
VIDEO CONTENT THAT YOU
HAVE LICENSE TO USE.
REACH OUT WITH SPECIFIC
REQUESTS AND WE'LL DO
OUR BEST TO GET YOU
CONTENT THAT IMPACTS
YOUR BOTTOM LINE.**

**"WE DO MORE THAN JUST RIDE OUR BIKES,
WE MAKE A DIFFERENCE IN OUR COMMUNITY."
– RANDY REICHARDT, HEARTLAND VELO PRESIDENT**

WE LOOK FORWARD TO SPEAKING
WITH YOU FURTHER ABOUT A
SUCCESSFUL PARTNERSHIP IN 2023.

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651.329.8563

ADAM: ADAM.VENTLING@
GOGREYDOG.COM
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ABOVE & BEYOND CANCER CYCLING
PRESENTED BY HEARTLAND VELO

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HEARTLANDVELO.COM

