

TEAM ATC RACING PARTNER PACK

Women's
Development Cycling Team



WHY SUPPORT ATC RACING

Background

- **Empowering the Next Generation:** We're passionate about growing women's cycling by creating real opportunities for young women to become world champions and Tour winners.
- **Unlocking Untapped Potential:** Countless young female athletes have the talent—but not the support—to take the next step. With your backing, we can provide the professional environment they need to thrive and succeed.
- **Proven Experience, Bold Vision:** With our deep experience in cycling and your support, we're building a team dedicated to identifying and developing top talent into international contenders.

Target

- We aim to support 5-7 riders each year between 17-21 yrs old to compete at National Level and step up to the professional ranks.
- We will provide each athlete with expert coaching (ATC Coaching).
- We endeavour to provide nutrition, equipment, support and race entries.
- Give riders with fewer opportunities the step up in racing and a platform to develop.



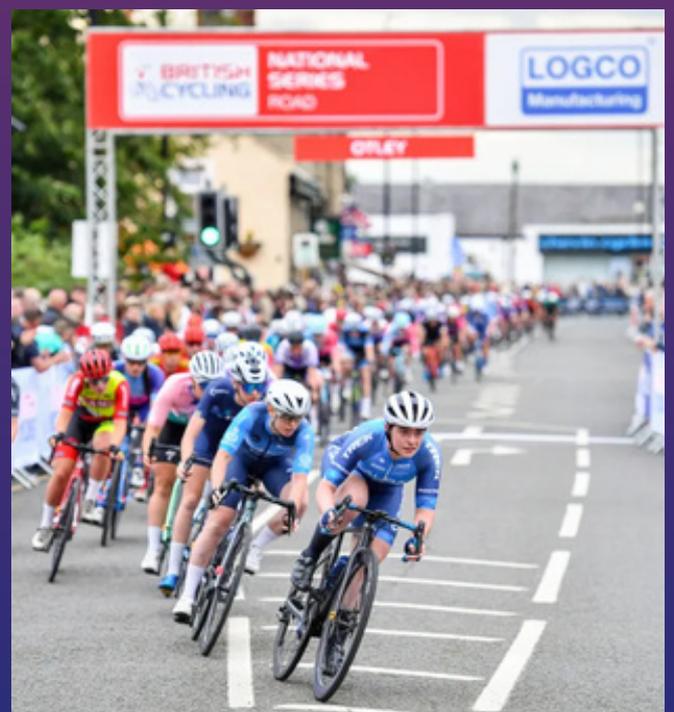
THE BENEFITS OF SUPPORTING US

Return on Investment

- Be Seen by Thousands of Cycling Fans and athletes in 20 towns/ cities!
- Positively promotes your businesses commitment to Gender Equality
- Promotional media (spread through social media and Streaming Services).

Positive Reputation

- National Brand Awareness and Exposure
- Tax Incentives - Sponsorship is seen as advertisement and can be tax deductible
- Advocacy - Demonstrate a passion for supporting Women in Sport



TARGET RACES FOR 2026

Our Programme will be UK based to target development for the riders Nationally preparing them for International events in the future.

National Road Series*

- 10th ANEXO/CAMS Women's CiCLE Classic, Rutland
- East Cleveland Classic, Saltburn-by-the-Sea
- Lincoln Grand Prix, Lincoln
- Alexandra Tour of the Reservoir, Consett
- Witheridge Grand Prix, Witheridge
- Curlew Cup, Stamfordham
- The Wentworth Woodhouse Grand Prix, Rotherham

National Circuit Series*

- Otley Cycle Races, Otley
- Ilkley Cycle Races, Ilkley
- Guildford Town Centre Races, Guildford
- Sheffield Grand Prix, Sheffield
- Fort Vale Colne Grand Prix, Colne
- Dawlish Grand Prix, Dawlish



Championships

- Regional Championships
- National Championship Road Race
- National Championship Circuit Race

RIDERS

Support Junior Women

- We aim to support female Riders between 17-21 yrs old
- This is the age group where support will make the greatest difference to an athletes future success

Encourage Female Sport

- We want to drive a positive effect, encouraging women to reach their highest potential
- Support the next generation of athletes
- Give under-advantaged athletes the chance to succeed



SPONSORSHIP PACKAGES



Tier Two

- Company Logo on Kit
- Signed Team Jersey
- Branding on Team Car, Website and Social Media Banners
- Social Media Collaboration
- Team Day at National Circuit Race Interaction - Watch the Race Live

Tier Three

- Lower Kit Positions
- Branding on Team Car and Website
- Social Media Shout Outs

Tier One

- Team Name change to " ATC Racing "
- Prominent Position on Kit - (Title Sponsor
- Prominent Branding on Team Car, Website and Social Media Banners
- Social Media Partnerships / Videos and Mid-season rider spotlight content series
- Team Day at National Circuit Race Interaction - Watch the Race Live
- Social Media Collaboration
- Training Camp and Race Day Invites



Tier Four

- Branding on Team Car and Website
- Social Media Shout Outs

2 YEAR ROADMAP

Initially we wish to work with Riders for at least 2 years to ensure we maximise development and increase opportunities

Target Elite Development Status as a team

2026

Rider Development

- Support 5–7 junior women (ages 16–20) with:
 - Professional coaching
 - Race entries
 - Nutrition guidance
 - Equipment provision
- Deliver personalised monthly one-on-one coaching through ATC Coaching.
- Conduct advanced workshops in Race tactics
- Launch a mentorship programme, pairing returning riders with first-year athletes.

Domestic Racing Focus

- Full participation in British Cycling's National Road and Circuit Series.
- Target top-20 finishes in National Series races.
- Support riders to compete as guest riders in select elite domestic/european teams for experience.
- Compete in select Regional and National Championships.
- Extend rider development with year-round racing in the National Cyclocross Series.

Winter Development Camp

- Focus on skills and Endurance in Professional Environment

2027

WHY 17-21 YR OLDS

Without structured support at 17-21, talent is lost. We're here to catch it—and cultivate it.

Gap In Structure

Post-junior "cliff edge"

In the UK, structured youth racing exists up to age 16. After that, riders move into adult categories, often facing a huge leap in competition level. Our support will reduce this leap.

Limited U23-specific opportunities

Unlike men's racing, which often has Under-23 (U23) development squads and race categories, U23 racing for women has historically been underdeveloped. We want to change that.

Drop Off

Many young women quit the sport between 17 and 21 due to a lack of clear pathways, support, opportunities. This is a critical attrition point.

Without Support many excellent athletes leave the sport whilst in a position where they could go on to compete at a high level.

Current Lack of Development

Fewer teams and resources

Women's cycling in the UK traditionally has fewer development teams compared to men's, limiting coaching, mentorship, and race exposure.

Financial and logistical barriers

With less sponsorship and infrastructure, many young women struggle to afford travel, equipment, and entry fees without external support.

TEAM MANAGEMENT

The team is run by Abbie Taylor and Chris Stray.

Abbie has raced as a Cyclist for the past 20 years across the world, winning World BMX Championships, attending the Olympics as a reserve, and also competing in National Road/Cyclocross Racing for Team Spectra, Hunt and Team Jadan.

Abbie has coached for the past 10 years, developing athletes privately and with British Cycling, including setting up the Sheffield Youth Cycling Club.

Chris has been involved with Cycling Teams for the past 7 years and previously ran both a University Cycling and Triathlon Team.



ATC Racing



GET INVOLVED



ATC Racing



chris@atcracing.co.uk



www.atcracing.co.uk

If you'd like more information or to be involved please email:
chris@atcracing.co.uk



ATC
COACHING