



Al-Imaan Cycle Club

Sponsorship Proposal.

www.alimaan.cc

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‘Its a win, win opportunity. We’re promoting local businesses who serve our community, with affordable and cost effective advertising which helps to support our cycle club’

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about.

Al-Imaan Cycle Club

Al-Imaan Cycle Club (AICC) was established in 2014 to primarily combat stereotypes about cycling and give the Muslim community a platform to encourage a healthier lifestyle.



In the Name of Allah, the Most Beneficent, the Most Merciful.

Al-Imaan Cycle Club (AICC) is an exciting non-for-profit organisation which aims to popularise cycling (specifically road bikes) as a sport for the Muslim community.

The Messenger of Allah (peace be upon him) said, "A strong believer is better and is more lovable to Allah than a weak believer, and there is good in everyone,"

— Sahih Muslim

Our vision is that all Muslims, regardless of age, background or ability are enthused to take part in cycling for their health and fitness with the intention to please Allah. This website

is for anyone who wishes to learn about cycling — and for Muslims in particular to come forward and participate whilst sharing the vision in helping our community become stronger.

AICC have fundraised over £1 million since it's inception and helped introduce many into the world of road cycling.





AICC Highlights



2015

1/ Debut at the
London to
Paris Bike Ride



2015

2/ London to
Brighton Bike
Ride

Welcome to AICC and our exciting sponsorship opportunities.

Welcome to AICC and our exciting sponsorship opportunities.

It is vital for the future development and growth of AICC to have sponsorship, its a fact that without this injection of funds, we would not be able to exist as a community focused cycle club. Promoting local business and building long lasting relationships must work for the mutual benefit of both our club and your company.

For over 5 years, AICC have been 100% committed to offering the highest level of Cycling events throught the UK and abroad!



2017

3/ London to Madinah Hajj Ride



2017

4/ Over £1.2 million raised for charity



launch of new website www.alimaan.cc

Cycling is for everyone. Alhamdulillah, over the years AICC have helped introduce regular cycling to hundreds of people through out the UK. We've launched this new website for anyone who may be interested in cycling but didn't think it was for them and maybe too embarrassed to ask any questions.

AICC organise many charity rides through out the year and these rides are often the reason why so so many people get introduced to cycling and and start getting serious about health and fitness.

We aim to make our website the go-to place for information on how to get into cycling, how to avoid the pitfalls when buying and we hope to inspire people with real life stories of fitness and endeavour.

Don't miss out on these exciting times for AICC.

why partner with us?

1/ 1,200+ muslim cyclists in the UK

Our conservative estimate put the Muslim cyclist demographic to be 1,200+ males aged 18 to 60.

Our website is the only website of it's kind that offers new muslim cyclists help, advice and

guidance on how to get started on a bike. In a very short period of time we've experienced a sudden growth in website traffic and expect this to increase further.

2/ pioneering events.

When AICC first rode from London to Paris we were one of the first Muslim cycle clubs to do so. The experience we gained allowed us to be the first to cycle from London to Madinah.

AICC have a strong following in London and a rapidly growing following in the North West of England.

3/ media interest.

AICC have featured on many media channels through out the world, including BBC, ITV, Al-Jazeera, BuzzFeed and many more. With a plan in place to expand AICC activities we expect to feature more

in the media and highlight our activities further.



BuzzFeed





Research by Sport England show that amongst those practising a religion, those of a Buddhist, Christian, Jewish or Sikh faith are more likely to be physically active. **In contrast, activity levels are lowest amongst those who practise Islam.**

the effect

1/ muslims and heart health

Amongst Muslims South Asians mainly develop central obesity (fat around the middle). Extra fat,

particularly on the middle, increases insulin resistance and therefore risk of developing type 2 diabetes.

2/ inactivity due to social stigma.

Studies suggest South Asians, do less physical activity. Many factors influence this, reluctance to start exercise at a late age, no positive

role models and very little emphasis amongst the Mosque leaders and scholars to actively promote health and fitness.

3/ mental health issues.

Studies also suggest mental health problems are prevalent in the community. In some communities,

mental health problems are rarely spoken about and can be seen in a negative light.





AICC active in the community.

Since its inception AICC have always been open to introducing cycling to complete beginners. Alhamdulillah we have also had many students of knowledge and Darul uloom graduates join AICC and take up cycling for the long term.

We intend to expand on our efforts in all areas of cycling in the future including:

- **HOLDING HEALTH & FITNESS WORKSHOPS**
- **SET PERSONAL CHALLENGES FOR WILLING PARTICIPANTS TO GET INTO SHAPE WITH THE SUPPORT OF A DEDICATED CYCLING AND FITNESS COACH.**
- **HOLD REGULAR CLUB RIDES FOR BEGINNERS AS WELL AS ADVANCED CYCLISTS.**
- **PLACE EXTRA EMPHASIS ON HELPING SENIOR CITIZENS BECOME ACTIVE.**

sponsorship benefits.

visibility.

Invest visibly in the future health, fitness and wellbeing of Muslims who are impacted by poor fitness and lack of a knowledge.

recognition.

Be recognised in associated media and related events as a supporter of our activities.

corporate responsibility.

Enjoy the benefit of quality corporate partnership to deepen your brand through alignment with the pro-active and exciting Al-Imaan Cycle Club.

leadership.

Enhance your leadership role in the Muslim business community, demonstrating a strong commitment to social responsibility and philanthropy by supporting Muslims locally.

social media.

Be involved in our growing and influential social media strategy.

Sponsorship Package.

	silver package £75 <small>10x available spots</small>	brown package £150 <small>4x available spots</small>	platinum package £350 <small>1x available spot</small>
Your Logo on the footer of our website	●	●	●
A sponsor page dedicated to your business explaining what you offer and what you do.	●	●	●
Your product/services plugged on our social media channels and listed in the AICC Annual Review.	●	●	●
A prominent advert on all our 'In-Depth' blog pages.		●	●
Your service/product used as a prize incentive at our Annual Dinner Awards.		●	●
Your business logo featured in any future YouTube 'How To' videos.			●
A large permanent page banner on web pages advertising your business.			●

Media Placement.

Website Blog/Article Pages.



Website Footer.





Whilst we are open to sponsorships from any halal sector we are particularly interested in partnerships with businesses in the following sectors:

Health Food

Nutrition

Halal Food

Sports orientated businesses



**To book your sponsorship slot
or enquire further contact:**

Gulab Mostofa

**07928 635 816
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