



**YOGELEO** 

**YOGELEO**  
TEST TEAM  
**4 MIND PROJECT**

**4 MIND PROJECT**



scan to see channels



2022 PROJECT

# Professional Cycling Team and Mental Health Non-Profit

Pro cycling is the best sponsorship deal in sports that brands are missing out on!







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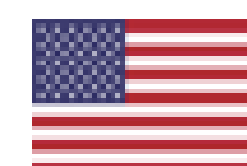
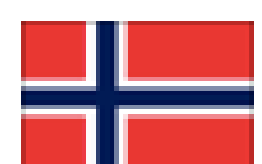


# UCI CONTINENTAL TEAM

- Creation: 2021
- Nationality: Canada (Québec)
- Professional Team
- Language: French/English
- Core values:
  - Openness
  - Curiosity
  - Sustainable development of athletes
  - Genuine relationships
- Mission: To equip our community with the knowledge to improve their mental health.

# 15 riders with International following

- **CANADIAN**
- **AMERICAN**
- **FRENCH**
- **NORWEGIAN**
- **GERMAN**
- **BRITISH**





# Why?

## The Good:

Cycling saw a boom in the recreational space that was brought about by the ability to practice the sport safely during the pandemic. Openness about mental health struggles within the general population and in competitive sports is definitely progressing.



# Why?

## The Bad:

- Uptake of mental health struggles linked to isolation of Covid 19 (tail pandemic).
- Employers are struggling with retention and recruitment of top quality talent.
- It is very expensive to train someone and lose them.
- Millennials are looking for something more profound in terms of a career(data to support).



## Why?

- The return to the office post-covid will be difficult.
- Most employees do not want to return to the pre-covid environment.
- Employees have become accustomed to increased flexibility and freedom.
- Most employees desire a hybrid return to work model.
- How are employers going to motivate their employees to return to work to keep that team culture strong?





## The Ugly:

- Hospitals reported in 2021 record cases of eating disorders, social media addiction and anxiety disorders in youth in conjunction with isolation measures.
- Mental health struggles are slowly becoming the main barrier to increased productivity in the work force.
- Professional athletes are taking increased time off and are suffering of burn out at younger ages.

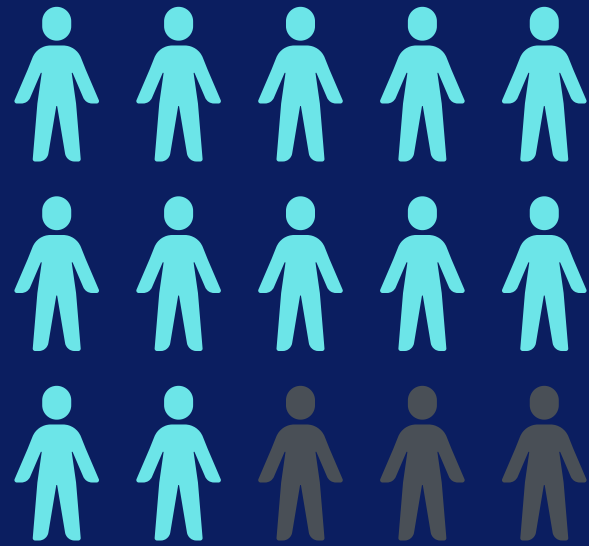




## The Ugly:

- Anti-depressants are prescribed at record levels.
- Record amount of employees report being unsatisfied with their current career which compounds problems with retention.
- Bicycles and sports equipment are constantly rising in price making sport and the running of competitive cycling development teams more difficult.

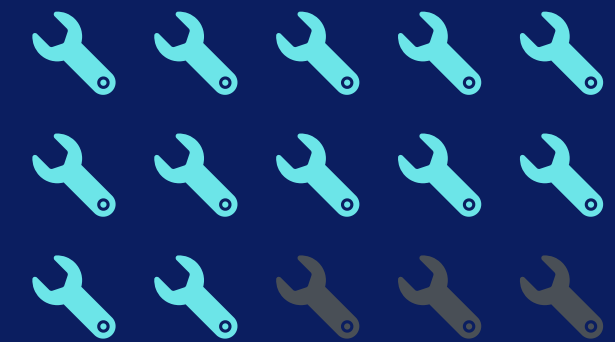
# Our 3 Major Goals



Help  
employers  
create  
purpose



Give a channel to  
employers for  
Corporate Social  
Responsibility



Provide a turn  
key solution for  
employers to  
leverage the  
power of cycling

# Our key strategies

- **Direct Genuine** relationship with our Pro team virtually and through different channels.
- Bike sales are through the roof, most of your employees own a bike already.
- Is this not something to gather around to have engaging conversations?

**YOULEO**  
TEST TEAM

**4 MIND  
PROJECT**

**RUDY PROJECT** CYCLE **NERON**  
La Prairie

Région  
des centres de prévention  
du suicide de  
**R(CPS)**

**B-3**  
BIEMME

**#MINDSTRONG**



# Our key strategies

- A team is something to **identify with**, a team helps employees develop parallel goals such as preparing for a fundraiser cycling event.
- A non-revenue-based goal will increase their motivation and productivity.

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RCPS

B-3  
BIEMME

#MINDSTRONG

# Our key strategies

- Many employees like the savings and the reduced stress of cycling.
- Why not propose ride to office initiatives?
- We provide training on how to do so safely!
- This will put employees in **better health**.
- Turnkey solution with storage of bikes at work and service to repair bikes.

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B-3  
BIEMME

#MINDSTRONG



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4MIND

[www.4mindproject.com](http://www.4mindproject.com)

- **Join a well built campaign to raise awareness for mental health policy.**
- **Bring positive steps for your employees to use movement as a preventive measure to increase mental health.**
- **With the associative mission to promote the benefits of sport for mental health in partnership with the RCPS Quebec association, we have a proven track record for fundraising significant capital for charity.**

Thousands raised per fundraising activity

**4MIND  
PROJECT**



**RCPSQ**

Regroupement des centres  
de prévention du suicide du Québec





## **Dollar for Dollar Cycling is One of the Best ROIs in Sport for Marketing Value**

- Destigmatizing mental health struggles and opening up the conversation with management (open door concept).
- Our partner Yoeleo Canada can setup an employer with a direct to consumer way for employees to purchase bicycles. Yoeleo Canada stands to make cycling accessible to all.  
[www.yoeleocanada.com](http://www.yoeleocanada.com)

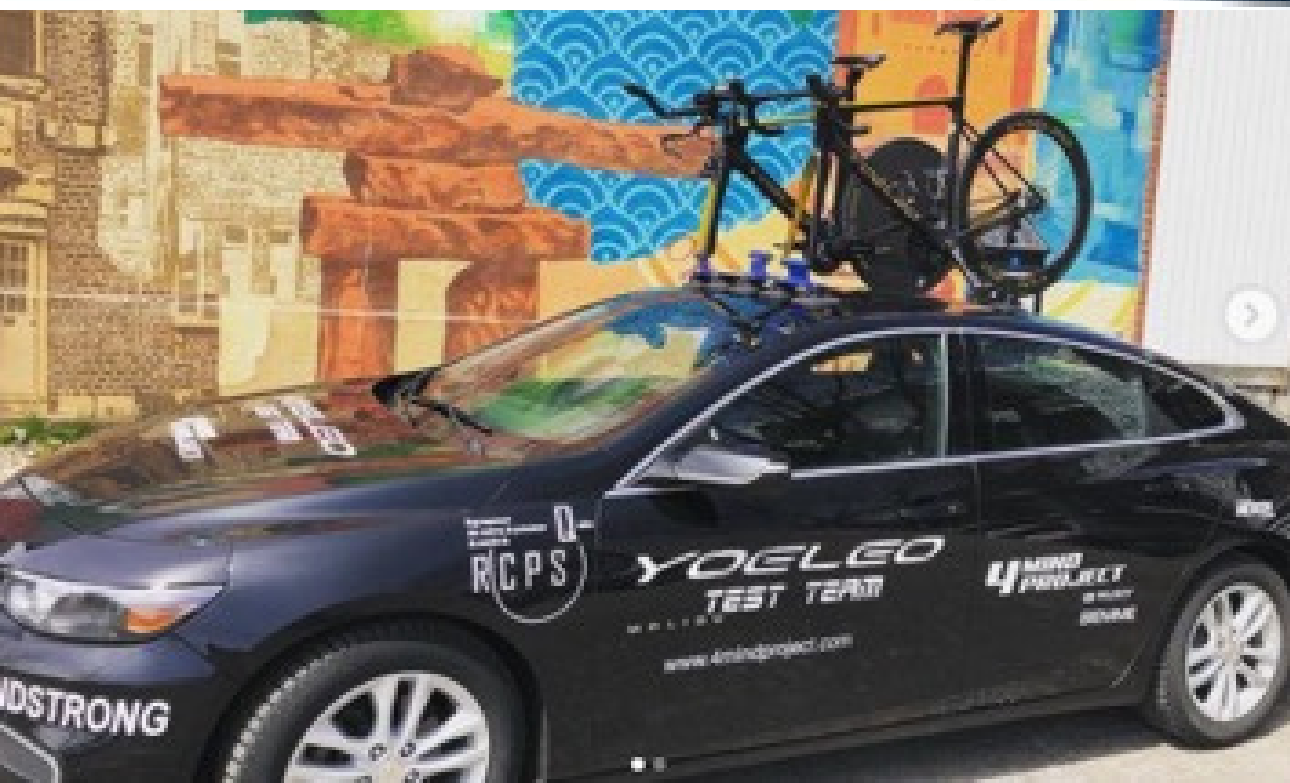


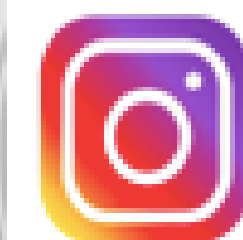


# Authentic Relationships + Authentic Content = Huge Upside

Sponsors aren't merely paying athletes to endorse their products;

They're paying for the athlete's airfare, coaches, and physical therapy





**1-5 000  
followers**

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## 2021 CALENDAR:

- SIBIU TOUR (2.1) WT ,PCT & CT
- RONDE LEUVEN (1.1) Live coverage
- Tour 2.2 & 1.2 EUROPE Tour : Kosovo, Serbie, Solidarnosc (Pologne), GP Pérenchies
- Tour 2.2 AMERICA Tour : Gila & Joe Martin (USA), Beauce (Canada)



## REPRESENTATION ON TEAM JERSEY AND TEAM CARS (tents, civil clothing)

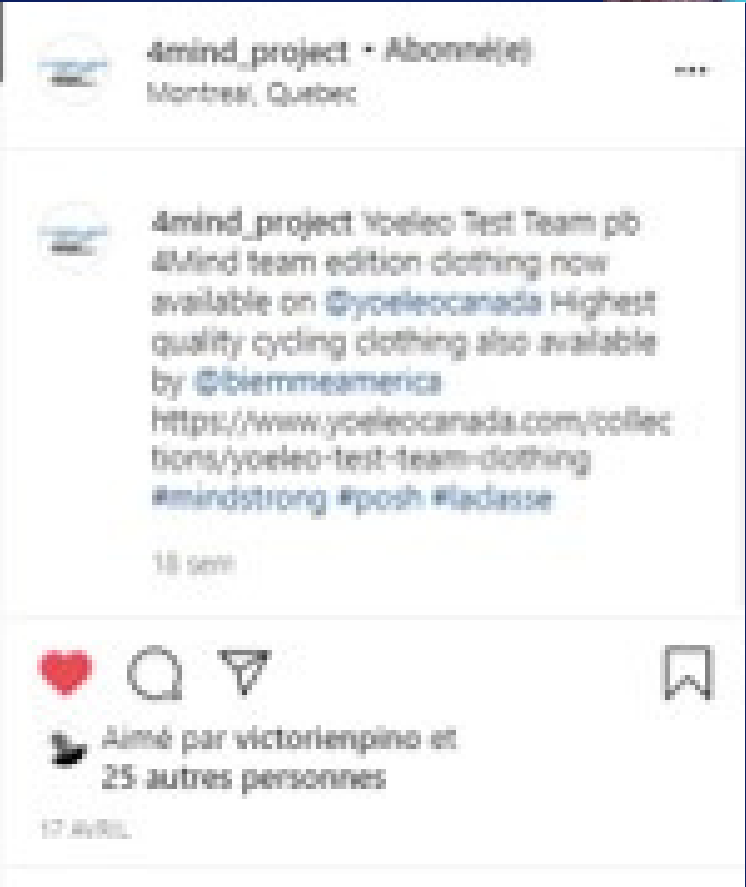
This is our plan as we make sustainable publishing the new standard in the industry.

**Increasing ways around traditional broadcasting avenues, streaming huge amounts of content, sports included.**

In terms of per dollar spent, pro cycling teams produce better quantitative global marketing metrics (impressions, views, audience size) and qualitative metrics (fan-to-brand loyalty) than any other single form of advertisement available, inside or outside of sports.

# Sports that combine social, environmental, and competitive aspects have huge potential in the realm of sports marketing and sponsorship

Weekly publications, daily story, contests,  
Inside team videos during competitions, rider's interview



## Sustainable Sponsorship

Constant feedback with your team



## 2022 Sporting Goals :

- Professionalization
- International sponsorship exhibition
- Improve fundraising push
- Diversify competition calendar

Calendar   AMERICA  
                  ASIA  
                  EUROPE  
                  AFRICA





514-809-9829

Join the  
PROJECT for  
2022!

4mindproject@gmail.com





# Thank you!



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4MIND







# Meet the Team

Alexandre Latil, CEO

William Goodfellow, VP Finance

Montreal, Quebec, Canada



**Stéphane Chainé**

Head Sports Director

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**Dominic Hamelin**

Head Coach

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**Mark Cumberbatch**

Head of communications



# Sponsorship packages

## Gold

Weekly fully streamlined content creation, bi-annual organization of group rides with team vehicles\*, employee coaching to partake in cycling rides, health tips and strava monitoring, organization of bike to work initiative, maintenance of employee bikes

## Silver

Monthly content creation, organization of a company social ride\*, common strava group with employees and team.

## Bronze

Organization of a social ride for your company\*, review of best practices with HR, quarterly content creation

\*based on 4MIND Project event promotion experience  
organizing cycling social events