

A collage of cycling events. The background is a dark, semi-transparent overlay of various cycling scenes. At the top left, a banner reads "MACC ONE LOVE CENTURY". Below it, another banner says "START / FINISH". In the center, a large group of cyclists is riding. To the right, a group of people is standing and cheering. At the bottom, more cyclists are shown in motion. The text "ONE LOVE CRIT" is prominently displayed in the upper middle section.

ONE LOVE CRIT

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**GEORGIA STATE CRITERIUM
CHAMPIONSHIPS**

The joining of two great events on one historic weekend - the One Love Century 20th Anniversary.



2026 marks the 20th anniversary of the Metro Atlanta Cycling Club's One Love Century, benefiting various youth cycling organizations and initiatives across Georgia.

This year, we are introducing the **One Love Criterium**, which will host the Georgia State Criterium Championships, covering Junior, Master, Amateur, and Pro categories.

WHO IS THE METRO ATLANTA CYCLING CLUB?





OUR MISSION

To promote cycling in the Black community and to build camaraderie among all cyclists.

The Metro Atlanta Cycling Club (MACC) began in the mid-80s out of the now-defunct Yellow Jersey Bicycle Shop in South DeKalb. The shop opened its doors not only to serve the cycling community but also to raise awareness of the sport within the Black community.

MACC cyclists can be easily spotted among the colorful jerseys in the peloton. Yellow, red, black, and green are the colors featured on MACC's club jersey, which also displays the legendary 1899 World Champion cyclist, Major Taylor.

Our club consists of riders of various ages, backgrounds, and professions who share a common enthusiasm and love for cycling. Many members are also mountain bikers, coaches, racers, tennis players, swimmers, and runners who participate in a wide range of sports when not on their bikes.

MACC is also home to **MACC Racing**, with racers ranging from novice to Category 1.



WHAT IS THE ONE LOVE CENTURY?

The One Love Century is the premier charity bike ride in the Southeast and truly a cyclist's homecoming.

Held annually each Labor Day weekend, the event features five days of riding and fellowship, with the signature 100-mile ride taking place on Saturday. As many as 2,000 participants are involved in this incredible event, with proceeds going directly to our youth beneficiaries.

Why We Host the One Love Century

More than just a homecoming for cyclists, this event exists to support youth cycling.

The One Love Century provides a remarkable opportunity to positively impact the lives of local youth through registrations and donations. Funds raised directly benefit outstanding organizations, including:

- Major Taylor of Middle Georgia
- BRAG Dream Team
- East Atlanta Kids Club
- DLV Youth Cycling League
- Urban Creek Conservation & Recreation Corps
- Bearings Bike Shop
- Free Bikes for Kids
- MACC Racing Juniors

Over the past four years, we have contributed more than \$200,000 to these incredible organizations.

EVENT PLANS

This will be the **first-ever criterium race hosted by MACC Racing** as part of MACC's One Love Century, and we are honored to host the Georgia State Criterium Championships.

Location: Union City, GA

Date: Sunday, September 6, 2026

Start Time: 8:00 AM

In the true spirit of MACC and One Love, this will be a community-centered event with a strong focus on youth engagement. We will encourage the community to bring family and friends for a full day of racing and fellowship.

The day will begin with our beloved junior races and progress through the categories, culminating with the Pro/1/2 race.

We anticipate participation from vendors, clubs, and race teams from across the country.

The race will be produced by **TopView Sports** and promoted with the assistance of **10x National Champion and Bahati Foundation founder Rahsaan Bahati**.



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR | \$20,000

- Naming rights for an official award or trophy
- Prime name/logo placement across marketing and media
- Placement on winners' jersey
- Promotion through all MACC social and print media
- Special banner/flag on the race course
- Prime tent/vendor space at the start/finish line

GOLD SPONSOR | \$10,000

- Business logo/name on marketing and media
- Placement on winners' jersey
- Promotion through all MACC social and print media
- Tent/vendor space on the race course

SILVER SPONSOR | \$2,500

- Promotion through MACC social and print media
- Tent/vendor space on the race course

COMMUNITY SPONSOR

- Logo included on advertisements and social media announcements

**In order to make this very
special One Love Crit +
Georgia State Criterium
Championships a success,
we need your support!**

Dear Potential Sponsor,

On behalf of MACC's One Love Crit, I am excited to invite you to become a sponsor of this year's event as we proudly host the Georgia State Criterium Championships during Labor Day weekend on Sunday, September 6, 2026.

This year's race holds special significance as it is a key part of the One Love Century 20th Anniversary celebration. In alignment with the mission of the One Love Century, proceeds and sponsorship support will directly benefit youth cycling organizations and initiatives, helping develop the next generation of cyclists while promoting health, wellness, and community engagement.

The event will bring participants from the One Love Century together with competitive racers from across the state while also serving as a vibrant community event for Georgia residents. With strong attendance expected, this race offers a unique opportunity for your business to gain positive visibility while demonstrating meaningful support for young athletes and active lifestyles.

Your sponsorship represents more than brand exposure — it is an investment in youth development, healthy living, and community connection.

Please review the enclosed sponsorship levels to determine how you would like to participate. In-kind donations are also welcome where appropriate.

We would be honored to partner with you for this milestone celebration.

Thank you for your consideration. To sponsor this event or discuss partnership opportunities, please contact me directly.

Best regards,

Eufemia Cabrera-D'Amour
VP, METRO ATLANTA CYCLING CLUB

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