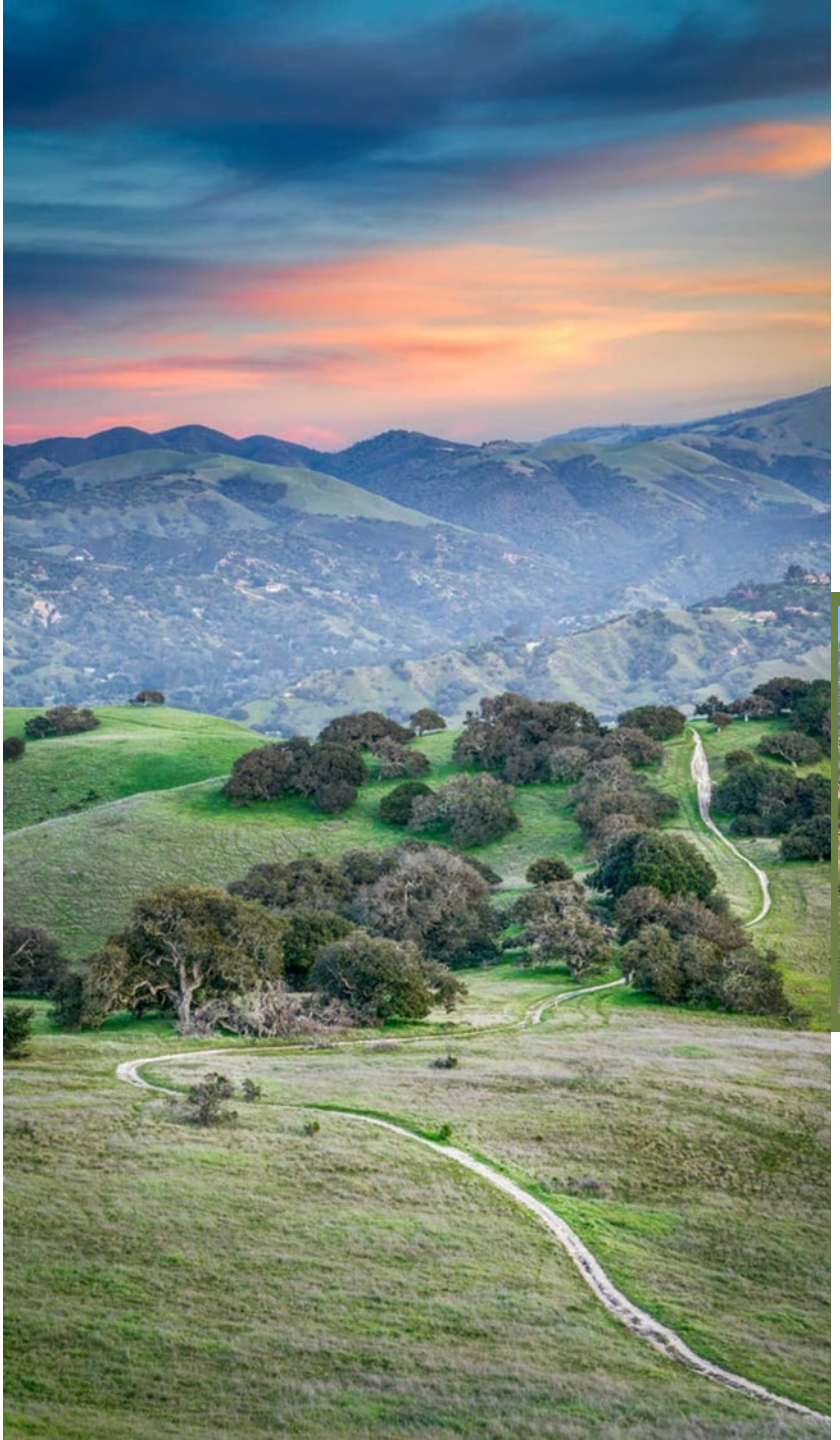
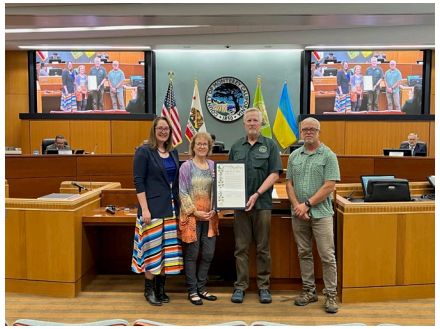


2026 MORCA SPONSORSHIP OPPORTUNITIES

MONTEREY OFF ROAD CYCLING ASSOCIATION
MORCA
EST. 2002

ABOUT MORCA



The Monterey Off-Road Cycling Association (MORCA) is the voice for responsible mountain biking in Monterey County. Since 2002, MORCA has been committed to stewarding the lands on which we ride and to building, sharing, and enhancing mountain biking opportunities for our diverse community. MORCA's work supports our regional recreation economy and engages a broad audience through cycling-based outdoor recreation opportunities for all ages and backgrounds; advocating for trail access; maintaining trails; and fostering goodwill within our community.

From families, schools, local businesses, and local events to land managers and elected officials, MORCA collaborates at all levels of our community to further its mission. Together with our leadership team, members, volunteers, and partners, MORCA delivers positive impacts to our community and public lands.

2024/2025 IMPACT HIGHLIGHTS

COVER STORY

Preparing the trails for Sea Otter Classic's 6,000-plus bikers is a never-ending process for volunteers.

Erik Chalhoub Apr 10, 2025

Enter the volunteers from the Monterey Off Road Cycling Association (MORCA)...

RESTROOMS AND FUNDING FOR BUSY FORT ORD TRAILHEAD

Spearheaded temporary restrooms at Marina's 8th & Gigling trailhead in partnership with Monterey County Parks; raised funds through members and donors; outlined plan for permeant restrooms.

MORCA RECOGNIZED BY BLM LEADERSHIP

Local Fort Ord stewards MORCA, F.O.R.T. Friends, and Habitat Stewardship Project celebrated BLM partnership with tour of monument projects.

RECORD-BREAKING YEAR FOR VOLUNTEER TRAIL WORK

To the benefit of all user groups, MORCA members and volunteers contributed >1,400 hours of trail work toward maintaining and improving trails Monterey County.

MORCA RECOGNIZED BY COUNTY SUPERVISORS

Monterey County Supervisor Askew presented MORCA with a Proclamation for contributions to trail stewardship, public health, local economy, equitable trail access, and outdoor recreation for youth and adults.

MORCA/FREEHUB MOUNTAIN BIKE FILM FESTIVAL DEBUT

Members of greater Monterey's MTB community attended MORCA's first-ever mountain bike film festival produced in partnership with FreeHub magazine.

PAID TRAIL CREW POSITIONS

Received BLM grant funds to pay wages for three part-time (20 hrs/wk) trail crew positions.

LEGACY IMPACT HIGHLIGHTS

Today's web bonus » All the latest from the 49ers, Giants and Warriors. montereyherald.com

DROUGHT
Newsom: Boost water supply projects
Local News » B1

PREP PREVIEW
Stability helps rebuild Soledad football
Sports » A2

PACIFIC GROVE
Beach closed after shark encounter
Local News » B1

MONTEREY COUNTY FAIR
SEPTEMBER 1–5, 2022

Serving Monterey County

MONTEREY HERALD

Partly sunny H: 70 L: 57 PAGE B8

Friday, August 12, 2022 $1.50 FACEBOOK.COM/MONTEREYHERALD TWITTER.COM/MONTEREYHERALD montereyherald.com

FORT ORD NATIONAL MONUMENT

Grant will help improve trails

By Tess Kenny
tkenny@montereyherald.com

A local volunteer effort to revamp trails at Fort Ord National Monument has been awarded federal funding to move forward for the benefit of not just recreation users but the site's environmental durability.

The Monterey Off-Road Cycling Association announced this week that it was awarded a $78,000 grant from the Bureau of Land Management to pursue the first phase of a two-year improvement project at the more than 14,000-acre parcel of public land. According to a press release from the all-volunteer mountain bike club, the grant will help "reduce environmental impact in Couch Canyon and explore an alternative North-South single track connector trail to relieve user conflicts at the Fort Ord National Monument."

One of over 86 miles of trails, Couch Canyon is a 4.8-mile loop near Del Rey Oaks that runs through the Fort Ord grasslands. Initial work imagined by the cycling club includes the construction of a bridge across lower Couch Canyon to reduce erosion from the trail where it crosses an ineffective culvert (a tunnel that channels water under a road or railway).

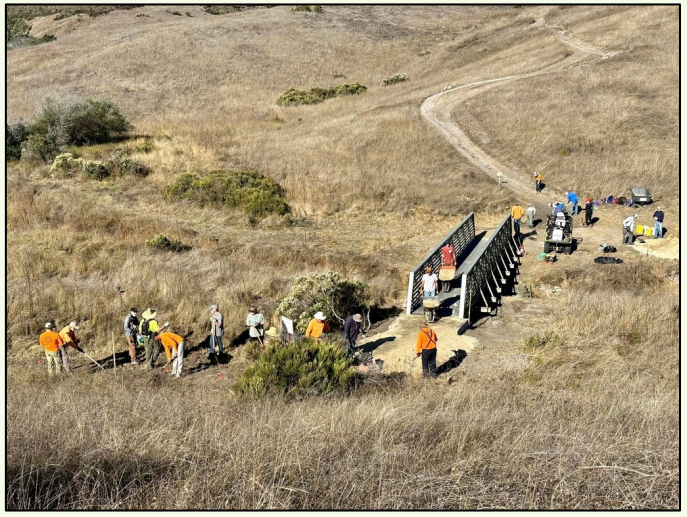
TRAILS » PAGE 3

The Monterey Off-Road Cycling Association has been awarded $78,000.

COURTESY MONTEREY OFF-ROAD CYCLING ASSOCIATION

CLIMATE BILL
SPENDING GREEN BUCKS

POLITICS
Trump's bond



NATIONAL MONUMENT STATUS FOR FORT ORD PUBLIC LANDS

Partnered with Bureau of Land Management (BLM) to secure National Monument status in 2012, creating new funding stream to enhance and conserve Fort Ord.

GRANT FUNDING FOR GREATER MONTEREY COUNTY

Secured more than $100,000 in funding for local trail improvements, community outreach, facilities upkeep and improvement, stewardship opportunities, and more.

COUCH CANYON BRIDGE PROJECT IN FORT ORD

Through BLM grant funds secured by MORCA this project reduces trail-user environmental impacts, improves drainage, enhances the MTB experience for residents and Sea Otter Classic (SOC) riders.

TRAIL MAINTENANCE, ADVOCACY, VOLUNTEERING FOR SEA OTTER CLASSIC

Annually maintain and improve trails used for one of our region's largest events and economic drivers. Established "in perpetuity" event status for SOC through BLM.

TAKE A KID MOUNTAIN BIKING DAY EVENT

Annual event introduces kids to mountain biking, provides peers with service learning and stewardship opportunities, provides bikes & helmets for kids who don't have their own during event.

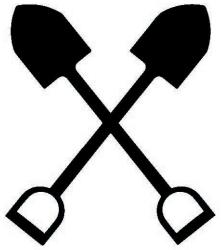
MARINA PUMP TRACK

Spearheaded project by developing community and City Park support, collaborating with local government, earning recognition by the Mayor and City Council of Marina.

MORCA FOCUS AREAS

ENGAGE

MORCA is engaged at all levels of our diverse community to increase equitable access to outdoor recreation, enhance the Monterey County mountain biking experience, and to make Monterey County trails safer, and more inclusive.



BUILD

MORCA builds more than trails. A thriving mountain bike community yields positive health, social, economic, and stewardship impacts. Our projects and initiatives also support hikers and equestrians, improve safety for all user groups, and support regional organizations and their goals.

RIDE

California's Central Coast is a world-class cycling destination. MORCA shares the mountain bike experience with residents and visitors while working to improve equitable and inclusive access to our region's natural resources.

SPONSORSHIP OPPORTUNITIES

ANNUAL PARTNER

Annual partnerships are the backbone to MORCA initiatives and projects. MORCA's Annual Partners can choose from three sponsorship levels: Advocate, Steward, and Leader.

MORCA MEMBERSHIP MATCHING PARTNER

By matching a portion of each MORCA membership fee, the Membership Matching Partner receives special recognition during membership drives and plays an instrumental role across all MORCA focus areas.

TAKE A KID MOUNTAIN BIKING DAY EVENT

Align your business with this signature event focused on youth recreation, service learning, and stewardship.

IN-KIND DONATIONS

MORCA accepts in-kind donations toward sponsorship fees as well as product placement and/or recognition through raffles, giveaways, website listing.

See details and learn more about all sponsorship opportunities on following pages.

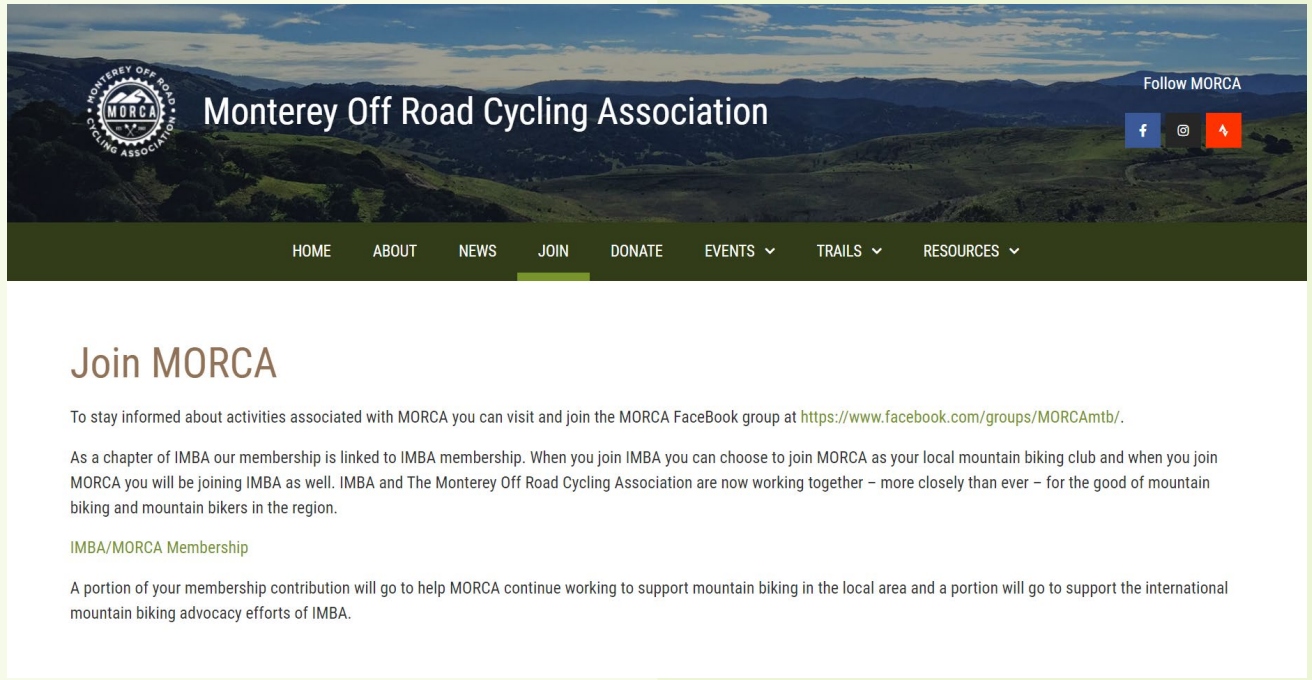
ANNUAL PARTNER SPONSORSHIPS

Annual partners are the backbone to initiatives and projects, helping MORCA reach ambitious stretch goals.

INVESTMENT:	BENEFITS:
LEADER $10,000	• Logo/hyperlink displayed on website home page, website sponsor page, newsletter • TAKMBD Day benefits: banner (supplied by sponsor) displayed, complimentary booth space • Quarterly social media recognition
STEWARD $5,000	• Logo/hyperlink displayed on website sponsor page and newsletter • Quarterly social media recognition
ADVOCATE $2,500	• Logo/hyperlink displayed on website sponsor page • Periodic social media recognition

MORCA sponsorship fees are tax-deductible.
Value of in-kind donations may be applied to sponsorship.

MEMBERSHIP MATCHING PARTNER



OVERVIEW

Membership growth is integral to MORCA achieving its goals. Funds collected from membership fees cover IMBA Chapter costs, insurance, equipment, outreach & events, and more. Increasing membership grows MORCA's volunteer capacity and represents a broader, more inclusive voice from our greater trail community. By matching 50% ($20) of each $39 annual member fee, the Membership Matching Partner adds a powerful incentive to membership drives and boosts annual fundraising efforts.

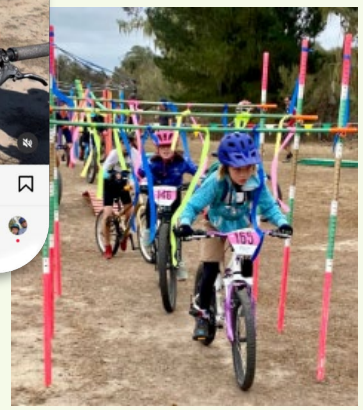
BENEFITS

- Logo/hyperlink displayed on website sponsor page and newsletter
- Recognition during membership drives
- Exclusive branding on membership web page
- Email to all members on sponsor's behalf

INVESTMENT

$2,000 initial investment up to $4,000 cap when MORCA reaches 200 members goal

TAKE A KID MOUNTAIN BIKING DAY



OVERVIEW

MORCA's Take a Kid Mountain Biking Day (TAKMBD) aligns with National Take a Kid Mountain Biking Day. A favorite among MORCA members and partners, this event garners broad community support and brings out the best in mountain biking – more kids on bikes!

From high school service-learning projects to beginner and expert obstacle courses... and from guided rides to raffles, sponsor booths, and food, this event is fun for the whole family.

SPONSOR BENEFITS

- Sponsor banner(s) prominently displayed
- Logo included on event web page and promotional material
- Complimentary booth space

INVESTMENT

- TAKMBD Sponsorship: $500
- Booth space only: $250

IN-KIND DONATIONS

OVERVIEW

In-kind donations are an affordable and convenient way to get your product or service in front of outdoor recreation enthusiasts, land stewards, and Monterey County's greater cycling community. Products are typically showcased and raffled at member/volunteer appreciation events and regional events like the Sea Otter Classic, one our region's biggest events that attracts 75,000 attendees over four days every April.

Pending MORCA board approval, in-kind contributions can be used to offset Annual Partner sponsorship fees.

BENEFITS

- Product showcased and promoted via
- e-newsletter, social media and regional events

INVESTMENT

Determined on case-by-case basis

CONTACT INFORMATION

Lisa Birch, President
birch.lisa@gmail.com
(831)239-7883

Peter Berridge, Vice President
morcacomms@gmail.com
(415)309-8813