



AMERICAN CRITERIUM CUP

2026



WHAT IS THE AMERICAN CRITERIUM CUP?

The American Criterium Cup is a series of six races led by a group of independent criterium race organizers in collaboration with and supported by USA Cycling, with input from professional and domestic teams and athletes.

We are proud to be the official National Criterium Series of USA Cycling.

*AMERICAN CRITERIUM RACING
IS AMERICAN PROFESSIONAL
BICYCLE RACING.*

Proven to be both sustainable and popular with the athlete, public, and sponsors, the best criteriums in the U.S. attract thousands of spectators, and are consistent and stable fixtures for American bicycle racing and the communities they race in. This series draws the largest fields, providing a fan-friendly and exciting atmosphere.

The American Criterium turns each community into a stadium and a celebration that reflects the culture of each city.



2026 CALENDAR



SAINT FRANCIS TULSA TOUGH
JUNE 6



TOUR OF AMERICA'S DAIRYLAND
JUNE 27



BAILEY & GLASSER LLP
TWILIGHT CRITERIUM
JULY 11



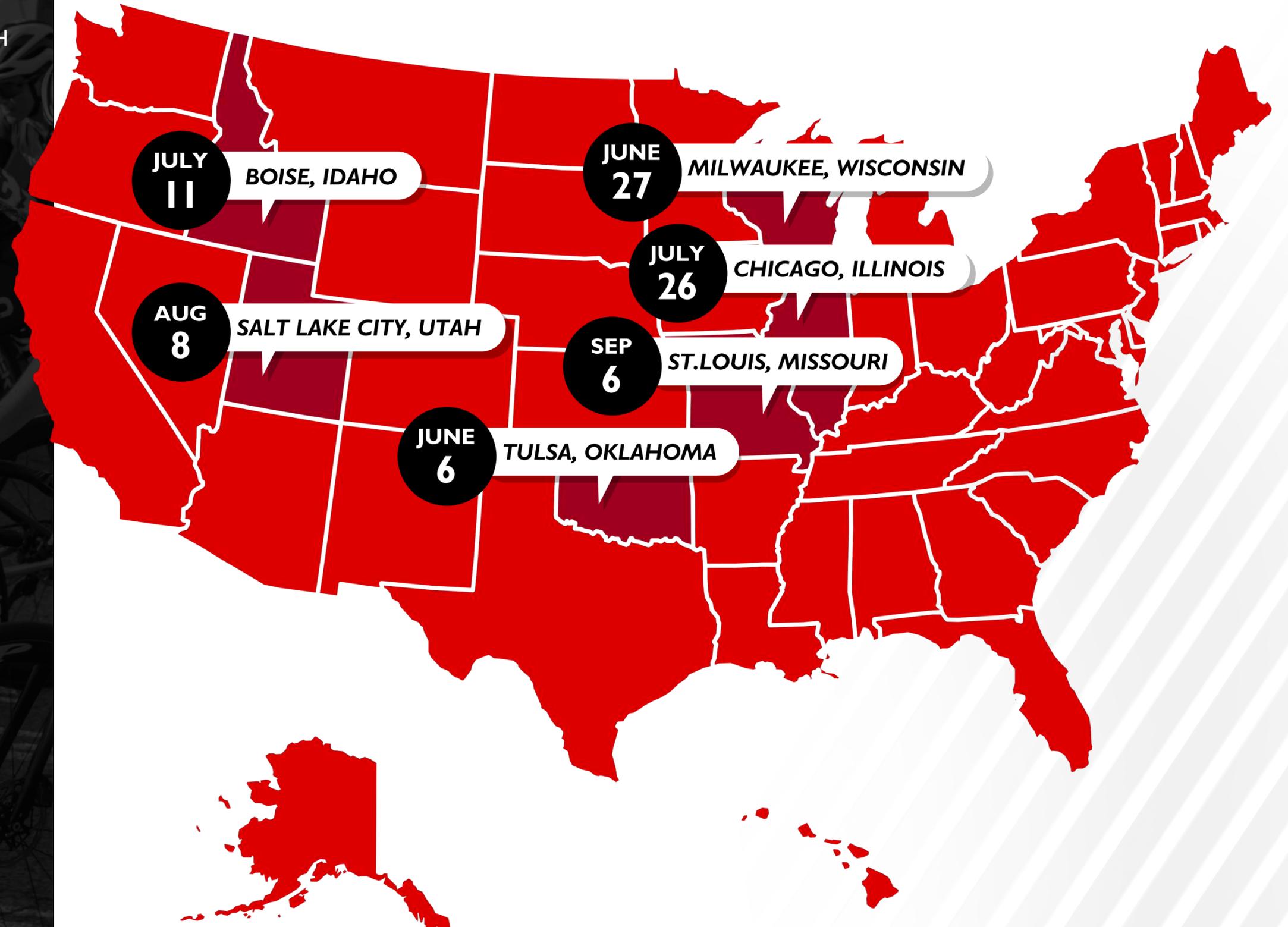
CHICAGO GRIT
JULY 26



UTAH CRITS
AUGUST 8



BOMMARITO AUTOMOTIVE
GROUP GATEWAY CUP
SEPTEMBER 6



BY THE NUMBERS

The American Crit Cup series features top US and international cyclists and teams. Spectators and racers come from across the globe to be a part of these events. American Criterium Cup (ACC) sponsors see an increase of exposure in all regions leading up to and throughout each race.



92K

Spectators Across 6 ACC Events

98K

Digital Media Followers

333K

Email Impressions

1.8M

Web Impressions

6,560

Racers

\$150K

ACC Series Purse divided equally between Pro Men and Pro Women

\$96K

Cash Purse Across 6 ACC Events

SPONSOR BENEFIT HIGHLIGHTS

WHAT SHOULD I EXPECT?



Year-round digital media presence that increases significantly during the three-month race series



On-Site signage course-side and at all awards ceremonies



Jersey branding



Product Placement



SPONSORSHIP LEVELS

	TITLE SPONSOR (\$100K)	PRESENTING SPONSOR (\$50K)	LEADER JERSEY (\$25K)	SPRINT JERSEY (\$25K)	JUNIOR SERIES SPONSOR (\$25K)	TEAM (\$10K)
Digital Media Coverage	★	★	★	★	★	★
Press Release	★	★	★	★	★	★
ACC Website	★	★	★	★	★	★
Jersey Branding	★	★	★	★	★	
Product Placement	★	★	★	★	★	
Awards Ceremony 	★	★	★	★	★	
Naming Rights	★	★				
Course Branding	★	★				
On-Site Activation	★					
U23 Men's or Women's						★



EXCLUSIVE NEW SPONSORSHIP OPPORTUNITIES

SOCIAL MEDIA SPONSOR



Gain high-visibility digital exposure as the Official Social Media Sponsor of the American Criterium Cup, with logo placement on social media graphics and reels plus brand recognition and tagging in post captions.

WEBSITE SPONSOR



Showcase your brand as the Official Website Sponsor of the American Criterium Cup, with prominent logo placement across the ACC website for maximum visibility and recognition.

RACE RESULTS SPONSOR



Feature your brand as the Official Race Results Sponsor of the American Criterium Cup, with logo placement on our Race Results website page, one of the most frequently visited website pages during race season by riders, fans, and media.



**CONTACT US TO
SHOWCASE YOUR
BRAND ACROSS THE
COUNTRY**



**AMERICAN
CRITERIUM CUP**

American Criterium Cup

For sponsorship information, contact:

Jay Indovino

jayindovino@gmail.com

314-409-4856

ACC Board Contacts

Mike Cooley mike.cooley1958@gmail.com

Mike Weiss mike@bigshark.com

Bill Koch bkoch54@toadinfo.com



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