



UNITED

presented by



INSPIRE ATHLETE MANAGEMENT

UNITD

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WE'RE DIFFERENT. IN A GOOD WAY.

THE PEOPLES' CHOICE

When UNITD emerged in January, 2024, the Gravel world instantly took notice. From the bike's head-turning paint jobs, to the eye-catching team kit, to the loud social media content, it was impossible to miss this disruptor team.

Underneath all the flash, it was really the story that UNITD had to tell that caught the hearts of fans. Riders that are not only great racers, but are also fun, engaging, and relatable, are at the core of our success.

UNITD stands outside the status quo - against the grain. We are not just a different team - we are at the forefront of defining what a top privateer gravel team looks like.

 **luco.neree** 12w · ❤️ by author ❤️ 12
Way to lighten up the mood a bit and have fun. Isn't that the spirit of gravel 😊 Have an awesome race experience, and be sure to give us a post race Team United update.

 **_tyty22_** 12w ❤️ 1
I love this team

 **holyspiritofgravel** 12w ⚡ · ❤️ by author ❤️ 51
Wow, I think we just found the fan favorite "team of privateers" three's company trio of gravel. Nice work!

 **palealien207** 12w · ❤️ by author ❤️ 27
Greatest IG bike check/ content ever

 **aplatypusworld** 12w · ❤️ by author ❤️ 5
This team is sick. Love it.

 **justinmccallthayer** 6w · ❤️ by author ❤️ 6
This team seems like they are genuinely having fun, it's refreshing.

 **jamtoz** 12w · ❤️ by author ❤️ 2
Seriously this trio is AWESOME!! 🔥🔥👏

 **critrcr** 12w · ❤️ by author ❤️ 12
Love this team. They have have the right attitude. Good luck to all of you !!

 **wonderbrahe** 12w · ❤️ by author ❤️ 2
[@felt.un1td](#) this is the most entertaining vid I've seen for ages. 🙌 keep it up. I was laughing and listening. Great work! 👏

MEET THE ATHLETES

Dylan Johnson

Dylan is both a successful bike racer and cycling YouTuber. His channel has reached 181k subscribers and over 19 million total views and continues to grow every day. With a degree in Exercise Science from Brevard University, Dylan takes a highly scientific approach to training, nutrition, and gear, and share every detail with his audience. His constant chase of marginal gains has made him arguably the most influential person in gravel right now. His followers relate to him because they can use the same tips and tricks to improve their own performance.

This year, Dylan put his money where his mouth is, securing a number of strong results at the biggest races - most notably, his 10th-place finish at Unbound. Dylan's boundless knowledge and positive attitude help build his own following, and that of UNITD.

NOTABLE RESULTS

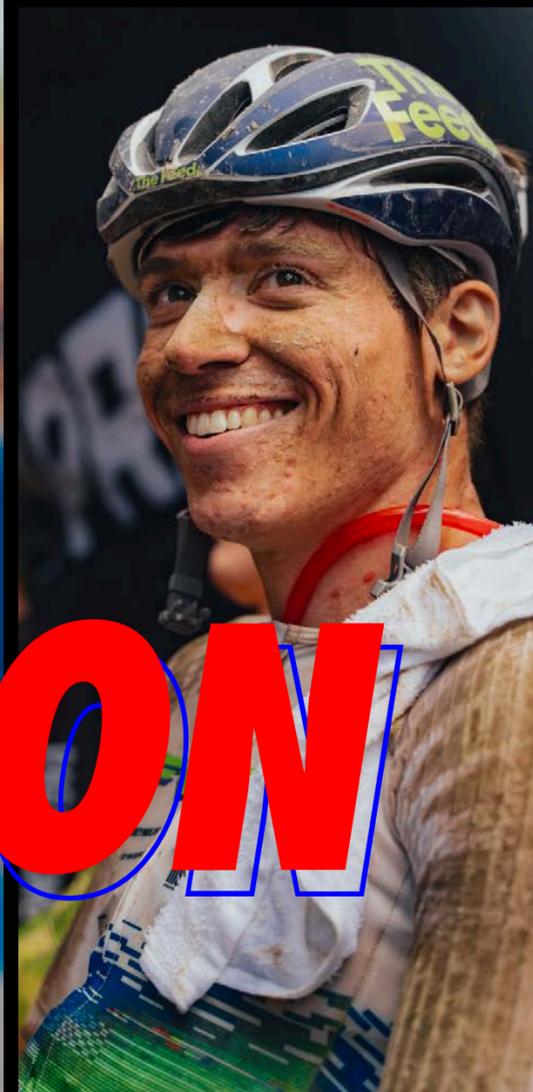
- 10th - Unbound (2024)
- 5th - Mid South (2024)
- 2nd - BWR North Carolina (2023)
- 17th - Unbound (2023)
- 4th place Croatan Buck Fifty (2023)
- 6th place BWR Michigan (2022)
- 3rd - BWR Triple Crown of Gravel (2021)
- 4th - BWR Cedar City (2020)

 @dylanjawnson - 59k followers

 @DylanJohnsonCycling - 181k subscribers



JOHNSON



MEET THE ATHLETES

Adam Roberge

Adam Roberge is the current Canadian National Gravel Champion. Known for his no-apologies style of racing, he was arguably the first to redefine “the Spirit of Gravel” as full-on, flat-out racing. Not afraid of hard work, Adam has a packed race schedule with events across the continent, yet still manages consistent top results throughout the year. When Adam joined UNITD, he was reunited with former Jukebox teammate Dylan Johnson. Adam and Dylan are able to continue their dynamic team relationship, collaborating on informative and entertaining content, as well as helping each other out in training and racing.

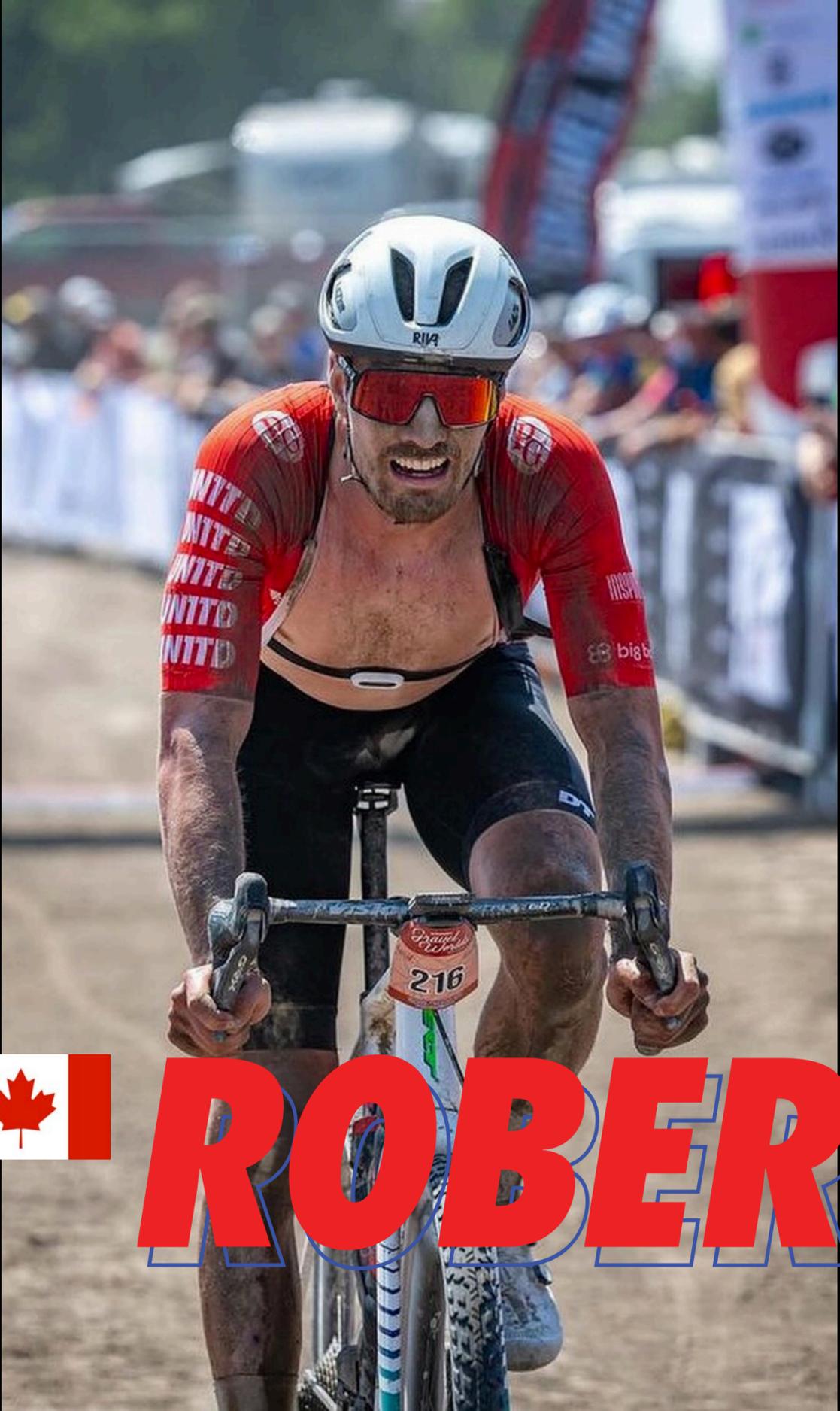
- NOTABLE RESULTS
- 4th - Lauf Gravel Worlds (2025)
 - 2nd - Core4 (2025)
 - 1st - Mallorca 312 (2025) - New course record
 - 3rd - Gravel Worlds (2024)
 - 1st - Canadian National Gravel Championships (2024)
 - 2nd - BWR Utah (2024)
 - 1st - Gravel Locos (2023)
 - 1st - BWR North Carolina (2023)
 - 8th - Unbound (2023)
 - 1st - Gravel Worlds (2022)
 - 1st - Big Sugar Gravel (2021)
 - 1st - BWR Triple Crown (2021 GC Winner)

 @adamroberge - 17k followers

 adamroberge.com



ROBERGE

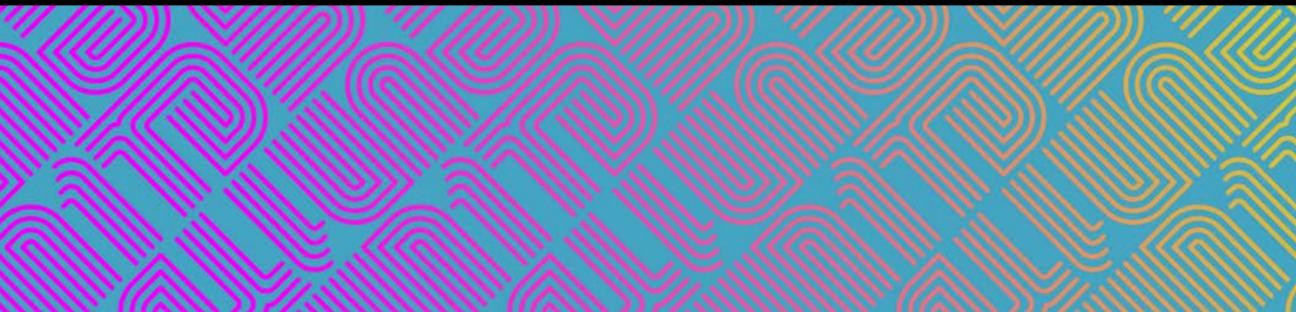
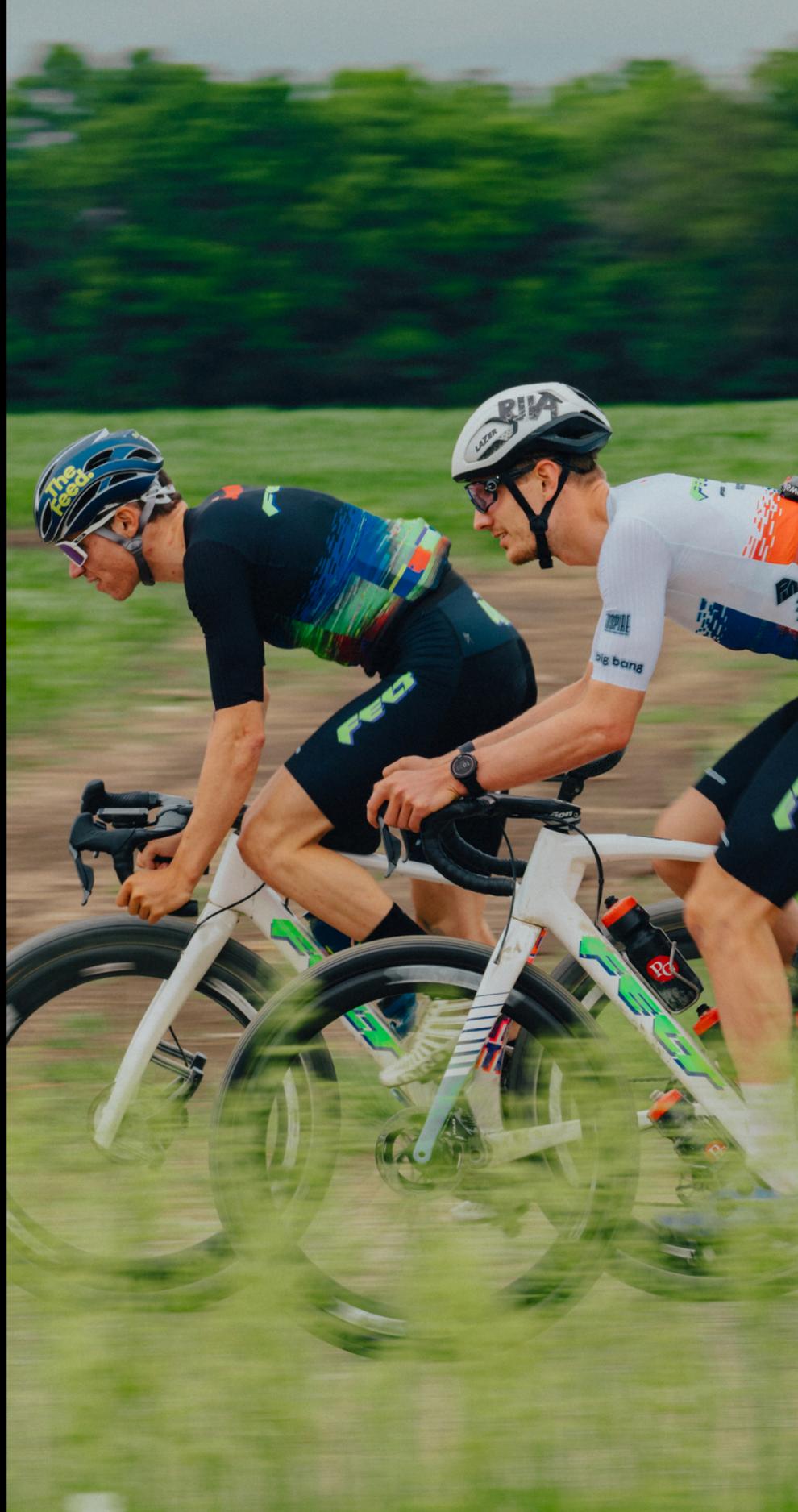




PARTNERSHIP RIGHTS

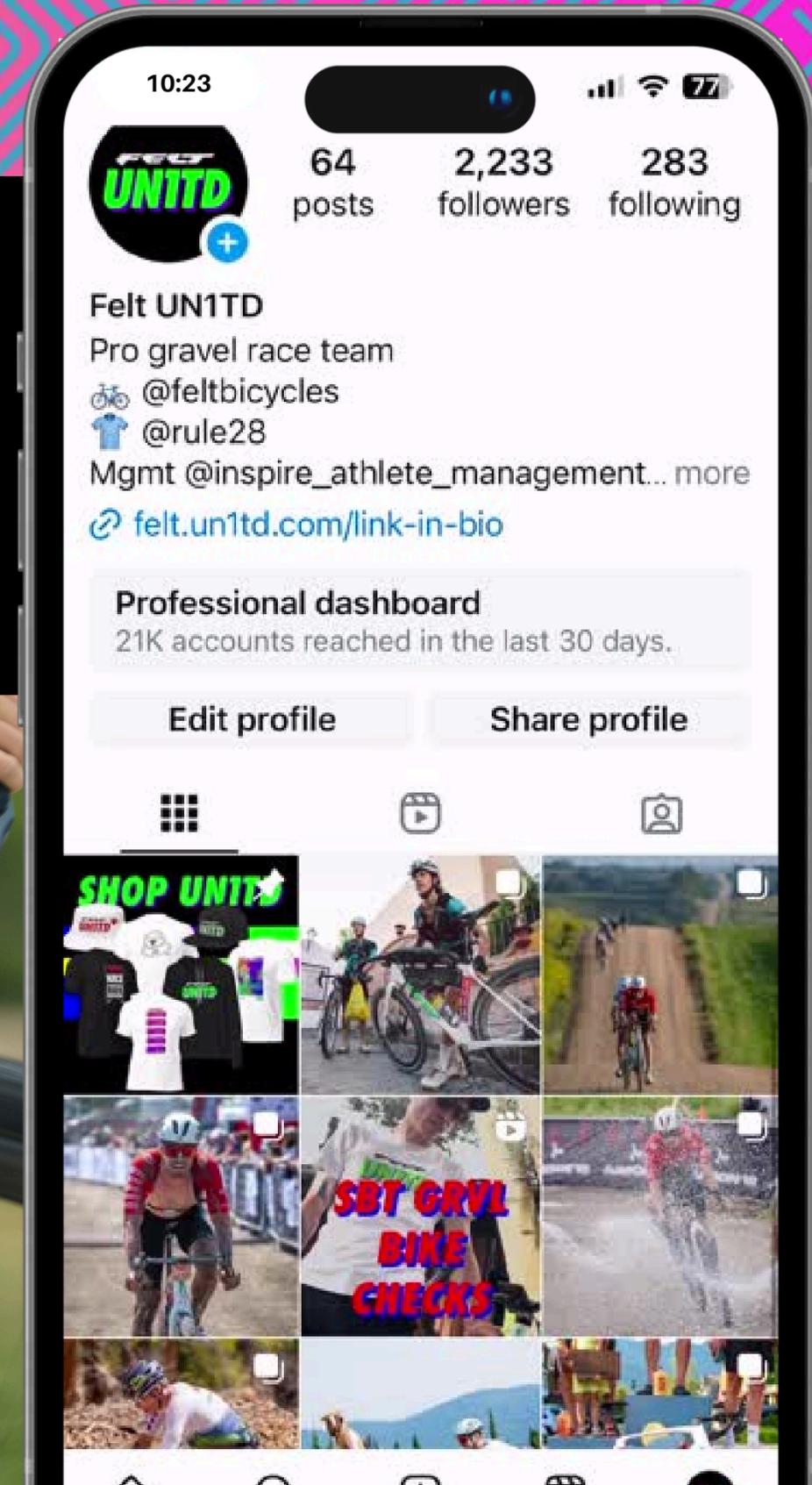
Rights associated with each athlete include:

- **Category exclusivity:** The exclusive right for your brand to be identified as an official sponsor to CYCLISTS
- The right to use CYCLISTS' individual logo), as well as any other approved marks that may be developed by the CYCLISTS during the term.
- The right to associate your brand name, trademarks, logos, or other similar intellectual properties within your brand category, with CYCLISTS.
- The right to an official sponsor link, using your brand logo, on the CYCLISTS website. The right to create a microsite off of the CYCLISTS' official website to demonstrate your brand's involvement with the CYCLISTS.
- The right to use the phraseology: "Proud sponsor of CYCLISTS".
- Logo on CYCLISTS' official jersey
- A series of full day appearances (number of days to be discussed) over the course of the agreement for photo shoots or promotional purposes.



SOCIAL MEDIA

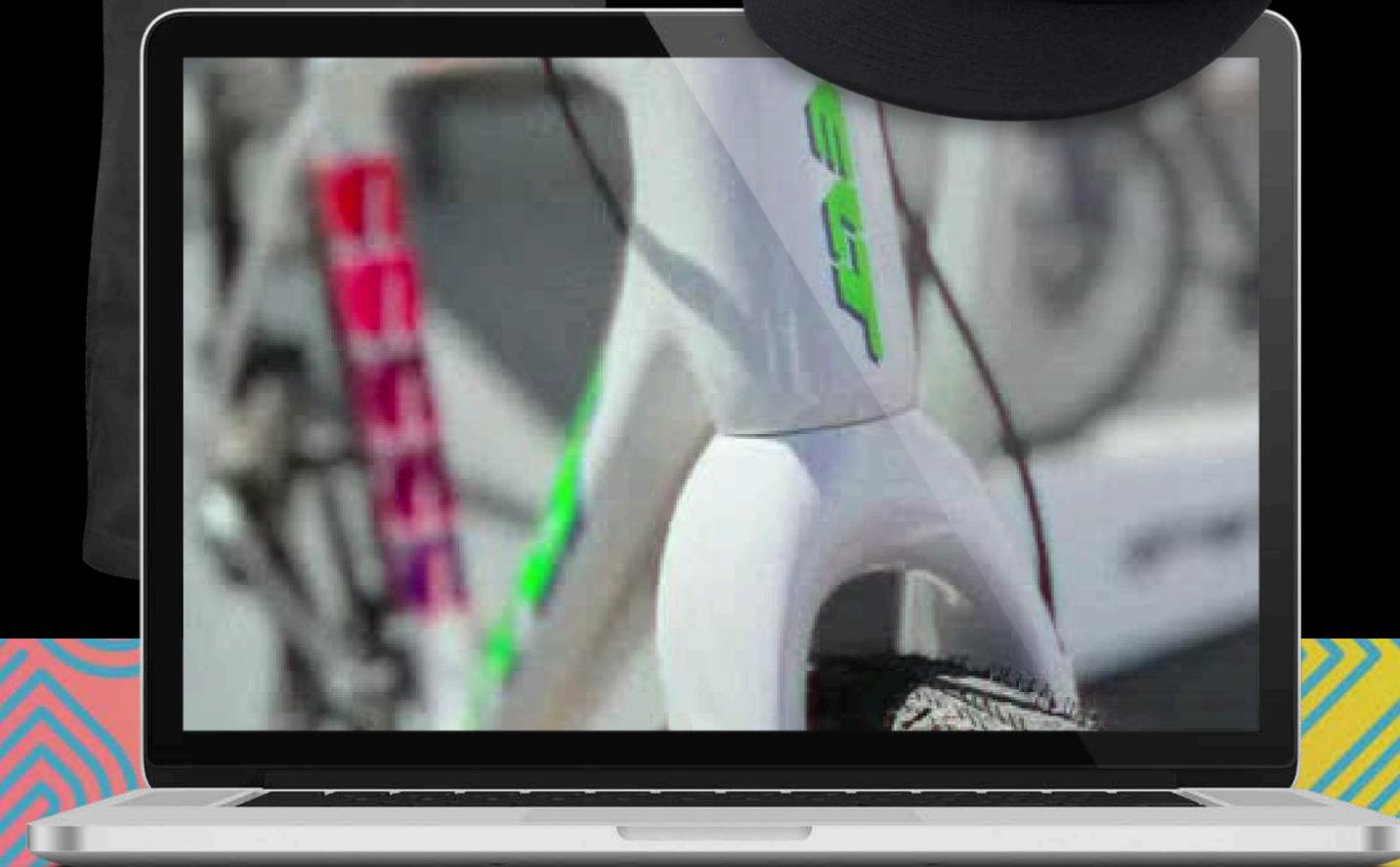
- All Riders will post a minimum of 10 stories per year on their respective social channels
- Two product reviews per year on own channels and integrating brand's social feeds
- Logo visibility, tagging (@brandname #brandname)
- One story per quarter on Instagram and other channels
- Opportunity to create a singular or collective piece of content that will be posted on all athletes' social channels





OTHER MARKETING ASSETS

- The right to take or use video or film footage of athletes seen during training or competition provided this footage is not the copyright property of third parties, and provided that such use or production does not conflict with CYCLISTS' agreements with television rights holders.
- The right to create artwork of CYCLISTS attired in or connected with a product or service.
- The right to produce and give away, subject to prior written approval by CYCLISTS, promotional items such as caps, t-shirts, pens, crests, decals, or other similar materials incorporating the aforesaid logo and phrases.
- The right to create a signature series of branded products for sale based on a licensing agreement with the athlete and IAM.
- Access to CYCLISTS at various events where your brand is present for up to 30 minutes (meet and greets, autographs, etc).





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Inspire Athlete Marketing can assist in the marketing and amplification of your marketing efforts for an agreed to fee, including:

- Graphic Design
- Content Creation
- Industry and Non-industry Public Relations
- Event Management at key events



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