



Become part of the movement

Sponsorship opportunities for
companies in the cycling industry

**2027 WiCG
Summit
Edition**



Women in Cycling Germany is the network by and for women in the cycling industry.

Since January 2024, more than 700 experts from business, politics, academia, public administration, sport and civil society have been volunteering for greater representation and structural change in the cycling sector. They are organised in 8 regional hubs, 8 working groups and an advisory board of 17 experts. The network is supported by the non-profit Velo Stiftung gGmbH.



Our working groups

Public
Administration

Mentoring

Events

Workforce

Finance

Retail

Communications

Industry Audits

VELOA

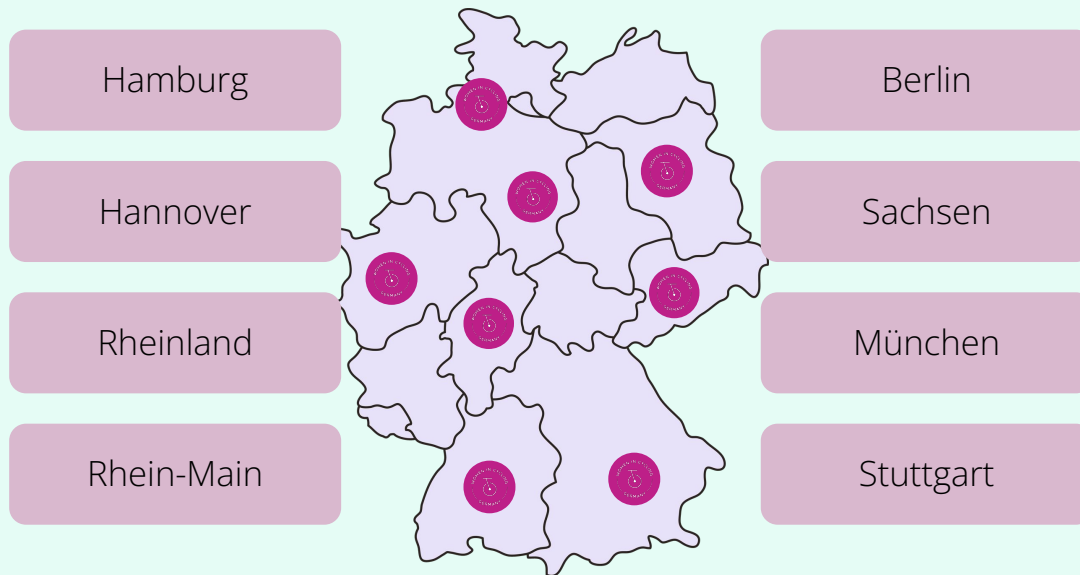
Lunch Talks

Research

**with more than 60 active
women.**



Our regional hubs



reaching more than 265
experts.



Link to
survey

Study on working conditions in the cycling industry

- **Glass ceiling in leadership and pay:** Only 30% of top management positions are held by women. In retail and manufacturing, the share drops to 22–23%. Women are heavily underrepresented in higher salary brackets and see clear disadvantages in pay and promotion.
- **Unequal workload in operations:** Women in retail, sales and manufacturing in particular experience an unfair distribution of tasks and an unequal workload.
- **A clear call for change:** Respondents want equal and higher pay, flexible working models and visible female role models in leadership.

One in ten women is considering leaving the industry. A clear signal to rethink in times of skills shortages.



[Link to
study](#)

Study on women as an economic growth driver

- **Women are underrepresented in market revenue:**
Women make up 51% of the population, but they account for only 38% of cycling industry revenue.
- **Five target-group clusters, two with high potential:** The study identifies five clusters in how women use bicycles. Two of them stand out:
 - **“Safety Seeking”** are motivated everyday riders held back mainly by safety concerns and a lack of infrastructure.
 - **“Service Oriented”** are active everyday riders with a high need for advice and support.
- Together these two groups make up **almost 50% of all women**, and they are considered especially easy to activate.

If women are activated as a target group, the market can grow by up to €950 million by 2030. A clear opportunity for new concepts.



Bis zu 950 Millionen Euro Potenzial

was die Fahrradbranche bei Frauen liegen lässt

Eine neue Studie prognostiziert für den Fahrradmarkt eine Stagnation bis zum Jahr 2030 – und gleichzeitig ein großes Wachstumspotenzial in neuen Zielgruppen, allen voran in der weiblichen Käuferschaft.



Thomas Paatz · Lesezeit ~3 Minuten

Veröffentlicht in Nimm's Rad - Der Podcast · 20. Juli 2026

News per E-Mail?

Als Newsletter

oder auf Google

News folgen



Women in Cycling Summit: Rekord-Beteiligung und neue Impulse

Montag, 9 Feb 2026 | Lesezeit: 3 mins



JANUAR 2026

Cycling Germany Summit gastiert in

2026 findet der nächste Women in Cycling Germany Summit in der RheinMain in Wiesbaden statt. Das bundesweite Netzwerk aus Fahrradwirtschaft, Verwaltung, Politik, NGOs, Handel, Start-ups und Radsport zum zentralen Thema.

Das Cycling Germany vertritt die Vision einer Fahrradbranche, in der Frauen einflussreich und gestaltend tätig sind. Der Summit bringt

Initiativen.

Der Women in Cycling Germany Summit setzte Anfang 2026 in Wiesbaden ein Zeichen für mehr Sichtbarkeit und Einfluss der Fahrradbranche. Mit 140 Teilnehmerinnen erreichte das Branchentreffen eine neue Bestmarke.



Foto: Women in Cycling

Die Teilnehmerinnen verzeichnete der Women in Cycling Summit in Wiesbaden ein deutliches Wachstum in der Sichtbarkeit, politische Teilhabe und neue

Our reach

2.779 LinkedIn followers

850 Newsletter subscribers

280 WhatsApp Community members



News

Market Data

Business

Innovation

Laws & regulations

Innovations

中文部份

Women in Cycling: Industry neglecting 950 revenue opportunity

Burgin | Published: 02 Jul 2026 | Last update: 17 Jul 2026

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Women Are the Cycling Industry's Greatest Growth Opportunity

26th June, 2026 | Highlight, News

Women generate €4.46 bn - and are still underrated

Despite making up 51% of the population, women account for only 38% of bicycle segment revenues

€4.46 bn

Current women's total

51% pop.

Women's share of the

> 1/3 mkt.

Women's share of total



WOMEN IN CYCLING

— GERMANY —

SUMMIT

Chain reaction.
More women. More demand.
More growth.

28. till 29. January 2027 in Frankfurt



Story of the Women in Cycling Germany Summit

2024, Berlin: the starting gun. An idea becomes a network that picks up speed straight away. 2025, Kassel: the chain engages. Momentum turns into direction, and vision and structure take shape. The first hubs and working groups carry the network across the country. Since November: Women in Cycling Germany has a permanent home, with its office at the Velo Stiftung gGmbH. It is funded through the VELOA project under the National Cycling Plan (NRVP). 2026, Wiesbaden: full throttle. Record attendance with 140 participants, 3 keynotes, 10 masterclasses and 35 speakers, plus the founding of the advisory board.

2027, Frankfurt: the next chapter, with you as a partner.



WiCG Summit 2027 programme

Thursday, 28.01.2027 –
pre evening

Women & Allies*

Get-together with panel discussion and networking, as a relaxed kick-off for getting to know each other.

Friday, 29.01.2027 –
Summit

Women only*

A full day of keynotes, the study presentation and masterclasses, in which experts work together to translate the study “Women - the underrated growth driver” into practice. There is plenty of time for networking in between.



Sponsorship packages

	Bronze 1.000€	Silber 2.500 €	Gold 5.000 €	Platin 10.000 €
	3-5x	3-5x	2x	1x
Logo on velostiftung.de website	✓	✓	✓	✓
Logo on logo wall at the summit	✓	✓	✓	✓
Mention in summit newsletter	-	1x	2x	3x
Mention on LinkedIn	-	-	✓	✓
Summit tickets	-	2	4	6
Logo in programm and announcements	-	-	-	✓
Names as Platin partner in the press release	-	-	-	✓
Product in the participants goodie bag	(✓)	✓	✓	✓

Why support the Summit?

- **€950 million market potential by 2030:** Women make up 51% of the population but generate only 38% of cycling market revenue. Your sponsorship gives you direct access to this target group and to the experts who understand it best.
- **Your contribution has a direct impact, not a symbolic one:** Silver funds merch and communications. Gold enables free tickets and a speaker. Platinum carries the programme and the eve event. Every contribution is clearly attributable, unlike vague sponsorship.
- **Diversity demonstrably pays off:** Companies with at least one woman on the board see +1.8 percentage points EBITDA margin, compared with +0.6 for all-male boards (BCG 2025). Plus, you gain access to more than 700 women professionals in an industry facing a skills shortage.



A portrait of a smiling woman with shoulder-length brown hair, wearing a light blue t-shirt and small gold hoop earrings. She is positioned on the left side of the image against a solid magenta background.

WOMEN IN CYCLING

— GERMANY —

SUMMIT

Become our Partner 🤝

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Registrations
by 15.
November

Donation for the
network rather
than a
sponsorship?
Let's talk!

