



Downingtown Mountain Bike Team

2021 Team Sponsorship Opportunities



Strengthening body, mind, character, and communities through interscholastic cycling

The Downingtown Area Mountain Biking Team and families thank you for your interest in helping our student athletes participate in the Pennsylvania Interscholastic Cycling League's 2021 season. The PA league operates under the National Interscholastic Cycling Association (NICA), a nonprofit 501(c)(3) organization that is fully insured and underwritten.

There are currently 29 state leagues operating across the United States, each consisting of co-ed riders from 6th to 12th grade. Race categories include Middle School, Freshman, Sophomore, Junior Varsity and Varsity. The season runs from July to the first week in November with races starting in September. In the first inaugural season in 2016, Pennsylvania had 20+ high school teams compete, drawing over 200 riders and 500 spectators at each race, which set a NICA league record for an inaugural season. 2021 will be the sixth season and the league is on pace to have over 750+ riders and 800-1000 spectators per event! The Downingtown Team started with just 7 riders and 2 coaches in 2016, has grown to over 55 riders and 26 coaches/ride leaders in 2020, and anticipate having at least 60 riders and almost 30 coaches/ride leaders in 2021! Our ultimate goal is to make this LIFELONG sport accessible to more youth.

Building character while becoming trail stewards

In 2017, the Pennsylvania Interscholastic Cycling League created Teen Trail Corps which promotes teaching our young riders the importance of trail stewardship through promoting the principles of Speak, Build, Respect, and Ride. Last year, Dtown MTB participated in several trail maintenance days at Marsh Creek State Park and Harmony Hill Nature Area. Over the course of the 2020 season, our student-athletes, their parents and siblings, and our coaches volunteered over **200 hours** to maintaining the trails in our community. Our goal is to give 300 hours of service in 2021. The Downingtown Mountain Bike Team is very proud to have among its student-athletes several Teen Trail Corps Captains, who have received extensive training in trail maintenance and help lead our trail maintenance activities.



OUR CORE VALUES

- **FUN** - NICA inspires friendship, joy, and adventure.
- **INCLUSIVITY** - NICA believes everyone should be able to participate in our programs and feel welcomed, respected, and supported.
- **EQUITY** - NICA is committed to fair treatment, equal access, opportunity, advancement, and elimination of barriers to encourage participation for all.
- **RESPECT** - NICA expects consideration for all others, one's self, and the outdoors.
- **COMMUNITY** - NICA unites diverse people, families, and communities through cycling by creating fun and welcoming experiences.

What does it take to get these Student-Athletes rolling?



Student Athlete Expenses:

- **Annual Athlete Registration Fees:** \$450 per athlete (league fee, race jersey, & team dues)

Team Expenses:

- **Team League Fees:** \$200
- **Team Gear Wishlist:** \$1000 for items including portable bike racks for races, tools, spare bike parts, folding benches, additional team radios, first aid kits, etc.
- **Reimbursement of Coaching Costs:** \$3000. Having a highly trained coaching staff is vital to team operation and the safety of our student-athletes. In order to lower the barrier for entry and advancement, the team will reimburse all training-related fees for our coaches upon completion of each coaching level.
- **Team Scholarship:** We would like to offer scholarships to offset some or all of team dues (upon request) so that the cost is not a barrier to participation for any student.

Sponsorship Opportunities:

Downingtown MTB is 100% self-funded! (i.e., no funds from school or other organizations)

Sponsor donations can be in the form of product donations or financial support. Qualifying sponsors (see below) will be recognized based on their tier. ALL sponsorships earn full color logo placement in team event invitations and pamphlets, linked advertisement on website and team Facebook and Instagram with shout-outs and links. Photographs of logo items at events will be posted on social media (with respect to athlete privacy considerations).

Annual Sponsor Tiers & Logo Placement (see table for full explanation of benefits):

Bronze	\$125 – Company recognition on the Team Website, Fliers, Social Media, etc.
Silver	\$250 – Bronze + Recognition on team T-shirts
Gold	\$500 – Silver + Recognition on yard signs at practices and team tent during race weekends
Platinum	\$1000+ – Gold + Logo on Team Trailer; Logo on race jerseys, and ads on team website

***PLEASE NOTE:** Downingtown MTB is NOT a Non-Profit Organization. Therefore, your sponsorship is in exchange for advertising.

Thank you to our 2019 Sponsors!

Since COVID canceled our race season in 2020, the team did not pursue sponsors because we did not feel we could provide the visibility our loyal supporters deserved. However, on behalf of the student-athletes, coaches, and families of the Downingtown Mountain Bike Team, we'd like to extend a huge THANKS for the generous support of our 2019 Sponsors for helping to keep our team rolling! We look forward to partnering with you again!

Arters Property Maintenance

Brandywine Oral and Maxillofacial

EC Trethewey Building Contractors

Exton Pharmacy at Marchwood

J&B Importers/Origin8

J*LIS Management Consulting

Katja's Empanadas

Kelly Law Group

LowRiders Bikes & Boards

Ludwig's Corner Vet Hospital

Matunis Vets, Inc.

Mid Atlantic Pine Straw Mulch, Inc.

Moore's Furniture

Pine Street Carpenters

Restorative Chiropractic

Summers Laboratories

Tri-PAC, Inc.

Trojanov Insurance Agency, LLC

True Horizon Wealth Advisors, LLC

Weitzman Technology Solutions

Wright Insurance Group



So, who wants to help us get #MoreKidsOnBikes?

2021 Team Sponsorship Form



Company Name: _____

Sponsorship Tier/Amt.: Bronze Silver Gold Platinum Other Amt: _____
(please circle level)

Water Bottle Sponsorship

I'm interested in future special sponsor opportunities

Contact Name(s): _____

Contact E-mail(s): _____

Contact Phone(s): _____

Referring Team Member: _____

Please return this form, check, and company logo by **July 15, 2021** for Silver, Gold, and Platinum sponsorship levels for inclusion on t-shirts and race jerseys (due to printing deadlines). All other levels of sponsorships are due by **Sept. 1, 2021**. Kindly send your company's logo to: downingtowntmb@gmail.com in "vector" file formats, as this is what the printer prefers, however they can sometimes work with others such as .pdf, .png, .jpg, etc. depending on image size.

Please make checks payable to **Downingtownt Mountain Bike Team**.

Mail to: Danielle Rossney - Downingtownt MTB Team

Director of Sponsorship
101 Woodcrest Drive
Downingtownt, PA 19335

Sponsorship Levels

	Bronze	Silver	Gold	Platinum
Recognition on team website and flyers	✓	✓	✓	✓
# of Mentions on Social Media* (throughout season, Jul - Nov)	2 (beginning and end of season)	3 (every 6 wks)	1/mo	2/mo
Recognition on team t-shirts		✓	✓	✓
Recognition on yard signs at race and select practices			✓	✓
Logo on team trailer				✓
Logo placement on team race jerseys				✓
Ad placement on team website				✓
Sponsor Amount	\$125	\$250	\$500	\$1000+

* Sponsor to supply content for each social media mention. Posts will go out on Facebook and Instagram.

Special Sponsorship Opportunity: ONE sponsor can opt for a \$500 sponsorship of team water bottles. Bottles will feature team logo on one side and sponsor logo on the other side. First sponsor to reply gets to hydrate our team!

Other special opportunities may become available later in the season. Please reach out if you would like to partner with us in other creative ways.

2021 PA League Race and Adventure Weekend Events (subject to change based on COVID conditions):

- Race & Adventure Weekend Grinnin' at Granite, Granite Hill Campground, Gettysburg, PA
- Race & Adventure Weekend Boyce Big Ring, Monroeville, PA
- Race & Adventure Weekend Fair Hill PICL Rally, Fair Hill Nature Preserve, Elkton, MD
- Race & Adventure Weekend Johnstown Showdown, Johnstown, PA
- Adventure Weekend Raystown Radness and PICL Jam, Raystown Lake, PA

Contact Information

- NICA (National Interscholastic Cycling Association): <http://www.nationalmtb.org/>
- PICL (Pennsylvania Interscholastic Cycling League): <http://www.pamtb.org/>
 - Email D'town MTB Team: downingtowntmb@gmail.com
 - Facebook: <https://www.facebook.com/Downingtowntmb/>
 - Website: <http://downingtowntmb.org/>
 - Instagram: <https://www.instagram.com/downingtowntmb/>
 - Strava: <https://www.strava.com/clubs/293111>