



2023 Sponsor Menu

About Louisville Sting Composite

The Louisville Sting Cross-Country (XC) is a mountain biking team open to private, public, and homeschool school student-athletes of all skill levels in grades 6-12 from the greater Louisville area and surrounding counties. The team competes in the Kentucky Interscholastic Cycling League (KICL), a league of the National Interscholastic Cycling Association (NICA). NICA serves as the national governing body and provides leadership, services, coach licensing and training, insurance, and governance.

The team is managed and coached by Head Coach Jennifer Hester, Team Director Heather Pennell and many volunteers who are certified as ride leaders and coaches. The team is currently composed of 25 athletes.

Everyone makes, rides, and contributes to the team no matter his or her ability level. It is easy for parents to get certified as coaches and ride along with their athletes---another unique aspect of this team and program.

In addition to the opportunity to participate in the KICL fall race series, student athletes can grow through NICA programming such as GRiT (Girls Riding Together), Teen Trail Corps and Adventure Rides to learn outdoor skills and participate in community service and advocacy associated with the outdoors and the sport. The intent is to foster active people who understand it takes participation and work to make a great community.

2023 Team Goals

The Louisville Sting team goals are simple: to teach the benefits of teamwork and sacrifice with a focus on sportsmanship and accountability. The team culture is welcoming, safe, and fun for all: athletes, coaches, and parents. We teach that mountain biking is a life-long activity for good health, to develop a connection to the outdoors, and to enjoy nature with their families and friends. While athletes are learning skills and gaining fitness, coaches teach respect, teamwork, self-reliance, confidence.

What your sponsorship will support:

- race-day equipment (tools, spare tires, tubes, bike stands, replacement parts, etc.)
- team supplies (first aid, food, bike racks, etc.)
- defray the expense of team uniforms for athletes and coaches
- ongoing coach certification training
- support families with valid financial needs

Team Sponsor Benefits

As a sponsor of the team, you will be supporting youth development and each student-athlete’s ability to develop strong mind, body, character, and community through mountain biking. You will help promote an active outdoor lifestyle and mountain biking to Louisville-area youth as a healthy and fun team sport they can enjoy far beyond their high school years. You will be recognized as being a Louisville Sting XC team sponsor. These benefits include:

- Logo on the team practice jersey (worn at practices and races by parents and supporters)
 - Gold Sponsor: large logo
 - Silver: medium logo
 - Bronze Sponsor: small logo
- Promotion on all team social media platforms during the season
- Communication throughout season to provided email on team accomplishments and activities
- Team photo at the end of the season, signed by the team, thanking you and your business
- Recognition in all team media

Sponsor Levels		Examples of Potential Impact:
Gold	\$1,000* or above	Pays for majority of competition level loaner bike for athlete. Pays season registration and training fees for 2-3 coaches
Silver	\$500-\$999*	Pays for quality bike for middle school athlete plus a bike rack for team. Pays for team jersey for 8-2 athletes or coaches
Bronze	\$250-\$499*	Season fees for 1-2 athletes. Provides repair parts needs for season

**donations can be cash or in kind trade*

Louisville Sting Cycling is a 501(c)(3) organization. Donations are tax-deductible as charitable contributions for US federal income tax purposes.

To support the Louisville Sting XC Team or further questions, please contact:

Head Coach Jennifer Hester at (502) 644-5329, jennifer@kentuckymtg.org

Team Director Heather Pennell at (502) 648-2230, heather@kentuckymtb.org

Coach Joshua Shouse at (502) 422-2224, jch223@me.com

Coach Debbie Baker at (513) 259-7746, debbiebaker@gmail.com

Coach Nick Baute at (502) 640-3604, nick@hounddogpress.com

Please visit our team website <https://stingcycling.com>



Sample Expenses for 2023 Season			
Athlete Registration Expenses (per athlete)			
	Registration	\$85	
	Race Registration	\$125	
	Total	\$210	
Coaching Costs (per coach)			
	NICA License Fees	\$25	
	NICA Background Checks	\$40	
	Leaders Summit Fees	\$100	
	First Aid / CPR Course	\$200	
	Total	\$365	
Apparel Costs for Coaches and Athletes			
	Jerseys	\$60	
	Shorts	\$110	
	Vests	\$75	
	Socks	\$20	
	Jackets	\$140	
	T-Shirt	\$20	
	Total	\$425	
Team Registration Fee		\$100	
Team Equipment			
	Team Bikes		Loaner bikes
	-Competition level bike	\$1,400	Trek XCaliber 8
	-Quality basic bike	\$650	Trek Marlin 6
	Tires/Tubes, Cables, Brake Pads, Chains	\$500	
	Feedback Sports Bike Rack	\$350	
	Team Bike Maintenance	\$150	
	Total	\$3,050	

