



# LOUISVILLE STING XC

2024 SPONSORSHIP

*Proposal*



**Thank You** for considering partnering with us through sponsorship. We are proud to present the Louisville Sting Team. We are Louisville's NICA (National Interscholastic Cycling Association) composite coed mountain biking team. Our current team is composed of student-riders from the Louisville Metro area in grades 6 - 12.

## OUR MISSION

Louisville Sting Cycling is a mountain biking team that seeks to empower youth in grades 6-12 to be the best individuals possible by developing their confidence, strength, and skills through cross-country mountain biking. It is our intention to build strong minds, bodies, and character within our student athletes, through which we strengthen our team and build healthy communities.



*Alex Lipic / HS Senior (Team Captain)*

"My favorite memory, I would have to say, is just having fun with everyone and having a good time. My goal for this season is to also have fun, make friends, help others learn, and get better." Alex also stated that he wants to attend all 5 NICA races and podium at all five.



# 2023 ACCOMPLISHMENTS

- 👑 **33** Student-athletes and their families:  
14 High School, 19 Middle School (18% female)
- 👑 **88%** participated in at least one race
- 👑 **99** Volunteer Teen Trail Corps hours
- 👑 **29** NICA certified coaches:  
18 Level 1, 5 Level 2, 6 Level 2 (28% female)
- 👑 **2** of our student athletes were brand new to mountain biking. We grew from **24** student athletes in 2022



*Zavier Pool / HS Sophomore*

"My favorite thing about Sting is the group rides, riding together as a team, having camaraderie and looking out for each other. My personal goals for this season is to average 12 hours of riding a week and try to help some of the other riders with racing and getting better."

# OUR 2024 GOALS

- 👑 To increase the diversity of Louisville athletes competing in the National Interscholastic Cycling Association (junior mountain biking).
- 👑 To make junior mountain biking more accessible to the student-athletes of Louisville by providing assistance acquiring and maintaining necessary equipment and bikes, feeding riders, and providing trained guidance.
- 👑 To increase the awareness of the role of mountain biking in a healthy, active lifestyle and the importance of mountain biking safety in our community.



*Annie Weckman / 7th Grade*

"My favorite accomplishment of last year's season was working hard to do well on my first race and reaching my goal. I like riding my bike with the Sting team because everyone is kind and supportive of each other and encouraging of others to work hard and reach their goals. One goal I have this year is to go to at least two races and finish feeling like I did my best."





**Our student athletes** proudly wear their Sting jerseys featuring our sponsors at:

**Community outreach events:** 99 hours of trail work performed in 2023

**Practices:** Tuesday and Thursday evenings in Cherokee and Seneca Parks

Saturday mornings at Waverly Park and the Parklands

**Races:** Statewide in KY- August thru October

Athletes sign contracts agreeing to positively represent the team and our sponsors at all times, especially when wearing Team apparel.

**Sponsor levels on the next page**



# SPONSORSHIP LEVELS

## **Gold Level Sponsor Package (Title Sponsor):**

- 👑 Business Logo visible in "Gold Location" on jersey.
- 👑 Hyperlinked Business Logo displayed on the team website and all social media channels.
- 👑 Business Logo displayed on a banner at the team's official tent at all NICA races.
- 👑 5 posts on all social media channels highlighting our racers with the brand's name displayed after each race, with a link to the brand's website in the stories.
- 👑 Framed and Signed team photo for display at your business



**\$3,000 Annual Investment** *(tax deduction letter provided)*

## **Silver Level Sponsor Package:**

- 👑 Business Logo visible in "Silver Location" on jersey.
- 👑 Hyperlinked Business Logo displayed on the team website and all social media channels.
- 👑 Business Logo displayed on a banner at the team's official tent at all NICA races in the pit zone.
- 👑 3 posts on all social media channels highlighting our racers with the brand's name displayed after each race, with a link to the brand's website in the stories.
- 👑 Framed and Signed team photo for display at your business.

**\$2,000 Annual Investment** *(tax deduction letter provided)*



# SPONSORSHIP LEVELS

## **Bronze Level Sponsor Package:**

- 👑 Business Logo visible in the "Bronze Location" on the team jersey.
- 👑 Hyperlinked Business Logo displayed on the team website and all social media channels.
- 👑 Business Logo displayed on a banner at the team's official tent at all NICA races.
- 👑 1 introduction post on all social media channels during the race year with a link to the brand's website in the stories.
- 👑 Signed team photo at the end of the year.
- 👑 Framed and Signed team photo for display at your business



**\$1,000 Annual Investment** *(tax deduction letter provided)*

## **Pollen Providers Sponsor Package:**

- 👑 Business Logo displayed on the team website (link to sponsor's website) and all social media channels.
- 👑 Brand's website link included in 1 race day story on all social media channels during the race year.
- 👑 Business Logo displayed on a banner at the team's official tent at all NICA races in the pit zone.
- 👑 Framed and Signed team photo for display at your business.

**\$999 (or less) Annual Investment** *(tax deduction letter provided)*



"Louisville Sting grew out of a desire to build a mountain biking team that truly embraces fun, inclusivity, equity, respect and community in 2022.

We seek to create a team where everyone feels welcome and student athletes are guided to develop the skills needed to be the best version of themselves on the bike and in life."

Thank you for considering partnering with us.

With gratitude,

*Jennifer Hester*, Head Coach

*Heather Pennell*, Team Director



*Jennifer Hester*



*Heather Pennell*

# SPONSOR STING XC

Please indicate your level of sponsor interest on our web form here,

[www.tinyurl.com/SPONSOR-STING](http://www.tinyurl.com/SPONSOR-STING)



*or Scan QR*

