



SPONSOR PARTNERSHIP PROPOSAL





INTRODUCTION



**THE NORCAL LEAGUE DELIVERS TO IT'S SPONSOR PARTNERS
A DOUBLE BOTTOM LINE:**

DO GOOD, WHILE DOING WELL!

Sponsoring the NorCal Interscholastic Cycling League supports development of our youth, building strong body, mind, character, and community through the inclusive sport of high school cycling. It also provides your company with the opportunity to enjoy powerful exposure to Northern California's passionate cycling community. Communicate your message to the League through PSAs at races, in our newsletters, and through links from our website and social media. Build awareness, and cultivate loyalty with new customers, all while enjoying the benefits of knowing you are helping to build the next generation of lifelong cyclists.



THE NORCAL INTERSCHOLASTIC CYCLING LEAGUE'S MISSION:

Build strong body, mind, character, and community through the inclusive sport of interscholastic cycling.
Our vision is to empower Northern California teens to be part of thriving, fun, and encouraging cycling community;
our core values are fun, inclusivity, equity, respect, and community.

- We are **changing lives**, families, and towns.
- We are **creating** something that has never existed before.
- We are **reaching young people** who have never connected with sport.
- We **help to create** stellar athletes, responsible trail stewards, and engaged community members.
- We **bring families along** for the ride.
- We offer **the best youth coach licensing** curriculum in the country.
- We **engage youth in community** service.
- We **provide scholarships** to anyone who needs support.
- We provide **unique opportunities for teen character building** within their teams.
- We **produce female specific programs** to get more girls on bikes.
- We **provide opportunities for kids to get off screens** and into nature.
- We **reach thousands of highly engaged youth and adult cyclists** every year.

**YOU CAN DO ALL OF THESE THINGS
WITH US, AS A SPONSOR PARTNER!**



WHAT WE DO



COACHING

The NICA Coach Licensing Program is the most important program NICA manages to help grow youth cycling in NorCal. NICA coaches are the backbone of this movement. The NICA Coach License Program reflects our values; provides a physical activity-based positive youth development curriculum, training, and evaluation; and inspires volunteers - meeting their respective needs. The NorCal League provides NICA coach training on an ongoing, annual basis.



RACING

The NorCal League was the first high school cycling league in America. We continue to provide opportunities for NorCal teens to learn foundational life lessons, self-awareness, discipline, success, failure, fun, community, and graceful defeat. Racing helps teach student-athletes empathy for others, humility, flexibility, and adaptation to different personalities, cultures, and needs within the context of team. Athletes learn to overcome obstacles effectively, both on and off the bike, through racing in NorCal League races.



ADVENTURE

Our adventure program allows youth who aren't wired for competition to experience the benefits of mountain biking, camaraderie, community, advocacy, adventure and the outdoors. NorCal adventure programs reinforce our core values while building health and strength, learning new skills, and being part of a team of like-minded people through outdoor experiential education.



GIRLS RIDING TOGETHER

GRIT

GRIT is NICA's focused effort to bring more girls into cycling, bridging the opportunity gap with future generations. Making space for girls to experience the benefits that come from challenging yourself and being part of a team, the GRIT program is an initiative executed at the league level with volunteer driven efforts to recruit more girls into all NorCal programs. You can't be what you don't see and NorCal aims to continue to increase female participation in our programs.



TEEN TRAIL CORPS

The Teen Trail Corps (TTC) program teaches youth a healthy respect for work, nature, and the importance of giving back through trail stewardship. Giving back to our community through bike related advocacy is an important activity that all recreational groups using outdoor resources have a responsibility to maintain. TTC gives youth an opportunity to participate in the work that goes on behind the scenes of a great trail.

OUR IMPACT

STUDENT-ATHLETES
2400+ RIDERS
PARTICIPATING ANNUALLY

4 REGIONS
COVERS ALL AREAS OF NORTHERN CALIFORNIA

GRIT PROGRAM
10 AMBASSADORS
in the first year of our new program GRIT (Girls Riding Together)

JR. DEVO
800+ RIDERS
IN OUR 2ND YEAR

COACHING
1200+ COACHES
VOLUNTEER ADULT, NICA CERTIFIED
90+
TOTAL NUMBER OF PROGRAM EVENTS offered to coaches and riders in 2022

RACES
12 INTERSCHOLASTIC MOUNTAIN BIKE RACES PER YEAR

TRAIL WORK
5000+ HOURS
OF ANNUAL STUDENT-ATHLETE VOLUNTEER TRAIL WORK

SUPPORT
\$32,000
AVERAGE
SCHOLARSHIP FUNDS
Given to deserving kids!

SPONSORS
100%
OF OUR SPONSORS stuck with us since 2020

"My scholarship from the NorCal League not only paid for my season and really helped me and my parents out, it also made me realize there are people out there who care about broke people like me... The League helps to make this sport a reality for me!"
- Oscar Calderon

I coach because I love helping young women develop the mental strength that it takes to be great at this sport; it is just so rewarding. Also, there is no better way to end your day than a mountain bike ride-with teens-on Mt. Diablo.
- Jennifer Mason-McLaughlin

Mendocino bike camp was the highlight of my summer! I learned a lot of new skills, made friends and gained confidence for racing. The coaching sessions are stellar, food is good and Cycling in redwood forest is amazing.
- Casimir de Maigret



SPONSORSHIP OPPORTUNITIES



	FRESHMAN	SOPHOMORE	JUNIOR VARSITY	VARSITY	CUSTOM	
LOGO USAGE RIGHTS						
Unlimited Use of League Proud Sponsor Logo	✓	✓	✓	✓	CUSTOM BENEFITS DEVELOPED BY LEAGUE AND SPONSOR PLEASE CONTACT VANESSA@NORCALMTB.ORG	
Unlimited Use of League Photo & Video Assets	✓	✓	✓	✓		
MESSAGING						
Sponsor PSA's at races	1 at 4 Races	2 at 4 Races	4 at 4 Races	6 at ALL Races		
Sponsor Social Media Posts (Annual)	5	10	15	20		
Sponsor Message in League Newsletter	2	3	4	5		
Sponsor Logo with Link on Website	FROSH SIZE	SOPH SIZE	JV SIZE	VARSITY SIZE		
EXPERIENCE MARKETING						
Dedicated Zone at Races	---	---	---	ALL RACES		
Opportunities at Camps & Clinics	1 EVENT	2 EVENTS	3 EVENTS	ALL EVENTS		
Booth / Expo Space at Races	10' X 10' AT 1 RACE	10' X 10' AT 3 RACES	10' X 10' AT ALL RACES	20' X 20' AT ALL RACES		
BRANDING						
Sponsor Logo on Start / Finish Banner	---	---	---	VARSITY SIZE		
Sponsor Logo on League Race Number Plates	---	---	---	VARSITY SIZE & LOCATION		
Sponsor Logo on Awards Podium	---	SOPH SIZE & LOCATION	JV SIZE & LOCATION	VARSITY SIZE & LOCATION		
Sponsor Logo on League Merchandise	FROSH SIZE & LOCATION	SOPH SIZE & LOCATION	JV SIZE & LOCATION	VARSITY SIZE & LOCATION		
Sponsor Logo on League Jersey	---	---	JV SIZE & LOCATION	VARSITY SIZE & LOCATION		
Sponsor Banners Displayed at All Races	2	3	4	8		
Sponsor Name on League Letterhead	✓	✓	✓	✓		
Sponsor Logo on Special Event Collateral	FROSH SIZE	SOPH SIZE	JV SIZE	VARSITY SIZE		
Sponsor Logo in Monthly League Newsletter	FROSH LEVEL	SOPH LEVEL	JV LEVEL	VARSITY LEVEL		
ANNUAL COMMITMENT LEVEL	\$5,000	\$10,000	\$15,000	\$20,000		TBD

*"The NorCal league has shaped me to who I am today. Each year, I found myself surrounded by a friendly community that only wanted me to succeed. The people in NorCal have encouraged me to push myself in all areas of my life, and I am truly grateful for the experiences NorCal has provided."
- Cameron Adams*

TERRY CURLEY EXECUTIVE DIRECTOR

terry@norcalmtb.org
c 415-516-4759

NORCAL BOARD OF DIRECTORS

board@norcalmtb.org

*"...NorCal league has meant so much to me. I love meeting like minded people who just want to go outside and have fun. I have gained so many friends and so many connections in the bike world and I will be forever grateful for them. I love the league and all the kick ass people in the league!"
- Jessica Moser*





INTERSCHOLASTIC
NORCAL
CYCLING LEAGUE

NorCal Interscholastic Cycling League | 40 4th St #230 | Petaluma, CA 94952 | norcalmtb.org

INSTAGRAM /norcalleague | FACEBOOK /NorCal Interscholastic Cycling League

