

# PARTNERSHIP PACKAGE

*Join our mission to build strong minds, bodies, characters, and community through cycling.*



## PARTNERSHIP OPPORTUNITIES

**NEVADA NORTH  
TITLE SPONSOR FOR  
ALL PROGRAMS**

**NEVADA NORTH  
EVENT WEEKEND**

**NEVADA NORTH NON-  
COMPETITIVE  
PROGRAMS**

**NEVADA NORTH  
SCHOLARSHIP FUNDS**

## About the Nevada Interscholastic Cycling Association

The Nevada Interscholastic Cycling Association was founded in 2016 as a Project League of NICA, the National Interscholastic Cycling Association. We started with around 100 kids. We facilitate the development of high school and middle school teams/clubs for grades 6-12 and provide the education, training, licensing and insurance for coaches and volunteers. We also produce high-quality mountain bike events and races that emphasize the value of participation, camaraderie, positive sporting behavior and well-being over competition.

In 2023, we saw non-race events consistently on the calendar with attendance from kids and coaches, our event weekend participation increased nearly 15%, and overall, kids, families, coaches, venues, and communities agreed that we had our most fun, successful season yet!

While the 2023 season just ended, we are already planning for 2024. We expect to provide programming and races for close to 600 kids in Northern Nevada and the eastern Sierras. Additionally, we will have close to 300 volunteer coaches!

Contact: Nikki Peterson,  
[nikki@nevadamtb.org](mailto:nikki@nevadamtb.org)

## SPONSORSHIP LEVELS

**PLATINUM LEVEL**  
**\$20,000**

**GOLD LEVEL**  
**\$10,000**

**SILVER LEVEL**  
**\$5,000**

**BRONZE LEVEL**  
**\$3,000**

**EXPO BOOTH**  
**\$250/EVENT**

# NEVADA NORTH SPONSORSHIP LEVELS



Your sponsorship changes the lives of nearly 600 kids in Northern Nevada and the eastern Sierras. Furthermore, it changes families lives. By sponsoring the Nevada North Interscholastic Cycling League, you are helping us put on world-class events and offer programming that has results far beyond the bike.

While we have the monetary levels set, we work with each sponsor idividually to determine the deliverables they get in return.





**HAVE A BRAND PRESCENCE  
IN EVERY PART OF OUR  
LEAGUE - NEWSLETTERS,  
SOCIAL MEDIA, EVENT  
WEEKENDS, NON-  
COMPETITIVE PROGRAMS,  
ETC. THE TITLE SPONSOR IS  
OUR LEAGUE CHAMPION!**

# PLATINUM SPONSOR

## \$20,000 TO SUPPORT ALL NEVADA NORTH PROGRAMS AND EVENTS

This is for the company who can't choose just one area of NICL to focus on. By becoming a Platinum Sponsor, you are changing the lives of hundreds of families. The Platinum sponsor for 2023 will be included in every part of our league - from the finish line podium banner to our website and more - we will work with our Platinum sponsor to make sure their brand prescence is linked with the Nevada North league!







CHOOSE AN EVENT WEEKEND AND YOUR NAME BECOMES PART OF THE TITLE ON ALL MARKETING MATERIALS AND LEAGUE COMMUNICATION! FOR EXAMPLE, THE NORTH TAHOE CHALLENGE P/B "INSERT YOUR BUSINESS HERE!"

# NEVADA NORTH EVENTS

## CHOOSE AN EVENT WEEKEND FOR \$1,500

More than 70% of our registered athletes in the league attend our five event series that takes place throughout the Reno-Tahoe area and the eastern Sierras. We used to call them races and then we realized it's so much more than a race! In addition to the competition aspect, we have non-competitive activities, like decorating cowbells at the GRiT (Girls Riding Together) tent, pre-rides with skills clinics, and a Pit Zone area filled with teams and families hanging out, making friendships, and creating lifelong memories!





THE LEAGUE HOLDS EVENTS FOR KIDS AND COACHES THROUGHOUT THE SUMMER. FROM TRAIL MAINTENANCE TO RIDES FOCUSED ON RECRUITING GIRLS TO WEEKENDS FILLED WITH TRAINING, LEARNING, AND COLLABORATING WITH OUR AMAZING COACHES!



## NON-COMPETITIVE PROGRAMS

The Nevada North League consists of a lot of various moving parts. While we do hold races on event weekends, we work to offer various non-competitive programs as well. Sponsorship funds helps us develop, improve, and run programs like:

- Adventure
- BRUH (Boys Riding Up Hills)
- Coach Education And Training
- GRiT (Girls Riding Together)
- Teen Trail Corps
- Try-it-Out







# SCHOLARSHIP FUND

## STARTING AT \$1,500

Our goal is to give every kid in our area the opportunity to experience the joy of riding a bike in this beautiful place we get to call home alongside friends and caring adults.

We know that cycling has barriers to entry and our scholarship fund aims to help eliminate those barriers.

