



SPONSOR PARTNERSHIP PROPOSAL

NICA

NATIONAL
INTERSCHOLASTIC
CYCLING ASSOCIATION

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The Idaho Interscholastic Cycling League (IICL) is a 501(c)(3) youth-development, non-profit organization operating as a project league of the National Interscholastic Cycling Association (NICA). Established in 2014, the Idaho League is dedicated to building relationships in Idaho communities that promote healthy lifestyles for middle school and high school youth, grades 6-12 through the lifelong sport of cycling.

With 29 leagues operating nationwide, NICA has very quickly established a foundation for cycling to become a mainstream interscholastic sport. NICA has shown that cycling can be used by schools to effectively engage kids and adolescents, helping them confront and overcome the challenges of growing up in today's complex world.

By working with well trained coaches to set and achieve physically and mentally challenging goals, NICA is equipping today's youth to become tomorrow's leaders both on and off the bike through a sport that can be enjoyed competitively and recreationally well past high school.

The Idaho League provides athletic opportunity to student-athletes of all skill level and socioeconomic background. Any student who wants to participate is welcome to join their local team. If they do not have the proper gear or cannot afford to purchase equipment necessary to participate, the Idaho league is dedicated to eliminating these barriers to participation through the league's financial assistance program.



NATIONAL NICA PARTICIPATION

25,000

STUDENT-ATHLETES

29

LEAGUES

13,000

COACHES





NICA's CORE PRINCIPLES

NICA's five core principles are fully integrated into the programs, resources and staff support for leagues, coaches and student-athletes. Improving fitness and full body wellness are at the center of NICA training and education. We are a youth development organization building strong minds, strong bodies, strong character and strong communities guided by the principles of **Fun, Inclusivity, Equity, Respect** and **Community**.

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, oneself, and the outdoors.

COMMUNITY

NICA unites diverse people, families and communities through cycling by creating fun and welcoming experiences.





NICA student-athletes are students first; 74% have a 3.6 GPA or higher.

NICA programs teach student-athletes to work hard, respect others and give back to their teams, communities and the environment.

All student-athletes are encouraged but not required to race. There are no try outs, or bench warmers.

All students are treated equally. Team scores are a combination of male and female points. Everyone earns points and everyone contributes to their team's success.







THE IDAHO LEAGUE

OUR VISION Provide safe, high-quality mountain bike programs that empower youth to be part of a thriving and engaged cycling community across all geographic and socio-economic boundaries.

WHAT WE DO Provide students who have the desire to mountain bike with the coaching and camaraderie that will help them achieve personal physical and emotional goals in a safe and enjoyable manner.

Create an environment in which students discover new friends and find role models.

Guide students toward learning new skills and disciplines through programs that challenge them physically and mentally while providing them with their right to challenge-by-choice.

Develop awareness of what it means to be an amateur athlete who is both gracious and respectful to their local and global community.

Foster a responsible attitude toward the use of trails and the outdoor environment.

Promote the value of cycling to our community as a mode of transportation and as a lifelong, healthy sport.



LEAGUE PROGRAMS

NICA about much more than just bike racing. The culture of the league has been built on year-round programs that develop the whole child through a variety of competitive and non-competitive learning environments.



RACE SERIES

Our six-race series has 1,000 registered student-athletes, 500 coaches and 3,500+ total attendees at each event. Races are designed for both new and experienced riders with courses similar to cross-country style running events, safety as the #1 priority. Every race features a Pit Zone for teams and a sponsor expo for spectators, families and athletes.



NICA ADVENTURE

This program broadens the riding experience for young adults through non-competitive mountain biking activities and events. Trips will get kids outdoors in an experiential environment where physical challenges, fun and education have equal value toward the overall character development of the participants.



GRiT

The GRiT program aims to increase female participation in NICA over the next five years to 35%, with an emphasis on recruitment and retention of female student-athletes and coaches. GRiT events are focused on promoting physical health, confidence and self-esteem through skills clinics, camps and female-led rides.



TEEN TRAIL CORPS

The mission of this program is to educate and empower young adults to take a leadership role in trail advocacy, land stewardship and courteous and respectful use of trails. Members may be called upon to help with focused advocacy and stewardship efforts in various regions around the state. Events include trail work days, camps and clinics.

STUDENT LEADERSHIP COUNCIL

Student representatives from each team across the state will attend a weekend summit, learning on-bike and off-bike leadership skills. In addition, this steering committee will help guide the vision and direction of the Idaho league by providing direct feedback to league leadership on key issues and topics.

COACH DEVELOPMENT

All NICA programs rely on well-trained and motivated coaches to lead, educate and guide students through their development as athletes and leaders in their communities. The league provides training and licensing for coaches throughout the year with events, camps, clinics and retreats.

PARTNER BENEFITS

- Positioning at the epicenter of the interscholastic mountain biking revolution
- On-site activation opportunities at league races, camps, clinics and other events
- Branding options available with logo placement on printed materials, apparel, jerseys, website, digital communications, etc.
- Unlimited usage of league logos, photos, and video messaging
- Custom benefits available

86%

Of NICA student-athletes, coaches and parents know which companies sponsor the league.

93%

Said they are more likely to support those business.

PARTNERSHIP OPPORTUNITIES

	PLATINUM	GOLD	SILVER	BRONZE
RIGHTS				
Exclusive Rights to Specific Category	Custom Only			
Unlimited Usage of League "Proud Sponsor" Logo	X	X	X	X
Unlimited Usage of League Photo & Video Assets	X	X	X	X
MESSAGING				
Sponsor Public Service Announcements at Races	6 at All Races	4 at All Races	2 at All Races	1 at All Races
Sponsor "Message" in digital newsletters	6	4	2	1
Social Media Announcements	8	6	4	2
EXPERIENCE MARKETING				
Dedicated "Zone" at Races	All Races			
Camps, Clinics and Special Events	All Events	3 Events	2 Events	1 Event
Booth/Expo Space at Races	20'x50' at All Races	20'x20' at All Races	10'x15' at All Races	10'x10' at All Races
BRANDING				
Sponsor Logo on All Race Number Plates	Plat. Size & Location			
Sponsor Logo on Start/Finish Gantry	Plat. Size & Location	Gold Size & Location		
Sponsor Logo on Awards Podium	Plat. Size & Location	Gold Size & Location	Silver Size & Location	Bronze Size & Location
Sponsor Logo on League Leader's Jerseys	Plat. Size & Location	Gold Size & Location		
Sponsor Logo on League Merchandise Jersey	Plat. Size & Location	Gold Size & Location		
Sponsor Banner Displayed at Races	5 at All Races	3 at All Races	2 at All Races	1 at All Races
ONLINE				
Sponsor Logo with Link on League Website	Platinum Size & Location	Gold Size & Location	Silver Size & Location	Bronze Size & Location
Sponsor Logo in all digital communications	Platinum Size & Location	Gold Size & Location	Silver Size & Location	Bronze Size & Location
CUSTOM BENEFITS				
TBD During Sponsorship Consultation	TBD	TBD	TBD	
SPONSORSHIP COMMITMENT				
Annual Commitment Level	\$18,000	\$9,000	\$4,500	\$2,000
Available Contract Length	1-4 Years	1-3 Years	1-3 Years	1-2 Years
Available Number of Sponsorships	2/2	2/2	3/3	5/5

TRIPLE BOTTOM-LINE ROI

DO GOOD

Partnering with the Idaho League supports development of our youth by building strong body, strong mind, strong character and strong communities through efforts on and off the bike.

WHILE DOING WELL

Enjoy powerful benefits that will help your business achieve its goals.

Communicate your brand messaging through onsite presence and digital communications.

Build brand awareness through an active and engaged community.

REALIZE THE BENEFITS

Build value for your brand via visibility at professionally produced events.

Cultivate brand loyalty with existing and new customers, which translates into greater lifetime customer value.

Connect with thousands of families across the state.

DIGITAL MESSAGING

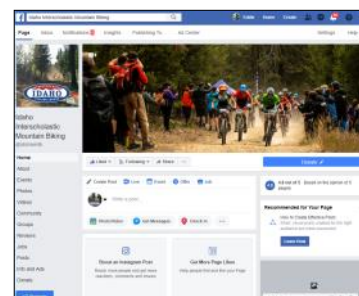
The League has a robust digital messaging platform for communicating to thousands of league participants, coaches and families.



Website
www.idahomt.org



Digital Newsletters
Single Track Times & Coaches News
(2500 + subscribers)



Social media channels
Facebook and Instagram
(2000+ followers)

IN-PERSON ENGAGEMENT

In-person relationship building is the no. 1 way to activate on a partnership with the Idaho league. Sponsors are provided the opportunity to engage with 3,000+ event attendees by setting up tents, booths, trailers, etc. at events across the state.





From the Riders, Coaches, Families, Volunteers and NICA... Thank You for Your Support

THE NEXT STEPS:

Contact League Director Eddie Freyer to talk about how partnering with the Idaho Interscholastic Cycling League can help you achieve your goals.

eddie@idahomtb.org

205.310.5828

709 N Troutner Way

Boise, ID 83712

WWW.IDAHOMTB.ORG

The Idaho League is first and foremost a youth development organization. We have a unique opportunity to use the mountain bike as our development tool and changing the lives of Idaho's youth by introducing them to a powerful lifelong sport and way of life.

The health and personal growth opportunities are abundant when riding bikes. Cycling is a privilege, yet the chance for a healthy and happy life should be a right.

Eddie Freyer, League Director