



CHAPTER

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NATIONAL  
INTERSCHOLASTIC  
CYCLING ASSOCIATION



**Yes, you want to support this!**

Founded in 2013 and now a Chapter League of NICA, the **Wisconsin Interscholastic Cycling League uses mountain biking as a tool for youth development** by providing a positive co-ed on-the-bike experience for middle and high school students of all cycling levels. There is something for everyone!



Experience the benefits of mountain biking, camaraderie, community and the outdoors through experiential education.



Empowering female student-athletes and creating inclusive and equitable spaces for all.



Teaching a healthy respect for giving back through trail building, maintenance stewardship and advocacy.



Racing develops empathy, humility and adaptability to different personalities and cultures within the context of a team.

**FUN, INCLUSIVITY, EQUITY, RESPECT, COMMUNITY**



# 2021 WISCONSIN IMPACT NUMBERS

**1793**

student-athletes

**862**

volunteer coaches

**70+**  
teams

**23%**

female  
student-athletes

**27%**

female coaches

**20%**

average rate of growth,  
year-over-year

The first league started with five students, but the vision quickly unfolded and after 10+ years NICA has over 26,000 student-athletes and approximately 14,000 registered coaches across the country. Lessons learned in 10+ years is available to each league, including training, valuable resources and risk management to assist visionaries in building a strong and sustainable league focused on youth development.



By supporting the Wisconsin Interscholastic Cycling League, you provide **more kids access to mountain biking**, an activity that provides foundational life lessons such as **self-awareness, discipline, success, failure, empathy, humility and sportsmanship.**

With a growing demand for inclusive sports, you are also supporting opportunities for youth in Wisconsin to experience being **part of a team** while developing a **healthy lifelong activity.**



# YOU CAN HELP!

# Corporate Sponsorship Opportunities



## PLATINUM

## GOLD

## SILVER

## BRONZE

### RIGHTS

Unlimited use of "Proud Sponsor" Logo, League photos and video assets	yes	yes	yes	yes
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### MESSAGING & ONLINE

Sponsor Public Service Announcement at Races	6 at all races	4 at all races	2 at all races	1 at all races
Social Media Announcements	4x/month	2x/month	1x/month	1x/bimonthly
Sponsor Message in League E-News	6/year	4/year	2/year	1/year
Logo on League Website, in addition to sponsorship page	2	1	0	0

### EXPERIENCE MARKETING

Named 'zone' at races (medical, feed, race results, etc)	yes	NA	NA	NA
Booth expo space at races and other events	20x50	20x20	10x10	\$500/race

### BRANDING

Logo on start/finish gantry	yes	NA	NA	NA
Logo on awards podium	Platinum size & location	Gold size & location	Silver size & location	Bronze size & location
Logo on leader's jerseys	Platinum size & location	Gold size & location	Silver size & location	Bronze size & location
Banner on display	6 at all races	4 at all races	2 at all races	1 at all races

### SPONSORSHIP COMMITMENT

Annual commitment level	\$15,000+	\$10,000-\$14,999	\$5,000-\$9,999	\$2,000-\$4,999
Available contract length	2-3 years	2-3 years	2 years	1 year

The National Interscholastic Cycling Association (NICA) is a not for profit, charitable organization formed under Section 501(c)(3) of the U.S. Internal Revenue Code. Donations to NICA and/or the Wisconsin Interscholastic Cycling League are tax-deductible as charitable contributions for US federal income tax purposes.

Building strong minds, bodies, character and communities through cycling.



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Custom sponsorships also available. Let's Talk!





#MOREKIDSONBIKES