



# 2021 – 2022 Pisgah Rage Sponsorship



# Who is Pisgah Rage?

- Pisgah Rage is a **National Interscholastic Cycling Association** (NICA) composite team made up of student-athletes in grades 6-12 from schools throughout Asheville and Buncombe County.
- Our goal is to provide a fun, safe and high-quality mountain bike experience for all athletes.
- Founded in 2017, Pisgah Rage has just completed our 4th year with a co-ed team of 59 student-athletes and 20 dedicated volunteer coaches. Learn more at [PisgahRage.com](http://PisgahRage.com)
- As a club team within NICA ([www.nationalmtb.org](http://www.nationalmtb.org)) and NICA North Carolina ([northcarolinamtb.org](http://northcarolinamtb.org)), Pisgah Rage supports the following NICA mission:

Let's get **#MoreKidsOnBikes**



# SEASON 2021/2022 GOALS

- I – **Recruiting** –design and implement an intentional inclusion, student-athlete recruiting program for underserved and disadvantaged youth.
- II – **Underprivileged Youth** – work in alignment with Pisgah Area Scholastic Cycling Advocates (PASCA) to breakdown the inequitable barriers to entry in mountain biking (cost of equipment & transportation to trailheads).
- III – **Coach Training... Safety First** – Increase the number of active coaches from 15 active to 20 focusing on growing the number of female coaches first.
- IV – **Bring adventure and fun into our unique season** – With a very unique season in front of us we will build adventure and fun into our practice schedule. Adventure that results in youth development, mountain bike skills education and outdoor education. Fun that results in building friendships for life and creating experiences that keeps our student-athletes wanting to come back every year.
- V – **Trail Maintenance Program** – Working with SORBA we will create and maintain a sustainable trail maintenance program that a) educates each student-athlete on the basics of trail-building, b) creates and executes a master plan for our adopt-a-trail program at Richmond Hill Park and c) Identifies and trains 5 coaches to become certified SORBA Trail Maintenance Crew Leaders.
- VI – **Pisgah Rage GRiT Program** – Design and implement a GRiT (Girls Riding Together) program specific to Pisgah Rage and in alignment with NICA North Carolina that is incremental to everything we do within Pisgah Rage.



# **Pisgah Rage NICA Youth Mountain Bike Team 2021-2022 Season Sponsorship Opportunities**

## **Monetary Donation**

With a \$300 minimum donation you can have your business logo placed on our Pisgah Rage team t-shirts that are given out to every youth rider and coach. With over 60 youth riders and 40 coaches there will be great visibility of your logo on these shirts.

Your business logo, website link, and business information will be placed on the sponsor page of the Pisgah Rage Website (<http://www.pisgahrage.com/sponsors.html>)

Mention of your sponsorship through our team messaging (TeamSnap), Facebook, and Instagram.

## **Product or Service Discounts and/or Donations**

Provide discounts or donations of products or services to Pisgah Rage youth riders and coaches that your business provides. This is a great way to help support the overall goals of Pisgah Rage while also helping to support your business.

Your business logo, website link, and business information will be placed on the sponsorship page of the Pisgah Rage Website (<http://www.pisgahrage.com/sponsors.html>)

Mention of your sponsorship through our team messaging (TeamSnap), Facebook, and Instagram.



# Learn How Your Sponsorship Makes a Difference!

With a gift of \$1000, Pisgah Rage can:

- Train four coaches at Level 2 Coaching
- OR Cover the cost of four scholarships for four underprivileged adventure riders
- OR Send four coaches to the leadership summit

With a gift of \$500, Pisgah Rage can:

- Train two coaches at Level 2 Coaching
- OR Cover the cost of two scholarships for two underprivileged adventure riders
- OR Send two coaches to the leadership summit

With a gift of \$300, Pisgah Rage can:

- Purchase team supplies for 1 year
- OR Train one coach at Level 2 Coaching
- OR Cover the costs of one scholarship for an underprivileged adventure rider
- OR Send one coach to the leadership summit
- OR Cover the cost of both team recruiting materials and our communications application

