



Find us at <https://dedirt.com/>

2024 TEAM SPONSORSHIP OPPORTUNITY

Your partnership positively impacts local kids and families



**We get kids on bikes. We are outside going places. We are stoking a life-long passion for riding.**

Since the inception of the National Interscholastic Cycling Association (NICA) in 2009, it has grown to the current 31 state leagues across the United States, each consisting of co-ed riders from 6th to 12th grade. In

addition to the weekly practices during the season, there are also multiple league events each student athlete get to participate. Every league team offers a small coach to student-athlete ratio to ensure safety and engagement. Our ultimate goal is to make this LIFELONG sport accessible to more youth.



**OUR MISSION:  
WE BUILD STRONG MINDS, BODIES,  
CHARACTER, AND COMMUNITIES  
THROUGH CYCLING**

**OUR VISION:  
EVERY YOUTH IS EMPOWERED TO BE  
PART OF A THRIVING AND ENGAGED  
CYCLING COMMUNITY**

**OUR VALUES:  
FUN, INCLUSIVITY, EQUITY, RESPECT, &  
COMMUNITY**





# Become a sponsor



- The Dirt Destroyers are 100% self funded.
- Coaches are all volunteers and do not receive money from any school or other organization.
- Your sponsorships will help to support purchasing team supplies such as jerseys and race day equipment. It also supports First Aid training for our volunteer coaches as well as need-based youth scholarships so that cost is not a barrier to participation for any student.

## Sponsorship Opportunities

**Enduro Sponsorship - \$1000:** company logo displayed on the team jersey and team banner at race events in addition to social media tags and sponsorship recognition on team website

**Cross Country Sponsorship - \$500:** social media tags and sponsorship recognition on team website

**Free Ride Sponsorship - \$100:** sponsorship recognition on team website

A famous quote from John Muir:  
*"Of all the paths you take in life, make sure a few of them are dirt."*

There is no greater joy than to witness the smiles on each and every one of the student athlete as they emerge from the trails after a good ride. With your sponsorship, the funds will help us to grow our team and allow us to reach further to those in and around our communities. Your generosity is greatly appreciated!

