



Dear Friend,

The Flathead Composite “Cutties” team is a middle and high school mountain bike organization that operates under NICA (National Interscholastic Cycling League), which has 31 state leagues across the country. The Montana state league launched as a non-profit 501(c)(3) in 2019 and came out with the highest number of new student-athletes in an inaugural league in NICA’s 10-year history! **Our goal of getting more middle and high school kids on bikes will go even further with your business as an official sponsor of our Flathead Composite Team.**

The Montana League facilitates youth development through the sport of mountain biking, with about 90% of student-athletes being new to racing and 75% of them riding trails for the first time.

NICA emphasizes the value of participation, camaraderie, positive sporting behavior, and well-being over competition—exposing students to the opportunity to build a strong body, mind, and character through an equal and inclusive scholastic-based program. There are no tryouts or cuts. Everyone is invited to practice and race. Everyone contributes to the team.

To ensure more equity within the sport, NICA has developed the GRIT program (Girls Riding Together), which will help the League empower more girls to join, who currently represent 20% of NICA national student-athlete participation. Montana had 30% female participation last year, and we will continue to keep the program growing!



Our Flathead Cutties also take part in the NICA Teen Trail Corps program, which provides NICA student-athletes the opportunity to serve and give their time towards bike-related advocacy activities. It is designed to provide exposure and be a gateway for NICA student-athletes into the world of advocacy.

The Cutties will enter their second season this July with regular practices that will culminate with five Saturday races throughout the state from late August through early October.

With your business by our side, the Flathead Cutties Team will connect youth to the community and build a foundation for a lifelong connection to trails, stewardship, and the great outdoors.

Please review the sponsorship levels on the following page. I will be in touch shortly to follow up. Thank you for taking the time to consider my request.

Sincerely,

*Lynn Foster*

Team Director, Flathead Composite Cutties

## Flathead Composite Cutties—Fall Season 2021 Sponsorship Opportunities

### Sponsor benefits

As a sponsor of the Flathead Composite Cutties Team, you will be supporting youth development and each student-athlete's ability to develop a strong body, strong mind, and strong character through mountain biking. You will help Flathead Cutties coaches promote mountain biking to Flathead Valley youth as a healthy and fun team sport they can enjoy far beyond their high school years regardless of their ability.

### Team needs

- Purchase team equipment and consumables, such as event tents, portable bike racks, repair stand, spare parts, tools, etc.
- Student sponsorship (bikes, fees, jerseys) for disadvantaged athletes
- Provide volunteer coach support and supplies (1<sup>st</sup> aid certification, on-the-bike coach skills and leadership training, bear spray, and 1st aid kits)



### TITLE SPONSOR (\$1,000):

- Logo and website link on all email newsletters, website, and TeamSnap App
- Logo placement on team race tent
- Large logo on team t-shirts

### SUSTAINING SPONSOR (\$500):

- Logo and website link on all email newsletters, website, and TeamSnap App
- Small logo on team t-shirts

### SUPPORTING SPONSOR (\$250):

- Logo & link on team website
- Business listing on team t-shirts

### \*All levels of sponsorship also include:

- Social media shout outs!
- Recognition at cycling club meetings and practices



**Flathead Composite Cutties  
Montana Interscholastic Cycling League**

**Sponsor Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Sponsorship Amount:**

\_\_\_\_ **\$1,000 Title Sponsor**

\_\_\_\_ **\$500 Sustaining Sponsor**

\_\_\_\_ **\$250 Supporting Sponsor**

\_\_\_\_ **\$Other Amount: \$\_\_\_\_\_**

**Want to be a sponsor, but don't have the cash? Donate a mountain bike or other equipment!**

**Sponsorship Payments:**

Send check to:

Flathead Youth Cycling  
58 Whalebone Ct  
Kalispell, MT 59901

Contact: Lynn Foster, Team Director  
flatheadyouthcycling@gmail.com  
(406) 261-9810

For more information about the program, visit [www.flatheadyouthcycling.com](http://www.flatheadyouthcycling.com)