



**NICA**

# Sponsor Proposal

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## **About Spartanburg County Composite**

The Spartanburg County Composite MTB team (SCCM) is a mountain biking team formed in 2021, comprised of private, public and homeschool school student-athletes in grades 6-12 from Spartanburg County, SC. The team competes in the South Carolina Interscholastic Cycling League, a league of the National Interscholastic Cycling Association (NICA). Founded in 2009, NICA develops interscholastic mountain biking programs for student-athletes across the United States. NICA provides leadership, services, coach licensing and training, insurance, and governance for local leagues to produce quality mountain bike events.

SCCM has club and race team options. Everyone is welcome and everyone rides. The team is managed and coached by experienced local racers and riders along with volunteer certified ride leaders and coaches from Spartanburg County. The first year the team exceeded expectations with 17 student athletes, and 14 NICA certified coaches. With the help of our neighboring county of Greenville, who boasts over 100 students and 45+ coaches, we are striving to build a team just as successful.

## **Team Goals**

The SCCM team goals are simple: have fun, ride safely, and include every rider. SCCM coaches are squarely focused on creating a team culture that is welcoming, safe, and fun. We strive to teach riders that mountain biking is a life-long activity for good health, to develop a connection to the outdoors and to enjoy nature with their families and friends. Although the students are learning skills and gaining fitness, SCCM coaches are most focused on teaching students how to respect each other, themselves, the environment, their trails and their communities. Our athletes learn skills like bike repair and why to carry appropriate gear and tools. We emphasize teamwork and creating stronger and more confident student-athletes both on and off the bike. This is a unique high school and middle school team environment. There are no cuts; everyone rides and contributes to the team no matter his or her ability level.

Training season begins in July with practice 3 times per week. Starting in September, students who wish to compete (racing is not required) have 5 opportunities to race all over South Carolina during the fall race season. Races are held in Fort Mill, Pendleton, Buffalo, Columbia, and Wedgefield.

### **Team Budget Needs**

The team is currently seeking sponsorship to support purchasing team uniforms (kits), race-day equipment (spare parts, bike stands, replacement parts, etc.), and team supplies (first aid, food, team event tents and chairs, etc.) Sponsorship funding also supports Wilderness First Aid training for our coaches and assists in travel. This organization is 100% volunteer based so coaches and volunteers are not paid for their time or assistance. Their pay is from the smiles of the kids, and knowing the experience and lessons they will carry forward in their lives.

### **Team Sponsor Benefits**

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

You will also receive additional benefits associated with being a Spartanburg County Composite team sponsor, including:

- Logo on the team banner in accordance with sponsor level
- Recognition on the highly exposed team Facebook / Instagram / Youtube pages for numerous events and races
- Recognition (link and logo) on the team website (on [sccmtb.weebly.com](http://sccmtb.weebly.com)) (prominence according to sponsor level)
- Opportunity to share team accomplishments on sponsors social media and marketing to show support for a youth organization.
- Logo on all team apparel (for donations received prior to apparel manufacturing)

### **Sponsor Level Donations**

**Accepting all donations at this time. Businesses typical range from \$500 to \$3000  
Personal donations of any amount are welcome.**

To support the Spartanburg County Composite Team, or ask any questions, please contact the Team Director at [SpartanburgCountyComposite@gmail.com](mailto:SpartanburgCountyComposite@gmail.com).

Please visit our team page [Spartanburg County Composite on FaceBook](#).

