



# Sponsorship Packages

Founded in 2009, NICA provides interscholastic mountain biking programs for youth across the United States. Over 26,000 kids experience the adventure and fun of riding with NICA each year. Athletes participate on teams led by over 16,000 trained volunteer coaches, riding bikes and gaining confidence to tackle both small and epic challenges.

**NICA's Regional events started in 2023 as a way to bring our entire community together for a weekend of fast racing, inter-league connection, and celebration of all-things-mountain biking.**

**Regional event sponsors have the unique opportunity to connect with a broad segment of NICA's athletes and families in person at these one-of-a-kind events. Join us to create meaningful and exciting experiences with the next generation of cyclists!**



# NICA

NATIONAL  
INTERSCHOLASTIC  
CYCLING ASSOCIATION

**NICA CENTRAL REGIONALS • NOVEMBER 7-8**

FAYETTEVILLE, ARKANSAS

## PLATINUM SPONSOR

- Opportunity to host a dedicated 'zone' at event
- Platinum Sponsor placement on championship jerseys, athlete race plates, podium backdrops, start and finish gantries, event t-shirt, event website, participant and registrant email communications
- Opportunity to host activation on official event schedule
- Post-event press kit including photos, participation data, and press release
- Event promotional package including NICA regionals logos
- Title page logo placement + additional full page ad in race/event flier
- Social media tagging in 8 posts or stories on the @nationalmtb Instagram account
- Up to 60x40 expo space

**\$20,000**

## GOLD SPONSOR

- Gold Sponsor logo placement on start and finish gantries, event t-shirt, event website, participant and registrant email communications
- Opportunity to host activation on official event schedule
- Post-event press kit including photos, participation data, and press release
- Event promotional package including NICA regionals logos
- Gold full page ad space in race/event flier
- Social media tagging in 4 posts or stories on the @nationalmtb Instagram account
- Up to 40x20 expo space

**\$10,000**

## SILVER SPONSOR

- Silver Sponsor logo placement on event t-shirt, website, participant and registrant email communications
- Opportunity to host activation on official event schedule
- Post-event press kit including photos, participation data, and press release
- Event promotional package including NICA regionals logos
- Event half-page ad space in race/event flier
- Social media tagging in 2 posts or stories on the @nationalmtb Instagram account
- Up to 20x20 expo space

**\$5,000**

## BRONZE SPONSOR

- Sponsor logo placement on event website, in participant and registrant email communications
- Opportunity to host activation on official event schedule
- Post-event press kit including photos, participation data, and press release
- Event promotional package including NICA regionals logos
- Event quarter-page ad space in race/event flier
- Up to 10x20 expo space

**\$2,500**

## MERCH PARTNER

- Opportunity to use NICA name, image, and likeness on merchandise sold at the event
- Opportunity for inclusion in participant and registrant email communications, based on revenue share agreement and minimums
- Requires coordination with NICA to ensure alignment and consistency with brand guidelines

*Negotiable based on sponsor and revenue share*

## IN-KIND SPONSOR

- Cash value equivalence only includes products and services critical for the execution of the event
- Event food and beverage for staff
- Champions jerseys
- Event staff apparel
- Photography
- Videography
- Deliverables should be in alignment with the cash value of the in-kind, with respect to other event sponsorship levels

*Negotiable based on nature of sponsorship*

## EXPO EXHIBITOR

- 10x10 space
- Inclusion in exhibitor list in race/event flier
- One additional 10x10 space\* available for additional \$750 (\$300 academic/nonprofit)
- One vehicle footprint add-on\* = \$250

*\*at discretion of the event manager*

**\$300** | **\$750**  
**ACADEMIC / NONPROFIT** | **REGULAR**



LEARN MORE:  
[events.nationalmtb.org/regionals/central](https://events.nationalmtb.org/regionals/central)



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## REGIONAL SPONSOR LEVELS & BENEFITS

PARTNERSHIP LEVEL	PLATINUM SPONSOR	REGIONAL SPONSOR LEVELS & BENEFITS			
		GOLD	SILVER	BRONZE	IN-KIND**
<b>ONE-TIME COMMITMENT</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>TBD</b>
Dedicated "zone" at event venue (i.e. "Stoke Zone")	•				
Logo on championship jerseys	Platinum sponsor placement				
Logo on athlete race plates					
Logo on podium backdrop					
Logo on all start/finish gantries		•			
Logo on event t-shirt		•	•		
Logo on event website		•	•	•	
Opportunity to host activation at event, listed in official event guide (pending approval by NICA)		•	•	•	
Logo inclusion in event email communications		ALL	•	•	•
Post-event press kit including event & expo photos for sponsor use, key participation data, and press release		•	•	•	
Event promo guide including "proud sponsor" logos & resources		•	•	•	
Event flyer ad space	Title page + full page	Full page	Half page	Quarter page	Listed
Social media tags/mentions* (delivered 60 days prior to event / 12 days post-event)	8 mentions	4 mentions	2 mentions		
Event expo space*	UP TO 60' x 40'	40' x 20'	20' x 20'	20' x 10'	10' x 10'



### MERCHANDISE PARTNER

Opportunity to include NICA's logo, name/image/likeness on merchandise sold at the event

*Logo included in event guide*

*Opportunity for inclusion in participant and registrant email communications, based on revenue share agreement and minimums*

*Requires coordination with NICA National to ensure brand alignment*

### EVENT EXPO SPACE ONLY

Space included in all sponsor levels above; dimensions vary by level.

#### EXPO EXHIBITOR

**10' x 10' - \$750**

*Logo included on expo page of event guide  
One additional 10x10 space - \$750\**

*One vehicle footprint add-on available for \$250\**

#### NONPROFIT OR ACADEMIC EXHIBITOR

**10' x 10' - \$300**

*Logo included on expo page of event guide  
One additional 10x10 space - \$300\**

*One vehicle footprint add-on available for \$250\**