



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 EASTERN REGIONALS • OCTOBER 24 & 25
CHARLOTTESVILLE, VIRGINIA

PRESENTING SPONSOR

- Opportunity to host a dedicated 'zone' at event
- Presenting 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

CONTACT NICA TO REQUEST MORE INFO

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 (\$250 academic/nonprofit)
- One vehicle footprint add-on* = \$250

**at discretion of the event manager*

\$250 | **\$750**
ACADEMIC / NONPROFIT | **REGULAR**



LEARN MORE:
events.nationalmtb.org/regionals/eastern



NICA

NATIONAL
INTERSCHOLASTIC
CYCLING ASSOCIATION

REGIONAL SPONSOR LEVELS & BENEFITS

PARTNERSHIP LEVEL

ONE-TIME COMMITMENT

PRESENTING SPONSOR

\$25,000

GOLD

SILVER

BRONZE

IN-KIND**

\$10,000

\$5,000

\$2,500

TBD

Dedicated "zone" at event venue (i.e. "Stoke Zone")

Presenting sponsor placement

Logo on championship jerseys

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

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

Social media tags/mentions* (delivered 60 days prior to event / 12 days post-event)

8 mentions

Event expo space*

UP TO 60' x 40'

Full page

Half page

Quarter page

Listed

4 mentions

2 mentions

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' - \$250

*Logo included on expo page of event guide
One additional 10x10 space - \$250**

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