



2011 Sponsorship Proposal

www.miscabike.org

Introduction to MiSCA

Cycling is one of the most popular sports in the world; however, public and most private schools in Michigan do not offer any type of biking as part of their curriculum or athletic programs. To fill this void, The Michigan Scholastic Cycling Association (MiSCA) was created in April 2010 to promote school cycling clubs and develop a statewide mountain bike-racing league dedicated to students in grades 6 - 12.

As an organization that operates under the umbrella of the Michigan Mountain Biking Association (MMBA), MiSCA enjoys a 501(c)(3) Non-Profit status. Its board of directors is made up of mountain biking racers and enthusiasts who possess a diversified assortment of professional backgrounds that include education, engineering, and the law. Having established the foundational elements of MiSCA, the board is seeking donations and corporate sponsorships to actualize the vision of establishing cycling clubs, providing equipment, awarding scholarships, and hosting races throughout the state.

Our Mission Statement

The Michigan Scholastic Cycling Association works to establish and maintain safe, quality scholastic cycling programs. The Association is responsible for establishing a program that will:

- Provide support to schools and organizations wishing to establish scholastic cycling clubs and teams.
- Develop and maintain an interscholastic competition series to promote the sport of cycling and allow kids to build fitness and compete in a healthy outdoor environment.
- Provide college scholarships to qualifying students participating in interscholastic cycling competition.
- Promote the value of cycling to our youth and community as a mode of transportation and a lifelong sport.

Association Membership

The interest level in an interscholastic mountain bike-racing league is growing exponentially. Just by word of mouth during 2010, MiSCA enrolled seven (7) clubs from schools within southeastern Michigan.

MiSCA's current cycling clubs:

- Clarkston High School;
- Detroit Country Day;

- Holly High School;
- Lake Orion High School;
- Oakview Middle School (Lake Orion);
- Stoney Creek High School; and,
- Walled Lake High School.

Clubs pending membership include:

- Brandon High School; and,
- Utica Eisenhower High School.

A statewide membership drive is being held with the goal of adding more school cycling clubs for this fall's racing season.

Racing and Other Events

Mountain bike races are generally held on unpaved single-track courses in wilderness areas. There are three types of competitions: 1. Time trials; 2. Cross County Races; and, 3. Marathons. Races may vary in length from 5 – 60 miles or more, and are commonly categorized by age and skill level classifications. MiSCA's race categories include "Varsity," "Junior Varsity," and "Junior High/Middle School" (Grades 6 – 8).

For the 2010 fall racing season, August - October, two (2) cross country races were held at Lake Orion High School and one (1) cross country race was held at Addison Oaks, an Oakland County Park.

Five (5) races are being planned for the 2011 season.

Fundraising and promotional events are yet to be scheduled, but are anticipated to include equipment swaps, silent auctions, bike-a-thons, training camps, etc.

Scholarships and Equipment

Competing in Mountain biking is expensive. Just to get started, the cost of a bike, associated equipment, clothing, school club fees, and race entry fees can run at least a thousand dollars per student. Race ready bikes cost \$700.00 or more. Top of the line competition bikes run between \$2K and \$5K. A tire pump, spare tubes, new tires, and basic tools cost at least \$200.00 or more. A helmet, shorts, and a jersey will run a minimum of \$150.00. Schools typically charge \$50.00 or more per year per student for a club membership. And, entry fees are \$10.00 or more per rider per event.

Therefore, to help defray participants' costs and facilitate the growth of interscholastic mountain bike racing, MiSCA offers low entry fees, scholarships to cover entry fees, and bike equipment or discounts through private donations, corporate sponsorships, and bike shop affiliates.

Most significantly, MiSCA plans to award athletic scholarships to top male and female student competitors in recognition of their achievements. The dollar amount of athletic scholarships will be solely dependent upon private individual donations and sponsor contributions.

Membership & Event Goals

MiSCA's goals for 2011 are to have at least twenty (20) clubs compete in a minimum of five (5) events held throughout southeastern Michigan.

Beyond 2011, MiSCA is aiming at growing the racing league to over fifty (50) clubs, holding a minimum of six (6) events statewide, and partnering with other mountain biking competition sponsors to recognize MiSCA racers in their racing series.

Given the budget cuts within the public schools, increasing MiSCA's membership and the number of events will only be possible through private donations and corporate sponsor contributions; therefore, we are counting on your support.

Your MiSCA Sponsorship

By sponsoring MiSCA, you have an opportunity to be one of the first businesses to help establish interscholastic mountain bike-racing within the State of Michigan.

In return for your support, your logo, brand name, or trademark may be displayed on MiSCA's promotional materials, event banners, and website during the 2011 racing seasons. Branding may even be displayed on jerseys if you extend your sponsorship to a particular school's club.

Besides growing the sport and promoting the health, social, and environmental benefits of cycling, by supporting MiSCA you will expose your products or services to students and their families, who are your potential consumers. According to Active Network Marketing Group, Inc:

- *With over 1.6 million residents who participate in cycling on a regular basis, Michigan has the 8th highest cycling participation level in the U.S.*
- *MiSCA's parent organization, MMBA, has 2,500 members and 9 chapters across the state.*
- *70% of adult recreational cyclists and 81% of competitive cyclists have a college degree.*
- *27% of competitive cyclists hold a post-graduate degree.*
- *Nearly 60% of competitive cyclists work in a managerial capacity.*
- *The median income for cycling enthusiasts is \$75K.*
- *On a national level, cyclists spend nearly \$5 billion annually on bicycles and accessories, which account for 6.7% of total U.S. spending on sporting goods.*
- *Cyclists are strong influencers within their families and local communities.*
- ***Most importantly to you, 52% of cyclists rate their brand loyalty as high, which makes their purchasing power even more attractive to marketers.***

Sponsorship Levels:

Founder

Contribution of \$5,000.00 or more, or product/service of equal value.

- Named as a “Founder” in perpetuity.
- Race or event in name of sponsor.
- Scholarships presented in name of sponsor.
- Sponsor’s name mentioned as “Founder” in press releases.
- Corporate banner provided by sponsor displayed at races and events.
- Link to sponsor on MiSCA’s homepage.
- Logo prominently displayed on MiSCA’s homepage.
- Logo on promotional items and brochures/flyers.

Gold

Contribution of \$2,500.00 – \$4,999.99, or product/service of equal value.

- Scholarships presented in name of sponsor.
- Corporate banner provided by sponsor displayed at races and events.
- Link to sponsor on MiSCA’s homepage.
- Logo prominently displayed on MiSCA’s homepage.
- Logo on promotional items and brochures/flyers.

Silver

Contribution of \$1,000.00 to \$2,499.99, or product/service of equal value.

- Corporate banner provided by sponsor displayed at races and events.
- Link to sponsor on MiSCA’s homepage.
- Logo prominently displayed on MiSCA’s homepage.
- Logo on promotional items and brochures/flyers.

Bronze

Contribution of \$500.00 to \$999.99, or product/service of equal value.

- Link to sponsor on MiSCA’s homepage.
- Logo prominently displayed on MiSCA’s homepage.
- Logo on promotional items and brochures/flyers.

Affiliate

Contribution of \$100.00 to \$499.99, or product/service of equal value.

- Link to sponsor on MiSCA’s homepage.

Sponsorship contributions support races, special events, and scholarships.

Simply complete the “Sponsorship Form” to give financial or product/service support.

Thank you!

www.miscabike.org

17259 Augusta Drive, Macomb, MI 48042



SPONSORSHIP FORM

Please provide the following information:

Your Name: _____

Email Address: _____

Company Name: _____

Address: _____

Product/Service Contribution: _____

Financial Contribution: \$500.00 \$1,000.00
 \$2,500.00 \$5,000.00

Other: \$ _____

Please make your check payable to:

“Michigan Mountain Biking Association” with the notation “FBO MiSCA.”

Please mail check to: **Ms. Georgina Leary**
 MiSCA Treasurer
 17259 Augusta Drive
 Macomb, MI 48042

Online contributions* may be made at: www.bikereg.com/events/register.asp?eventid=11130

*Online contributions are subject to a processing fee.

Thank you for your support!!!

For more information about MiSCA, please visit our website at www.miscabike.org.

As a 501(c)(3) Non-Profit Organization, your contribution to MiSCA is tax deductible.

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