



*2024*  
*SPONSORSHIP*  
*PROPOSAL*





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## Our Objective

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To provide a safe and fun environment for development and Mountain Biking opportunity.

## About DirtCraft

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DirtCraft is a Mountain Biking specific coaching and events company with huge community involvement within the greater Tauranga region.

Our primary focus is to develop young people into competent riders and great adults.

Our areas of service include skills coaching for both kids and adults, fitness training, event delivery, youth development and private coaching.

Our programmes start for riders as young as 7 and cater for anyone who is just getting into mountain biking through to internationally competitive athletes.

We have close to 1000 members in our database as of June 2023 and a strong symbiotic relationship with the local club Mountainbike Tauranga. For more information about us you can look at our [Website](#), [Facebook](#) & [Instagram](#) DirtCraft.nz.



## Financial Support & Allocation

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DirtCraft is self-sustainable in the coaching and event areas, but DirtCraft requires financial assistance to sustain Youth Development opportunities. Financial support is allocated to three key areas within our Youth Development pathway. Our initiatives that require financial support include Development Squad, Trail Rose, Rider Assist Initiative and MTB Education Camps.

In addition to the benefits of financial support, our riders are encouraged to fundraise to subsidise their own costs. In the past this included managing aid stations at Triathlon events, volunteering, splitting firewood and part time employment to name a few. Thus, there is plenty of time and effort put in by the individual to appreciate these Youth Development opportunities.

### Rider Assist Initiative

The Rider Assist Initiative supports young riders and families that experience financial hardship. These funds are allocated to subsidise Mountain Biking opportunities provided by DirtCraft including Coaching, Events, Development Squad, MTB Education Camps, and our Trail Rose Programme. Applications are open all year and at the beginning of every season, credits are issued to successful applicants to subsidise their Mountain Biking fees. The RAI support is limited to \$500 per rider per season to ensure the funds are spread further to those in need. <https://dirtcraft.nz/rider-assistance-initiative/>

### Development Squad

The Development Squad supports passionate, respectful, and hardworking young riders aged 15 to 18. Development Squad allows high level domestic and international racing more accessible and assists with character development by situational learning at events and on camps.

Riders pay their own share of expenses towards event trips. Financial support covers the costs incurred by volunteers and a manager to attend and organise each trip. Every season we aim to provide the opportunity for five or more event trips, in the past we've raised funds to access events across New Zealand, and even traveled to Australia and the United States. Around 25% of raised funds from sponsorship is allocated to the Development Squad. <https://dirtcraft.nz/development-squad/>

## Trail Rose

The Trail Rose programme aims to foster social connection, grow passion for Mountain Biking and empower young women's confidence beyond the sport through adventure. This programme sees girls aged 10 to 14 from different backgrounds come together and share amazing opportunities including skill and fitness development, adventure trips and a camp to achieve our objectives. Around 25% of funds raised are allocated to Trail Rose. <https://dirtcraft.nz/trail-rose/>

There are plenty of riders and families in the Mountain Biking community who experience financial hardship, solo parents are a common example of this. To spread the support to multiple riders there is a cap of \$500 per rider per season.



## MTB Education Camps

Mountain Biking Education Camps facilitate learning of a wider range of MTB knowledge, assist character development via situational learning. We come across lots of riders from non-Mountain Biking families who struggle to understand how the sport works, what to do, where to spend time, energy, and money, and which area of Mountain Biking each rider is suited to. The MTB Education Camps are delivered to riders aged 10 to 14 and covers a broad range of topics including team building, nutrition, recovery, health & wellbeing, mental skills, bike mechanics, bike maintenance, leadership opportunities and of course Mountain Biking. A lot of which can be applied beyond the sport of Mountain Biking. <https://dirtcraft.nz/mtb-education-camps/>

## Finder's Fee

If agreed upon by the supporting Sponsor and the rider who links DirtCraft with the Sponsor. Then DirtCraft offers up to 20% of the financial support value as a credit on their account, with the remainder being split amongst Youth Development opportunities outlined above.

## Package Tiers

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<u>Name*</u>	<u>Value**</u>	<u>Availability</u>
Tier 1	\$3000 +	2
Tier 2	\$2000 - \$3000	3
Tier 3	\$1000 - \$2000	4
Tier 4	<\$1000	8

\*Partnership is valid for 12 months from February 1<sup>st</sup>.

\*\*Value is excluding GST.

### Tier 1

- 50% discount on group skills sessions
- Registration form logo exposed to over 1000 different parents/registrants.
- Free race entries for staff. Up to four per event + all Tier 2.

### Tier 2

- Logo placement on the DirtCraft trailer.
- Early access invitation to sponsor events.
- Opportunity for connection with Development Squad riders and career opportunity discussions + all Tier 3.

### Tier 3

- Social media promotion on our dirtcraft.nz Instagram and Facebook page which has connection with over 1000 accounts.
- Content to use on your social media and website – on request.
- Reshare connection with riders' social media, over 200 accounts + all Tier 4.

### Tier 4

- Website promotion on our site dirtcraft.nz & access to our DirtCraft Newsletters.
- Rider Assistance Initiative updates and letters of thanks.
- Fulfillment of supporting youth sport within the Western BOP community.



## Final Word

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Should a partnership be established for 2024, the support period will be valid from the 1<sup>st</sup> of February 2024 to the 31<sup>st</sup> of January 2025.

If you are interested in supporting DirtCraft but now is not the right time, or for more information please contact us or check out our website: <http://dirtcraft.nz>

If you would like to support the team and secure a position as a partner for 2024, please email us prior to the January 20<sup>th</sup>, 2024. – tristanhride@gmail.com

Regards,

Tristan Haycock – DirtCraft Founder & Head Coach.

“Alone we can do so little, together we can do so much” – Nino Schurter 2019.

