

# Sponsorship Proposal



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*A Positive Healing Cycle for Survivors*



# About Us



Founded in 2013; Established as a 501(c)(3) non-profit in 2016; with programming begun in 2017 on Colorado's Western Slope.



Our team totals 45, made up of staff, volunteers, racers, coaches and board of directors



15 Colorado participants served to date. Expanding to 2 counties of 20 each in 2020.



# Mission

We empower survivors of sexual abuse and sexual assault through therapy and mountain biking, creating a sacred cycle of recovery, personal development, and community impact.

We provide three support systems to encourage healing:

- Individualized therapy
- Mountain biking gear and guidance
- An interactive support system

Founder, Heather Russell &  
Executive Director, Clare Hefferren





# Vision

Helping each participant:

- To eliminate stigma and shame associated with sexual abuse and assault.
- To access the tools needed for recovery and healing.
- To provide family and community members education on the healing cycle.
- To become an advocate and ambassador of the mission.
- To receive a mountain bike and an opportunity to heal through the sport.



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# Organization Demographics

- Clients: Female, 28 to 48 years old, Colorado residents from Denver and throughout the Western Slope.
- Coaches: Five biking coaches located in Aspen, Carbondale, Glenwood Springs and Golden.



Erik 'Yoda' DaRosa, Aspen



Kallie Carpenter, Carbondale



Megan Hartman, Carbondale



Meghan Detering, Carbondale



Garrett Alexander, Vail



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# Board of Directors

Six Skill-based board of directors with expertise in psychotherapy, medical, financial, operations, business development, marketing and sales.



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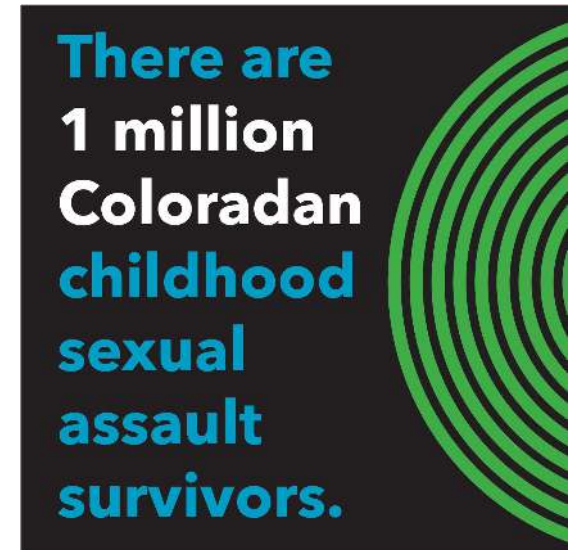
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# Program Curriculum 2020

- 20 participants per county in Roaring Fork Valley and Denver County = 40 total
- County-based to encourage increased interaction between active clients, alumni, client coordinator and mountain bike coaches.
- 4 programs from which to choose allows us to meet the survivor where they are in their healing cycle and time availability.
- Increased digital communication components
- A statewide all-client gathering
- Strategically expand to additional counties in 2021.



# Top Line Marketing

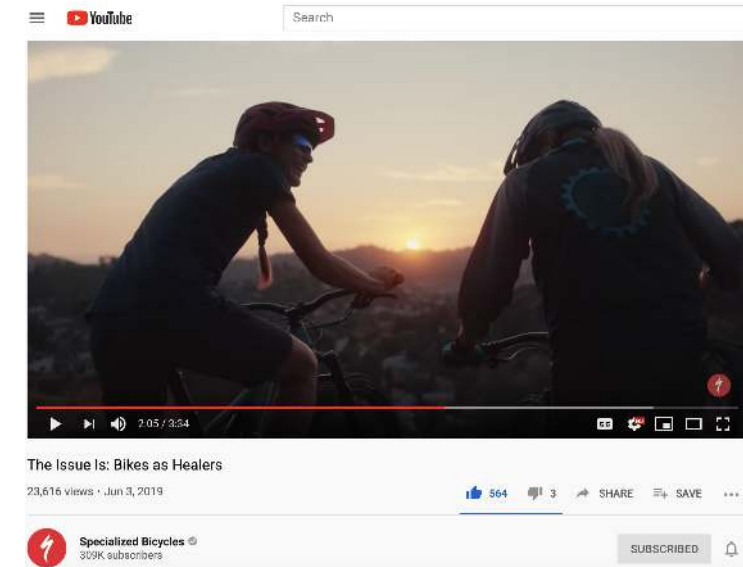
- Web Site: 1,100+ monthly views
- Facebook page: 1,000 followers
- Instagram page: 800+ followers
- Quarterly newsletter: 650+ subscribers





# Public Relations / Press

- We have been fortunate to receive significant press in 2019.
- Editorial coverage: [The Red Bulletin](#), [The Dirt Rag](#), [Aspen Times](#), [Singletracks](#), [Specialized YouTube](#), [The Ride Life](#), [Alice the Mag](#), [Josie's Bike Life](#), [Denver Post](#), [Glenwood Post Independent](#), [Mountain Flyer Magazine](#), [Summit Daily](#), and [Vail Daily](#).



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# 2019 Events & Community E

- Four annual public events + private development intimate dinners & cocktail parties
- Race team ambassadors: 28 members.
- 20 client rides per season per county
- 25 seasonal weekly community rides throughout the summer, 6-12 people per ride, per county.
- Women's MTB Skills clinics with 35 participants (sold out in 48 hours)



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# 2019 Events & Community Exposure



Mountain Bike Skills Clinic



Weekly Carbondale Community Ride



Client  
Retreat



Betteridge  
Event



Races & podium!



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# 2020 Scheduled Events



**March:** An intimate fundraising evening at Betteridge Jewelers in Vail Village catered by Matsuhisa Vail. Donation for a chance to win a Bvlgari Serpenti watch.



**April:** A free event at Highline Vail by Hilton with survivor and keynote speaker Trish Kendall followed by a panel discussion to raise awareness and educate on sexual abuse. Space for 150 attendees



**Summer:** MTB Skills Clinic Series (3 Colorado events + Utah travel trip), open to the public. All levels welcome - from never-ers to shredders. 2019 clinics sold out in 48 hours!



**Fall:** A Barnbuster weekend of a client season annual retreat and fundraiser bringing together clients, alumni, donors, volunteers and staff to bond, relax and celebrate their success.



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# Sponsorship Program Objectives

Your contribution will support:

- Signature **client programming** including evidence-based trauma therapy
- Program participant annual retreat.
- **Race team** development.
- **Community event outreach** including speakers; skills clinics, mountain bike first aid & CPR course; bike maintenance, and self-defense classes.



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# Sponsorship Tiers

Sacred Cycle creates sponsorship through monetary and in-kind methods. Let's start the conversation here. Details will be provided in a separate document.

- Title \$10,000
- Podium \$5,000
- Enduro \$2500
- Century \$1000
- Sprint \$500

If interested, please request a tier valuation list.



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# Sponsorship Benefits

- Opportunity to generate brand recognition and create awareness for your product to the outdoor recreation industry
- Cohesive marketing strategy ensures your brand/logo at multiple channels
- On site event marketing and mtb skill clinics
- Exposure to local and national bike races
- Inclusion in quarterly newsletter, emarketing, and blog
- Logo and listing on website
- Logo on social media channels - FB, IG, LI
- Merchandise logo placement



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# Sponsorship Equipment Needs



Monetary donation earmarked exclusively for equipment



Ladies full suspension road and mountain bicycles



Cycling accessories  
i.e.: helmets, tools, apparel,  
tubes, cleaning kits, lube,  
hydration packs, energy foods



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# Sign On Today

While we present recommended tiers, Sacred Cycle welcomes a chat to customize a sponsorship program for your organization.

Let's get started!

*Clare Hefferren, Executive Director*

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970.376.3364

Engage with us!

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<https://www.linkedin.com/company/sacred-cycle/>

<https://www.facebook.com/thesacredcycle/>

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*Thanks For Your  
Consideration*



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