



LA CROSSE AREA MOUNTAIN BIKE TEAM 2025 Race Season Sponsorship Form

Building strong minds, bodies, character, and communities through cycling.

\$2,500

Titanium Level

- Logo displayed on Traveling Team Trailer.
- Logo displayed on 2025 Team Shirts.
- Recognized throughout the season on website and social media.
- Logo displayed at all 2025 NICA Races.

\$1,000

Carbon Level

- Logo displayed on 2025 Team Shirts.
- Recognized throughout the season on website and social media.
- Logo displayed at all 2025 NICA Races.

\$500

Aluminum Level

- Recognized on website.
- Logo displayed at all 2025 NICA Races.

Deadline: May 1st, 2025

I would love to be a MTB Team Sponsor!

Sponsor Level: Titanium Carbon Aluminum

Name/Business Name: _____

Contact Name: _____

Address: _____

Contact Email: _____

Contact Phone: _____

Payment Options: Credit Card Check Enclosed

Credit Card #: _____ EXP: _____ CVC: _____

Signature: _____

(Please make checks payable to ORA Trails, 125 7th Street N., La Crosse, MTB Team in memo)



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YOUTH MOUNTAIN BIKE PROGRAM AND RACE TEAM

The La Crosse Area Mountain Bike team encompasses co-ed youth from the La Crosse, Onalaska, Holmen, and La Crescent communities. Over the last 10 years, the program has become very successful with hundreds of youth grades 6-12 participating each year. We are part of the Wisconsin state league of the **National Interscholastic Cycling Association (NICA)**, who develops interscholastic mountain biking programs for student athletes across the US.

The team is an **ORA (Outdoor Recreation Alliance) Trails** program. ORA is a local non-profit that is dedicated to building happy, healthy, and resilient communities by providing access to equitable and sustainable outdoor recreation experiences.

The team needs your help! The team gives youth in our area the opportunity to participate in an activity that provides foundational life lessons such as *self-awareness, discipline, success, failure, empathy, humility, and sportsmanship*. With a growing demand for inclusive sports, this team allows youth to experience being a part of a diverse team while developing the physically and mentally healthy, lifelong skill of mountain biking. This includes male and female student athletes who often ride together, as well as middle and high schoolers who encourage and inspire one another.

We offer 4 specialty programs within the team:

GRIT: Girls Riding Together: Empowering girls while creating an inclusive and equitable space for all

TTC, Teen Trail Corps: Teaching youth to give back through trail building, maintenance stewardship and advocacy

Racing: Team members and their families travel throughout WI to camp and race together, which provides a strong team/family environment. Nearly 70 of our 100 student athletes participated in racing last season

Adventure Riding: Promotes camaraderie, community, and the outdoors by developing skills and pursuing challenges, learning lifelong adventure through mountain biking

This team relies on volunteer coaches who are passionate about cycling and helping youth in our community, teaching them not only technical skills, but also teamwork and sportsmanship. They serve as mentors and motivators during practice, events, and races giving countless hours of their time and talent. We pride ourselves in never turning a youth away due to inability to pay the team registration fee, lack of safety equipment, or bike.

We invite you to help us continue to provide this program to youth in our area by becoming a La Crosse Area Mountain Bike Team sponsor. Your support will help to pay for our volunteer coaches to have first aid, CPR training and certification, and bike skills training. We rely on sponsor support to help provide jerseys for our student athletes if needed, bike maintenance, parts, and tools. We spend 5 weekends each fall racing and camping with our team families across Wisconsin, making memories, building bonds, and strengthening our youth mentally and physically.

Thank you for considering supporting this program and the youth in our communities. Please express your support by **May 1st, 2025**. Thank you!

For any questions or more information, please contact Willow, ORA Trails Development Director, at willow@oratrails.org / 920-373-1591