

## True Grit Youth Cycling Development Team

### Request for Corporate Sponsorships

The True Grit Youth Cycling Club is committed to introducing youth riders between the ages of 9 – 16 to the sport of mountain biking and promote and develop the skills and habits they need for a healthy lifestyle. Recent studies show that only 9% of Canadian kids aged 5 to 17 get the 60 minutes of heart-pumping activity they need each day.<sup>1</sup> Our youth team members will enjoy a fun, social environment while enjoying strenuous physical activity outdoors.

We are seeking corporate sponsorships to partner with us financially to help us continue to grow and develop our Youth Cycling Team.



### Our Background

The True Grit Youth Cycling Team was established in 2016 with approximately 7 youth members. The team was formed out of the True Grit Cycle Club, a club of approximately 30 members and is a registered not-for-profit organization based in the GTA West area (Burlington, Oakville, Milton, Mississauga). The youth team participates in recreational mountain bike rides in the Burlington and Milton area, as well as participating in the Ontario Cycling Association “Ontario Cup Mountain Bike Race Series”, Conservation Halton “Kelso Mountain Bike Weekly Race Series”, Ontario Summer Games for the

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<sup>1</sup> 2016 ParticipACTION Report Card on Physical Activity for Children and Youth

Mountain Bike Cross Country events, as well as other mountain bike events such as 8-hour and even 24-hour mountain bike relay races.

### **Our Youth Team Members**

Our youth team represent a wide range of abilities, our team is not about winning (although we had 3 Provincial Champions in 2017), but about having fun, learning new skills and being active with your friends. For 2017 the team consisted of 7 members of 5 males and 2 females. For 2018, we our goal is to grow our team to 10 members.



### **Our Volunteers**

Our youth team members are supported by volunteers from within the True Grit Cycle Club, with a designated “head coach” (Professional Mountain Bike Instructor Certified, Level 1) and 3-5 other volunteers. Our volunteers support the youth team by:

- Arranging recreational rides where youth team members can participate
- A race team “pit area” on race days where youth members can congregate and enjoy refreshments donated by our Club sponsors
- One-on-one mountain bike skills development
- Mechanical support for minor bike repairs (E.g. flats, chain lubrication etc.)

Our youth team members also have access to expert mountain bike equipment advice and support through our bike shop sponsor, Bicycle Works in Waterdown.



### Our Goals for 2018

- Grow our youth team by 3 riders to 10
- Provide members with 1 pair of cycling jersey and shorts
- Youth members to participate in the following events:
  - Weekly Recreational ride events and/or Kelso Weekly MTB Race Series
  - OCA Ontario Cup Race Series
  - Participate in 8-hour and/or 24 hour race events
  - Participate in the London 2018 Ontario Summer Games
- Have lots of fun!

Based on the goals that we have defined, we are hoping to raise between \$5,000 - \$8,000 for our Youth Cycling Team.

If you would like to support the growth and develop our Youth Cycling Team, please contact Paul ([paul.wojciechowski@truegritcycling.ca](mailto:paul.wojciechowski@truegritcycling.ca)) or Richard ([richard.wiersma@truegritcycling.ca](mailto:richard.wiersma@truegritcycling.ca)).

Thank You