



KIDS | COMMUNITY | COMPETITION

IDAHO BMX, Inc.
Idaho Registered 501c3 Non-Profit Organization
208.779.2362 aseal@idahobmx.com or dadair@idahobmx.com

MEDIA KIT

ABOUT



The Idaho Indoor BMX Management Team would like to thank you for taking time out of your schedule to review this proposal. Our team is dedicated to building relationships in the community that promote participation in cycling, more kids on bikes, and encourage healthy lifestyles for all members of our racing community. Coming off three extremely successful racing seasons, and a phenomenal Indoor season, the team is looking to carry that momentum into 2021, by bringing the Treasure Valley and surrounding Northwest states the opportunity to race indoors over the winter.

WHO ARE WE?

The Idaho Indoor BMX Management Team is a subset of the Idaho BMX, Inc. non-profit 501c3 organization that oversees USA BMX sanctioned racing at Eagle Park, Caldwell, and Mountain Home facilities. The 14 person board of directors recognized early on that for our local riders / racers to remain competitive on the regional and national scene, access to an indoor training facility and racing is critical. While options exist in Salt Lake City and Seattle, the ability to train and race locally insures consistency of skills development without adverse financial strain associated with long

distance travel. To this end, the Management Team has partnered with the City of Caldwell and Canyon County to have access to the Canyon County Fair Building in February for 4 weeks. The first step to a successful season has been achieved with the signing of a lease on the temporary indoor facility. Now it is time to secure the necessary community support and funding to turn the detailed plan into a reality. We look forward to discussing our sponsorship options and how this partnership can benefit our community as well as your brand.

2021 INDOOR SCHEDULE // FEB. 2 – FEB.28

4 WEEKS

12 RACES

ALL AGES & SKILL LEVELS

NORTHWEST REGIONAL RACE

RACERS FROM

(ID, OR, WA, MT, WY, UT)
ALL AGES & SKILL LEVELS

FEB. 5 - FRIDAY - SINGLE POINTS RACE* 6-7 PM
FEB. 6 - SATURDAY - SINGLE POINTS RACE* 3-4 PM
FEB. 7 - SUNDAY - SINGLE POINTS RACE* 9-10 AM

FEB. 12 - FRIDAY - SINGLE POINTS RACE* 6-7 PM
FEB. 13 - SATURDAY - RACE FOR LIFE** 3-4 PM
FEB. 14 - SUNDAY - SINGLE POINTS RACE 9-10AM

FEB. 19 - FRIDAY - BOB WARNICKE** 6-7 PM
FEB. 20 - SATURDAY - GOLD CUP QUALIFIER RACE*** 3-4 PM
FEB. 21 - SUNDAY - IDAHO STATE QUALIFIER*** 9-10AM

FEB. 26 - FRIDAY - SINGLE POINTS RACE* 6-7 PM
FEB. 27 - SATURDAY - EARNED DOUBLE** 3-4PM
FEB. 28 - SUNDAY - SINGLE POINTS RACE* 9-10AM

TWO HOUR PRACTICE - TUES & THUR STARTING FEB. 2.



BE SEEN

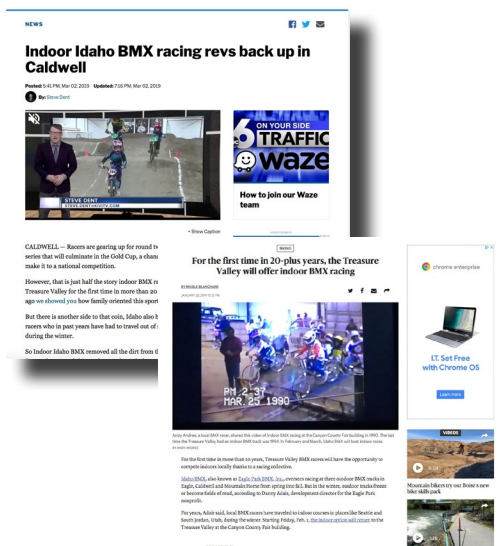


Based on the successful 2019 AND 2020 Idaho Indoor seasons, 2021 is forecasted to attract over 300 Riders and up to 1200 spectators in a single event, the USA BMX Gold Cup Qualifier Race. The complete Idaho Indoor Season is estimated to reach 10,000 attendees...

FORECASTING UP TO
10,000
ATTENDEES
OVER 4 WEEK SEASON

DAYS	RACERS	FAMILY + SPECTATORS	TOTAL ATTENDEES
THURSDAY	110	330-440	440-550
FRIDAY	150	450-600	600-750
SATURDAY	300	900-1200	1200-1500
SUNDAY	200	600-800	800-1000
PRACTICE	75	150-225	225-300

NEWS WEB+TV



- Weekly Social media updates ~5000 Followers (Facebook, Instagram, etc) leading up to event
- Daily Social media updates on and during event race days
- Facebook Live Streaming
- State and Local Government officials will be present for select events
- Engaging local TV for coverage and feature spotlight of State Qualifier, Gold Cup Qualifier, and Pro AM events.
- Engage local newspapers to highlight key events, partners that helped bring this series to reality, as well as select local riders

JOIN US



There's multiple ways to be involved with the Idaho Indoor BMX Season, from cash sponsorship, donations to in-kind donations. Let's tailor the right plan to meet your 2021 initiatives!

Opportunity for Company Branded Events / Promotions / Product Demos

- New product / service roll outs
- Incentives / promotions
- Bring select products to audience to capture interest
- The power of visually seeing a brand on a consistent basis

Opportunity to Extend Sponsorship to Outdoor Season (April to Oct '21) at Eagle Park BMX and Caldwell BMX!



Priority for Renewal Sponsorship – Indoor 2022

Previous and Existing Partners include: City of Caldwell Economic Development, Coastline Equipment, Lurre Construction, D.O.C. Direct Orthopedic, Knife River, Conrad & Bischoff, Olson Bros. Roofing, The Land Group, R1 Powerwash, Consurco, C&B Trailers, Fly Racing, Dialed In BMX

SPONSORSHIP PROGRAMS: (Not limited to, let's create the right program to fits your goals)

TITLE SPONSORSHIP - \$10,000 (1 Spot Available)

Naming Rights - **(YOUR BRAND) IDAHO INDOOR BMX**

Included in ALL marketing materials from Race Shirt, Photo Watermarks, Logo on Website, Social Media Mentions, 3 minute Presentation before each Saturday night Main Event (3X), Indoor Vendor Spot.

PRESENTING SPONSORSHIP - \$7,500 (1 Spot Available)

Naming Rights - **(TITLE SPONSOR) IDAHO INDOOR BMX BY (YOUR BRAND)**

Included in ALL marketing materials from Race Shirt, Photo Watermarks, Logo on Website, Social Media Mentions, 3 minute Presentation before each Saturday night Main Event (3X), Indoor Vendor Spot.

GOLD SPONSORSHIP - \$5,000 Pro-Am Race Naming Rights ie. **(YOUR BRAND) IDAHO INDOOR PRO-AM**

SILVER SPONSORSHIP - \$2500 (2 Spots Available)

BMX Clinics or Practice Naming Rights ie. **(Your Brand) IDAHO BMX CLINICS**

Clinics Held Each Weekend (3X), Public Practices Held (2-3X). Logo on Shirt & Website, Social Media Mentions, Banner

BRONZE SPONSORSHIP - \$1000 (5 Spots Available) *Logo on Shirt & Website, Social Media Mentions, Banner*

TAX DEDUCTIBLE DONATIONS - \$500 AND LESS

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