



BMX RACING TEAM



INVEST IN GROWTH. INVEST IN RESILIENCE.

A gift to our BMX program is an investment in children who are learning how to face challenges with **confidence, grit, and determination** — skills that last a lifetime.

Your generosity helps kids discover they are stronger than they think.

Outdoor, Active, and Engaged

In a world increasingly dominated by screens, BMX gets kids outside — moving, breathing fresh air, and connecting with their community. Practices and races are held outdoors, fostering physical health, mental clarity, and social connection.

Why BMX Matters

BMX is more than a sport — it is a powerful tool for youth development. On the track, kids learn how to fall, get back up, and try again. That lesson becomes resilience, confidence, and perseverance they carry into school and life.

Why Your Gift Matters

Donations and Sponsorships support:

- Equipment and safety gear
- Coaching and practice programming
- Scholarships that remove financial barriers

WHY 4 -6 PM MATTERS

Keep riders on track to graduate.

Team based BMX training builds discipline, accountability, and school connection — factors linked to **higher attendance and graduation outcomes.**

Prevent drug and alcohol use.

Riders engaged in structured practices during after school hours are significantly less likely to engage in substance use, with studies showing **up to 50% lower risk.**

Turns risk hours into momentum.

The 4 - 6 PM window becomes a time for physical activity, mentorship, confidence building and belonging — **replacing risky behaviors with purpose.**

SUPPORTING PRE-K THROUGH 12TH GRADE STUDENT-ATHLETES

BMX is uniquely inclusive—no tryouts, no cuts, and no benchwarmers. Every child practices and races, with progress based on effort, not favoritism. This means every kid, regardless of skill level or background, is seen, supported, and challenged.

What BMX Teaches Kids

Resilience

- Riders face challenges every time they race.
- They learn that progress comes through effort, not avoidance.
- Failure becomes a learning moment, not a stopping point.

Confidence

- Success is earned through repetition and growth.
- Being part of a team helps riders see their potential as valued athletes.
- Kids begin to believe in themselves — and that belief transfers beyond the track.

Emotional Regulation & Grit

- BMX requires focus, discipline, and self-control.
- Riders learn to manage fear, frustration, and disappointment in healthy ways.

What Schools Are Saying

School leaders consistently see positive changes in BMX riders. Students show increased confidence in the classroom, improved engagement and behavior, and a greater willingness to take on challenges.

Sponsorship Opportunities

Custom Sponsorships Available

Community Supporter | \$250

Potential Impact: 3 USA BMX Memberships, 5 Custom Jerseys, or 2 Helmets.

Recognition: Social Media Post

Season Champion Sponsor | \$1,000

Potential Impact 2 Fully Equipped Riders, 3 Bicycles, 20 Custom Jerseys, 10 National Entry Fees, or long-term equipment.

Recognition: Social Media Post, Logo on Website, and Small Business Logo on Jersey

Grands Pit Space Sponsor | \$5,000

Potential Impact One 10x20 Tent AND 5 Fully Equipped Riders, 7 Bicycles, 30 Custom Hoodies, 25 National Entry Fees, or long-term equipment.

Recognition: Social Media Post, Logo on Website, Business Logo on 10x20 Pit Space Tent, and Large Business Logo on Jersey

Jersey Sponsor | \$550

Potential Impact: 3 USA BMX Memberships, 5 Custom Jerseys, or 2 Helmets.

Recognition: Social Media Post & Logo on Website

Season Champion Sponsor | \$2,500

Potential Impact 5 Fully Equipped Riders, 7 Bicycles, 20 Custom Jerseys, 10 National Entry Fees, or long-term equipment.

Recognition: Social Media Post, Logo on Website, and Medium Business Logo on Jersey

Jim Sellers Legacy Partner | \$10,000

Potential Impact One 10x20 Tent AND 5 Fully Equipped Riders, 24 Bicycles, 50 Sets of Jerseys & Hoodies, 50 National Entry Fees, or long-term equipment.

Recognition: Social Media Post, Logo on Website, Business Logo on 10x20 Pit Space Tent, and Large Business Logo on Jersey

Make Checks Payable to Edison BMX Club, Inc., a 501(c) Organization.
Call 918-845-1145 to arrange payment or visit Edisonbmx.com to donate electronically.