

Kaillie Humphries





Achievements

5x Olympian - 4 Olympic Medals
 30 World Cup Gold medals
 64 World Cup medals in total
 10 World Championships medals - 5 Gold
 90 Overall crystal globes - 4 Gold

Olympic Games

- G** 2010 Vancouver
- G** 2014 Sochi
- B** 2018 Pyeongchang
- G** 2022 Beijing

World Championships

- G** 5 X
- S** 3 X
- B** 2 X

IBSF World Cup

Overall

- 3** 1 X
- 2** 4 X
- 1** 4 X



- Only Female in Olympic history to win a Gold medal for two different countries
 - First ever Monobob Olympic Champion
- Only Female pilot in Bobsled History to defend an Olympic Gold Medal
 - First female to compete against men in 4-man
- Only female to have competed against men in 4-man at World Championships
 - Only female to have competed in World Cup with an all women 4-man crew
 - Most successful female bobsled pilot in History
- Only female in history to win double gold at a single World Championships
- Only bobsledder in history to win gold at World Championships for 2 different countries
 - Only female in history to have 5 World Championship titles

Driven ;

Relentlessly compelled by the need to accomplish a goal.

Trailblazer ;

One that blazes a trail to guide others. Pioneer



Bobsled is my passion pushing the limits of what is possible drives my focus. After lobbying for years to bring equal opportunity to women in the sport, I became the first female to ever compete in a 4-man competition at the World Championship level. My efforts moved Women's sport forward, opening the door for others moving the International Olympic Committee to add a new event called "Monobob" in 2022 Olympics . I made history by winning the Inaugural Monobob Olympic event.

What it takes to be a champion:

At the start we accelerate the 375 lb sled for 50 meters.

Our sport requires us to be strong, explosive and fast.

We train 6 days a week, 3-6 hrs a day, 11 months in the year at the elite level.

Heavy squats, olympic lifting, short distant sprints and jumping are majority of our exercises. We do a small number of repetitions over and over, with maximal effort each time to get in shape.



I rely heavily on visualization to gain advantages over my competitors. A lot of mental preparation and focus is required.

We walk the track daily before sliding to read the ice and refresh the program in our minds. Every track is different, I will go through and imagine myself driving through each track a couple times a day.

Minimizing distractions, simplicity, and getting “into the zone” are tools that I use to stay focused.

I cover 1.5 miles in 50 seconds, physically using our hands, body and eyes to control the sled. There is no room for error.

The equipment plays a huge role. We use aerodynamics to maximize our speed, which is between 80 - 100 mph.

The tiny spikes on our shoes allow us to push on ice without slipping.

The steel blades on the sled have a unique shape that is not sharp, but the radius of a pinky finger. Different sets with different widths allow for control in specific to weather conditions, Just like tires on a car.

Budget



- Flights / Transportation (Travel)	\$7,500
- Accommodation / Living expenses	\$21,000
- Food	\$12,000
- Personalized coaching and training facility access.	\$16,500
- Therapy (massage/chiropractor, etc.)	\$13,000
- Equipment : (Steel blades X2, helmets, spikes, tools, sandpaper, polishing paste, etc...)	\$37,500
- Support : (help during my races)	\$6,500

Total **\$114,000**

National team & Olympic athletes are not federally funded. We rely on personal partnerships and support to help offset the costs associated with being a full time athlete for Team USA. This funding directly impacts my ability to stand on the podium.

Fun Fact: Races can be won or lost by 1/100th of a second, which is faster than you can blink your eyes twice.

Sponsorship levels:

GOLD

SILVER

BRONZE

*Packages come with varying levels of engagement.
I will work with you to find the package that suits you best.**

Examples of Engagment include:

- Social media promotions (Twitter, Instagram, Facebook)
- Personalized appearances at events or functions
- Speaking engagements in person or online. (Topics include teamwork, overcoming obstacles, focus, goal setting, perseverance, success, high performance, etc...)
- Business logos displayed on my clothing (racing suit, helmet, podium jacket, hat) to be worn and shown worldwide at each race. The company can use these images to promote the partnership if they wish.
- Commercials or promotional videos

* Customization within packages is available





2.05B

Audience

Combined total of publication-wide audience figures for all outlets featuring coverage



88.9K

Engagements

Combined total of likes, comments and shares on social media platforms



45

TV Viewers in Millions

Ratings by millions of viewers



2.11M

Est. Social Views

Prediction of lifetime views of social posts, based on audience reach and...



76

Pieces of Coverage

Total number of online, offline and social clips in this book



6.19M

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social



795K

Print Circulation

Print numbers

Media Coverage and Reach

GOLD

\$70,000



- 2 Events / Speaking Engagement : 1 in person, 1 virtual*
- Podium Jacket
- Premiere Sled Logo
- Social Media Engagement

*Speaking engagements not during competition season

SILVER



\$25,000

- 2 Event / Speaking Engagment : Virtual
- Winter Jacket Logo
- Hat
- Sled Logo
- Social Media Engagment

\$10,000

BRONZE



-Racing Suit Logo : Leg
-Social Media
(4x during racing season)



Thank You

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