

2021

PARTNERSHIP PROPOSAL

PRAIRIE GIRLS RACING

APRIL 2021



WWW.PRAIRIEGIRLSRACING.CA

ABOUT

PGR is an Alberta based cross country, enduro and downhill mountain biking race team that supports and promotes women in competitive sport. PGR was founded in 2014 and has grown significantly with the help of our past and current sponsors and supporters.

Our team consists of a range of female riders from obsessive recreationalists to international medalists, all brought together by their passion for continuous mountain biking skill development and personal growth. As a team we aim to build a network of women to support and inspire each other on and off their bikes.

While we've changed course a few times since inception, in 2019 we underwent a holistic organizational restructuring and visioning exercise to better guide our future direction as a team. As we honed in our focus to the southern Alberta region, we also shifted back towards where it all began - racing.

This year, and in years moving forward, we bring together strong female riders and advocates who are serious about building skill and confidence to race, who break down barriers of women in race, and who support each other and show camaraderie to fellow racers. Together with our sponsors and partners we invest our time in community activities and events that support this mandate.



**WE AIM TO BUILD A
NETWORK OF WOMEN TO
SUPPORT AND INSPIRE
EACH OTHER ON AND OFF
THEIR BIKES.**

What can a partnership look like?

Our goal is to partner with like-minded companies and organizations that have a passion for bikes and building community.

Our partnerships focus on finding synergies between us to achieve an optimum relationship that is both business savvy and mutually beneficial.

While we have baseline offerings for our prospective partners which include things such as professional social media marketing and brand exposure at races and events, we also work with partners to create customized options with hopes of providing the most value in all our partnerships. We welcome all ideas that ensure success for you and our team.

BUILD YOUR BRAND WITH:

- determined number of social media posts on the team and racer accounts showcasing your business support
- logo placement on PGR jerseys for the current race season
- ownership of professional photos focused on your brand for your company's internal and external use
- brand affiliation with a passionate and unique local women's race team

GET SOCIAL



CHANNELS & ORGANIC REACH



1,132 +

Prairie Girls Racing - PGR

+ individual racer profiles



1,571 +

@prairiegirlsracing

+ individual racer profiles



prairiegirlsracing.ca

*currently undergoing rebrand

2019 TEAM HIGHLIGHTS

A team committed to getting faster, together



Race Exposure:

- Canmore Enduro
- Crowsnest Canadian Enduro Series
- Fraser Valley Canadian Enduro Series
- Kamloops Canadian Enduro Series
- Kicking Horse Downhill Race
- Kootenay Crusher
- Mooseduro
- Moose Toonie Races
- Mountain Maiden
- Panorama Canadian Enduro Series Championship
- Revelstoke Enduro
- Rundle's Revenge
- Silverstar Downhill Race
- Vernon Summer Solstice Enduro

Community Events:

- PGR's Women's Downhill Weekend at Panorama
- Juliana Rideout
- MMBTS Trail Days
- CAMBA Trail Days

MEET OUR EXECS

BEHIND OUR BRAND



**DEANNE
COISH**
FINANCE



**DARLENE
PARANAQUE**
BUSINESS
DEVELOPMENT



**KATELYN
MALLET**
TEAM
MANAGER



**JENNIFER
FRECKLETON**
MEDIA + EVENTS

We understand each company is unique and has their own set of goals and objectives. We look forward to an opportunity to discuss how we can work together to further your business objectives, while contributing to the women's mountain biking race scene.

SPONSORS & PARTNERS





QUESTIONS?

E-MAIL US: ADMIN@PRAIRIEGIRLSRACING.CA

WWW.PRAIRIEGIRLSRACING.CA