PEAK PURSUITS CYCLING COLLECTIVE







PARTNERSHIP PROPOSAL 2027

WE INVITE YOU TO BE PART OF PEAK PURSUITS CYCLING COLLECTIVE. THIS IS AN OPPORTUNITY TO HELP CREATE SAFE SPACES IN SPORT, EMPOWER THE NEXT GENERATION OF ATHLETES, AND SUPPORT A PROGRAM THAT IS CHANGING THE LANDSCAPE OF GIRLS' CYCLING ACROSS WESTERN CANADA.

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INTRO DUCTION

Welcome to the Movement

Peak Pursuits Cycling Collective is more than a team. It is a community dedicated to keeping girls in sport. Through exceptional coaching, mentorship, education, mental health training and meaningful opportunities, we create environments where young athletes feel supported, empowered, and inspired to pursue their goals. Together, we are building confidence, creating opportunity, and helping shape the future of Canadian cycling.

Since 2024, we've helped more than 400 girls and women discover, or rediscover, a love of sport.







Meet the **FOUNDERS**

Sarah Pittard | Co-founder & Executive Director



Born in Sudbury, Ontario, Sarah Pittard grew up with a love of sport and competition. A dedicated soccer player into her 40s, she understands the value of teamwork, leadership, and strong communities.

After earning her JD and LLB from Michigan State University and the University of Ottawa, Sarah began her career in securities law before pursuing opportunities in media and communications.

She went on to work as a social media specialist and travel writer for organizations including Lonely Planet Kids and TravelAge West.

Today, Sarah combines her experience in sport, storytelling, and community building to lead Peak Pursuits Cycling Collective and share the stories of the athletes, coaches, and families who make the program possible.

- 20+ years of leadership experience in sport, business, and community building
- Professional social media strategist and published travel writer
- Entirely volunteer-run, ensuring sponsor dollars directly support athlete opportunities

Meet the **FOUNDERS**



Haley Daniels, OLY | Co-Founder

Haley Daniels is an Olympian, speaker, coach and advocate for gender equality in sport.

A pioneer in women's canoe slalom, Haley helped lead the successful push for women's canoe to be added to the Olympic Games before representing Canada at the Tokyo Olympics.

Now retired from international competition and based in Canmore, Haley continues to create opportunities for women and girls in sport through coaching, advocacy and community building.

She co-founded the Canmore Women's Enduro alongside Sarah and works in partnership sales at SponsorPulse.

Haley brings the perspective of an athlete who has competed on the world's biggest sporting stage while also understanding what it takes to challenge systems and create opportunities that didn't previously exist, remove barriers and make sure girls can see a place for themselves in cycling.

JUNIOR ELITE **MTB**



Peak Pursuits Elite MTB is a Cycling Canada-registered Trade Team focused on developing the next generation of Canadian female cyclists.

The team will compete at the highest levels of North American mountain bike racing, including the Canada Cup Series, Continental Race Series, USXC events, and Canadian National Championships. Our mission is to provide athletes with world-class coaching, mentorship, racing opportunities, and the support needed to progress from provincial competition to international competition while building confidence, leadership, and lifelong success in sport.

HEAD COACH **RYAN DRAPER**

Ryan Draper is the Founder of Cycling-101 Inc. and one of Canada's most experienced cycling coaches, bringing more than 30 years of endurance sport experience to athlete development. An NCCP Certified Cycling Coach, Level 2 Certified Bike Fitter, PMBI Certified Mountain Bike Instructor and Guide, and Safe Sport certified coach, Ryan has worked with more than 500 athletes ranging from beginners to elite competitors. His extensive racing background includes 28 solo 24-hour mountain bike races, 10 victories, and a top-10 finish at the World Solo 24-Hour Championships.



JUNIOR - ELITE **ROAD & TRACK**



The Elite road team provides a high-performance pathway through premier stage races and national-level competition, including the Valley of the Sun Stage Race, Tour de Bloom, Coupe de l'Avenir, Tour de l'Abitibi, Canadian Road Championships, and Canadian Track Championships. Athletes gain experience in race tactics, teamwork, stage racing, time trials, and high-performance competition while working alongside some of Canada's most experienced coaches and mentors.

Supporting the road and track teams are coaches Alissa Maglaty and Steve Shiers who bring extensive experience in athlete development, performance coaching, and mentorship. Steve is recognized for his expertise in sprint development, race tactics, and helping athletes maximize their strengths through structured training and competition planning. Alissa, the 2025 Alberta Coach of the Year, has played a pivotal role in developing young athletes across multiple cycling disciplines.

JUNIOR ELITE **DH/ENDURO**



Peak Pursuits is expanding in 2027 with a dedicated Downhill & Enduro squad, creating a stronger development and racing pathway for female gravity athletes across Western Canada.

The squad will compete across major provincial and national events, including the Canadian Enduro League, BC Downhill Series, Canadian Enduro Championships, and Canadian Downhill Championships, alongside select regional and high-performance racing opportunities.

Our goal is to give young female gravity athletes access to the coaching, mentorship, race support, technical development, and team environment they need to progress from local and provincial racing toward the highest levels of Canadian and international competition.

Like every Peak Pursuits program, the Downhill & Enduro squad is about more than results. We are building confident, capable athletes and creating a place where girls can progress together, take on bigger challenges, develop as leaders, and see a future for themselves in gravity racing.

More racing. More progression. More girls on the start line. New for 2027.

ENDURO & DH COACHING

The Enduro & Downhill teams will utilize multiple specialized coaches, ski hills, training venues, and experienced athlete mentors across British Columbia and Alberta to create a complete training environment. By exposing athletes to different terrain, coaching expertise, race environments, and mentorship, the program will develop the technical skills, speed, confidence, race craft, and decision-making required to progress in both Enduro and Downhill.



PEAK PURSUITS
PROVINCIAL TRADE TEAM

Peak Pursuits also offers partnership opportunities through our provincial Trade Team . The Provincial team maintains a strong Western Canadian focus, providing young female cyclists with access to leading coaches, regional and national race opportunities, and year-round athlete development.

Beyond racing, athletes participate in online education sessions covering mental wellness, healthy fueling practices, race tactics, strategy, social media safety, and leadership development.

Trade Team partners play a direct role in helping more girls access high-quality coaching, safe sport environments, mentorship, and opportunities that keep them engaged in cycling for years to come.







KIT PARTNER
BENEFITS AND FINANCIAL COMMITMENTS

ELITE TRADE TEAMS

- Kit worn by up to 24 elite athletes in annual competition
- North American and International exposure
- Team kit, equipment, and tent branding
- Photos provided for sponsor use.
- Social media, and digital marketing exposure and all earned media
- Recognition at national and international competitions
- Athlete appearances and community engagement opportunities
- Sponsor spotlights and custom content creation
- Alignment with two Cycling Canada-registered Trade Teams
- Support of female athlete development across Canada
- Measurable impact through annual reporting and athlete success stories

Financial Commitment: $5,000

PROVINCIAL TRADE TEAMS

- Western Canadian brand exposure through team kits, training camps, race travel, and community events
- Photos provided for sponsor use.
- Recognition across social media, website, newsletters, and earned media coverage
- Visibility at regional, national, and Western Canadian cycling events
- Sponsor spotlights, partner features, and custom digital content
- Association with Canada's leading girls' cycling development programs focused on retention and long-term athlete development
- Support of mental wellness, fueling education, leadership training, and safe sport initiatives
- Direct impact on reducing barriers to participation for young female athletes
- Opportunities to support grassroots, development, and high-performance racing pathways across Western Canada
- Annual impact reporting highlighting athlete participation, program growth, and success stories
- Alignment with Peak Pursuits' mission to create safe, inclusive, and empowering opportunities for girls in cycling

Financial Commitment: $3,000 ($1,000 may be fulfilled through approved product, service, or contra support)

TEAM SPECIFIC **PARTNERSHIPS**

Brands can support Peak Pursuits as a whole or align directly with the discipline and athletes that best fit their products and community. **Across a 60-rider roster, Peak Pursuits represents more than $500,000 in annual spending on bikes, equipment, components and apparel, creating significant opportunities for meaningful North American exposure.**

ELITE ENDURO & DOWNHILL

TEAM ROSTER: 8 ATHLETES

One of our biggest areas of opportunity for new partners in 2027. We are currently seeking relationships with brands and venues interested in supporting the growth of elite female Enduro and Downhill racing across Western Canada:

- Enduro & Downhill Bike Partner looking to work with elite female athletes across Western Canada
- Wheel & Tire Partners
- Pedal & Shoe Partners
- Bike Parks, Ski Hills & Lift-Access Venues across British Columbia and Alberta
- Protective Equipment Partner including helmets, pads and body protection
- Suspension & Component Partners
- Technical Apparel Partner to collaborate on custom Enduro & Downhill team kit
- Sunglasses & Goggle Partner

ELITE ROAD & TRACK

TEAM ROSTER: 10 ATHLETES

We are currently seeking relationships with brands and venues interested in supporting our road and track athletes:

- Wheel Partner for road racing, time trial and track equipment
- Tire Partner
- Pedal & Shoe Partners
- Helmet Partner including road, aero and track-specific equipment
- Sunglasses Partner
- Component Partner
- Velodrome & Training Facility Partners to provide access to specialized training environments
- Technical Apparel Partner to collaborate on custom Road & Track race and training kit

TEAM SPECIFIC **PARTNERSHIPS**

CONTINUED

ELITE MTB & CYCLOCROSS

TEAM ROSTER: 10 ATHLETES

We are currently seeking relationships with brands and venues interested in supporting our Mountain Bike & Cyclocross athletes:

- Mountain Bike and Gravel Bike Partner looking to work with developing and elite female athletes across Western Canada
- Wheel Partner for XC, XCO and Cyclocross racing
- Tire Partner for MTB and Cyclocross racing across a wide range of terrain and conditions
- Pedal & Shoe Partners
- Helmet Partner for training and competition
- Sunglasses Partner
- Suspension Partner including equipment and race-season service support
- Component Partner
- Training Venue & Trail Partners to provide access to high-quality technical training environments
- Technical Apparel Partner to collaborate on custom MTB & Cyclocross race and training kit
- Bike Transport & Travel Case Partner to support athletes travelling to national and international competitions
- Bike Service & Technical Support Partners for race preparation, maintenance and equipment support
- Performance & Recovery Partners including strength training, physiotherapy, recovery and sport-performance services

Peak Pursuits partnerships are designed to be flexible. Partners can support our Provincial Development Team independently or align with one or more of our Elite Teams: Road & Track, MTB/XC, and Enduro/DH.

Whether your brand wants to invest in a specific discipline, athlete pathway, region, or the entire Peak Pursuits program, we can build a partnership that makes sense. There is no one-size-fits-all package. Our goal is to create meaningful partnerships that deliver real value for our athletes, our partners, and the future of women's cycling in Canada.

WANT TO GET INVOLVED?

Let's talk partnerships.
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