

PEAK PURSUITS CYCLING COLLECTIVE

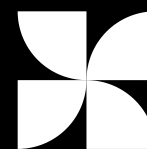


SPONSORSHIP PROPOSAL 2027

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.

By: Sarah Pittard

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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, 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.





Meet the **FOUNDER**

Sarah Pittard | 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

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 and Head Coach 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.

Ryan combines decades of coaching, bike fitting, athlete education, and mentorship to help our athletes ride faster, move better, and achieve their goals both on and off the bike.



JUNIOR ELITE ROAD



The 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.

Leah Kirchmann leads Peak Pursuits' Road Program as Head Coach, bringing world-class experience from the highest levels of international cycling. A former Canadian National Champion, Olympian, and professional cyclist with more than a decade of racing at the UCI Women's WorldTour level, Leah has represented Canada at multiple Olympic Games, World Championships, and major international stage races.

Supporting the Road Program are coaches Andrew Davidson and Alissa Maglaty, who bring extensive experience in athlete development, performance coaching, and mentorship. Andrew 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 Bicycle Association Coach of the Year, has played a pivotal role in developing young athletes across multiple cycling disciplines.

THE DIFFERENCE

What sets Peak Pursuits apart is our commitment to supporting the whole athlete. In addition to race and training opportunities, athletes participate in year-round education focused on mental wellness, fueling, RED-S prevention, social media safety, leadership development, and mentorship. Senior athletes are encouraged to give back by mentoring younger riders, creating a culture where performance, confidence, and community grow together.



PEAK PURSUITS **PROVINCIAL TRADE TEAM**

Peak Pursuits also offers sponsorship opportunities through our Trade Team program. While our athletes come from communities across Canada, the program 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 sponsors 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.



SPONSOR BENEFITS



JUNIOR ELITE

- North American and International exposure
- Team kit, equipment, and tent branding
- 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: \$5000

PROVINCIAL TRADE TEAM

- Western Canadian brand exposure through team kits, training camps, race travel, and community events
- 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: \$2,000 (\$1,000 may be fulfilled through approved product, service, or contra support)

