



**GRITT**

## The Problem

Barriers exist within outdoor recreation and sports. Young people don't have sufficient opportunities to access and learn through the outdoors and adventure sports. Costs are high, coaching is needed to excel, and there are few programs that mentor athletes to the top level.

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# Who are we?

# GRIT

Gritt is a crew of adventure athletes thankful for the opportunities to experience the outdoors, develop our passions, and take them to the highest level.

We're creating pathways into adventure sports, and fostering progression to the highest level. This is achieved through inspiration, coaching, mentorship, safety education, and financial support. Acting across this spectrum of needs and having repeating interactions with kids makes Gritt a unique program that can expand the accessibility of adventure sports.

The wider team features Olympic athletes & medallists, Freeride World Tour winners, and Enduro World Series winners.

United by a shared love of the outdoors we want to pass on our knowledge to inspire more participation in the sports we love.

## Founders:

Craig Murray, Charlie Murray, Kenji Boekholt, Jamesa Hampton & Nick Pascoe





# What motivates us?

My motivation is to facilitate knowledge sharing for all kind of relationships. I believe the prospect of success in sports should be broader, and that we can achieve this by different backgrounds not being disadvantaged as much - diverse perspectives and styles are important.

I think that this program can help keep the diversity and culture within sport. Individuals can be confident and comfortable in who they are, and how they want to execute their visions. We live in a world where knowledge and information sharing can be instantaneous, so why not try to use this to help kids outside of privileged circles, both socially and geographically.

- Craig Murray (Founder / Adventurer)



*"Our purpose? To inspire and enable youth from all walks of life to get into the outdoors."*

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# What have we achieved?

## Impact 2024 - In Memory of Bretto Evans

300+ participants, 9 events, 2 grants, 1 mentoring program

### Climb Camp by Arc'teryx

Kai Tiaki te Kura Tawhiti - April 2024  
8 kids  
1 day climbing at and caring for Castle Hill  
4 local coaches  
Learning through movement and guardianship

### Backcountry Safety Camp by POC - July 2024

8 kids  
ASC1 avalanche certification for each kid  
2 days based out of Craigieburn Valley Ski Club  
2 professional guides from Alpine Guides Ltd  
2 coaches  
Unique kids freeride focused backcountry course

### Snow Camps by Arc'teryx - September 2024

2 days of ski and snowboard skills, 1 evening of learning sessions

### Mt Olympus

30 kids  
6 coaches  
Harry Cookson, Henry and Tom Freeman, Ruby Hewitt are all Gritt alumni who have progressed to coaching the next generation

### Broken River

23 kids  
7 coaches  
Mari Henderson is a Gritt alumni coaching the next Generation

### Bike Camp at Cable Bay - December 2024

27 kids  
5 coaches  
Supported by Specialized NZ, Best Build, Cable Bay  
Adventure Park

### Community Freeride Days

Mt Hutt - September 2024  
45 people  
Skiing, snowboarding, and a BBQ for the crew  
  
Whistler - December 2024  
40+ people  
Community skiing at Canada's home of freeride

### Revelstoke - December 2024

25+ people

### Reel Deal Video Event

September 2024  
111 participants  
Across 35 teams  
100,000+ instagram impressions from Gritt's account alone

### Mentoring Pilot Year

6 pairs across ski and bike - top athletes helping motivated up and comers

Standout was the partnership between Sammie Maxwell and Maria Laurie

Weekly calls advising on training, supporting race planning, and help however was needed  
Positive feedback from both sides  
Maria now wants to be a mentor too

The example set by Sammie and her processes will form the basis for the 2025 mentoring program focusing on bike

### Grants

Supporting Gritt alumni attending freeride junior world championships \$500 each

Joe Cookson - Mt Olympus member, every year attendee of Mt O snow camp, 2024 backcountry camp attendee.

Hamish Henderson - Broken River member, every year attendee of BR snow camp.

Read more about our events and watch highlights on our website [here](#)

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# What are our short & long term objectives?

## Gritt 2025 Objectives

- Finalise registration as a charitable trust to align our organisational structure with our strategic objectives.
- Seek additional human resource support to alleviate time requirements from founders, increase event capacity and improve the quality of services provided.
- Events:
  - Refine existing events to improve outcomes for attendees and stakeholders; and,
  - Develop new initiatives that broaden accessibility across new regions.
- Funding:
  - Build and nurture relationships with funders and sponsors to facilitate organic growth and community presence.

## Long Term Objectives

Expand offerings domestically and bridge the gap in accessibility to outdoor sports and activities.



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# What we do

## Snow Camps

We run annual camps in the Selwyn clubfields, the camps originated 7 years ago when approached by the Mount Olympus club regarding the potential to provide some advanced freeride and competition based skills to kids.

The camps provide freeride & technical skills, intro to safety, mindset, and other core aspects such as sponsorship. Camps cater to 60+ skiers and snowboarders aged 10 - 18 every year. Each camp has its own respective film and imagery created .

We've been approached by further ski areas to expand our offerings including informal community days such as at Mt Hutt and Whistler.

## Avalanche & Backcountry Safety Education

Provides affordable access to world class training and education through a 3 day camp for teens taught by avalanche professionals and athletes. The content is relatable, relevant, and interesting with plenty of scope for future expansion.

## Bike Camps

Working closely with bike clubs across the South Island, we bring together top athletes across a range of disciplines to connect with youth and develop skills, facilitating growth in an already flourishing biking community.

We continue to be approached by bike clubs across New Zealand to facilitate these camps and are limited only by the high time commitments to bringing these events to life.

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A photograph of a person standing on a large, dark rock formation, with their arms raised in a celebratory gesture. The background is a clear blue sky. The rock formation is composed of several large, rounded boulders.

# What we do

## **Climb Camps**

Our climbing events provide an amazing opportunity in a sport growing in popularity. Camps support youth transitioning into outdoor climbing through development of technical skills and awareness of ethics to preserve the fragile climbing environment.

## **Mentoring**

We're helping kids recognise and pursue career pathways in adventure sports through formal and informal mentoring.

Excelling in action sports is a complex pathway, especially for youth outside a standard sporting demographic. We are offering a mentoring program focusing on youth progression. Whether it's simply exposing them to the outdoors, getting them going in a sport, or taking their skills to the biggest stages in the world. We're connecting the best athletes with motivated up and comers to smooth out their journey and help the next generation succeed in not just their sport but also wider athlete life.

## **Pathways & Financial Support**

We aim to directly support career pathways in adventure sports through avenues such as paying coaches, prize money for competitions like the Reel Deal, and grants/scholarships.

We want to bring more kids into adventure sports, increase the diversity, and reduce expenses as a barrier.

# What can we provide you?

## **General deliverables for all partners:**

- Stills and Motion from High-End Coaching: Capturing the essence of coaching sessions through visually compelling photography and videos.
- Stills and Motion from Entry-Level Camps: Documenting the transformative experiences of young athletes during our entry-level camps, highlighting their growth and dedication.
- Natural Tagging and Visibility: Ensuring visibility on various social media platforms through tagging and sharing content from Gritt, athletes, participants, mentors, and mentees, amplifying the brand and program reach.
- On-Site Branding and Mentions: Prominent branding and mentions during events, camps, and coaching sessions, enhancing the visibility and recognition of supporters.
- Gritt Website mention and logo: Recognition on our platforms, further promoting your brand's association with youth empowerment.

## **Additional involvement opportunities:**

- Stills and Motion from Mentorship Program: Showcasing the powerful bond between mentors and mentees, capturing the emotional and skill development moments.
- Gritt Annual Video: A professional 5-minute video displayed on digital platforms, a testimony of the performance, progression, and emotions of our participants and impact of the program.
- Mentee Edits: Providing mentees with the opportunity to create their own edits, allowing them to express their unique journeys and share their stories.

***Note: The mentioned deliverables are subject to negotiation and customisation based on the specific needs and preferences of the sponsor. The mentioned deliverables are examples and can be adjusted to align with the sponsor's goals and requirements.***

# How can you support us?

We provide a range of sponsorship and funding arrangements that cater to stakeholder requirements and resources while ensuring we deliver the best opportunities to youth.

Our general sponsorship structure is as follows:

## Tier 1: Full Title Sponsorship - \$40,000

- Sponsorship of all events and camps conducted by Gritt.
- Dedicated social media posts highlighting the sponsor's support.
- Written articles summarizing camps, mentor/mentee relationships, and personal stories.
- Exclusive opportunity for Gritt athletes to speak at a conference or event hosted by the sponsor.
- VIP access to Gritt's major events, including networking opportunities with renowned athletes and mentors.
- Collaborative content creation, such as branded video series or interviews with athletes.
- Premier on-site branding with premium positioning and maximum visibility.
- Special recognition during key events, such as award ceremonies or panel discussions.
- Prominent logo placement on the Gritt website and promotional materials.
- Priority acknowledgment in the Gritt annual video.
- Exclusive opportunities for a meet-and-greet session with athletes and mentors.
- Key speaking opportunities for a representative of the Sponsor at Gritt events.



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# How can you support us?

## Tier 2: Multi Event Sponsor - \$20,000

- Sponsorship of four events/camps (two ski camps and two bike camps).
- Acknowledgment at all sponsored events/camps.
- Opportunity to provide branded merchandise for camp participants.
- 5 social media mentions on Gritt's platforms.
- Written article featuring the highlights and success stories from the camps.
- Logo placement on the Gritt website and promotional materials.
- Priority on-site branding during events, camps, and coaching sessions.
- Recognition in the Gritt annual video.
- Exclusive invitations to select events, providing networking opportunities with athletes and mentors.
- Opportunity to contribute branded merchandise or promotional items for participants.

## Tier 3: Single Sponsor - \$5,000

- Sponsorship of one ski camp and/or bike camp.
- Acknowledgment at both sponsored camps.
- Opportunity to provide branded merchandise for camp participants.
- Mentions on Gritt's social media platforms - At least three - before, during, and after.
- On-site branding during the camps, and coaching sessions.
- Exclusive updates and behind-the-scenes content.

**In addition to financial sponsorship, we seek professional support through corporate advisory and services.**



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# Operating Structure

Gritt is currently run by the five founders.

All planning, operational and administration work is carried out on a volunteer basis.

Events staff such as photographers, filmers, coaches (including founders) are paid on a day rate basis.

Gritt is a NZ-registered business (Gritt Outdoor Ltd) and operates as a non-profit without returns to the founders.

Gritt is reliant on the following streams to fund and expand operating activities:

**Service Fees:** for example kids/parents pay to attend the ski and bike camps.

**Sponsorship:** businesses such as outdoor brands, tourism operators, ski areas pay Gritt in return for marketing value delivered for their business.

Additional funding has come in the form of grants from Snowsports NZ and Inspire Foundation, helping subsidise the fees charged to kids and make our programs even more accessible.



# Operating Structure

For 2025 our aim is to attain charitable status, through registering Gritt Charitable Trust. The trust will run all Aotearoa activities unless the activity is deemed to have no charitable purpose (i.e. elite competition). We will retain the Gritt Outdoor Ltd business to operate any activities that do not have a charitable purpose, and any activities internationally. We will clearly declare where and how funds are spent and report on this at the end of each financial year.







## Testimonial

“My first camp, 7 years ago (2016), gave me a much needed boost as freeride coaching wasn’t available for us in Canterbury at the time. The coaches have helped me lean more into competitive skiing and start to follow the snow overseas.

Freeride, in Canterbury especially, is a huge part of my life, and the opportunity to give a little back means a lot - I’m also finding that I’m learning just as much as a coach as well.”

### **Harry Cookson**

*Past Gritt Camp Attendee*

*Current Coach*

*Future Leader*



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