

GRITT



“We are very fortunate to have the Gritt crew. They all have university degrees, compete at the top level of their sport and yet give back so much to the younger generation. They are true role models.” - Simon & Tara Hewitt.



AIM

Provide pathways to excel in action sports.

We are excited to present the funding package for Gritt, which aims to connect professional athletes with diverse and motivated youth who possess champion attitudes but lack access to necessary support and resources. Our goal is to provide these aspiring youth with the necessary mentorship, resources and skills to succeed in their respective fields and in life. With your support, we can create life-changing opportunities for these motivated individuals.

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.

150

ANNUAL
ATTENDANCE

10

MENTORING
PROGRAMS

8

REGIONS
REACHED

340K

DIRECT
SOCIAL REACH

240

PEOPLE
INVOLVED

6

HOST
LOCATIONS

In addition to the general deliverables, here are the sponsorship tiers for Gritt in NZD:

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.

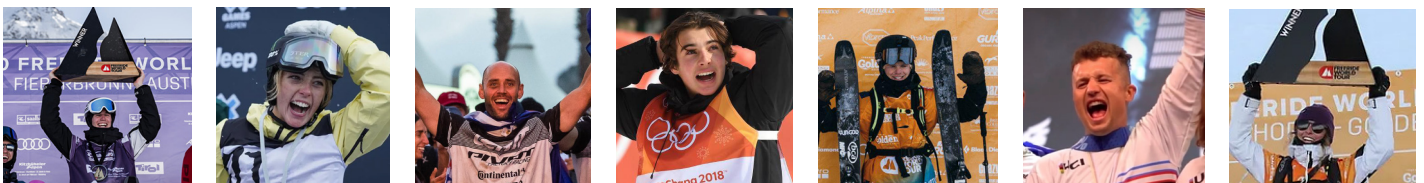
Tier 2: Multi Event Sponsor - \$20,000

- 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.

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.



Craig Murray, Zoi Sadowski-Synott, Ed Masters, Nico Porteous, Julian Hampton, Nick Pascoe, Charlie Murray, Jess Hotter, Kenji Boekholt.
Olympic golds, X games golds, Ski and Snowboard world champions, Freeride World Tour golds, Enduro world champions.

Where does the funding go?

- Snow Camp Budget

Our aim is to keep the price kids are paying limited to \$100 per day all-inclusive, funding helps to subsidise coaching, lift passes, accommodation, transport, and administration.

Costs associated with this will include:

- Six days of camps/coaching, six coaches at \$400 per day (~\$14,400 total fee).
- Lift passes ~\$45 per day (Junior rate) per kid, 30 kids per day for six days = \$8,100.
- Accommodation ~\$80 per night (Junior rate), 30 kids for three nights = \$7,200.
- Administration budget ~\$5,000 (incl. organisation, travel, and lodging for coaches).

- Bike camp budget

Our aim is to keep the price kids are paying limited to \$100 per day all-inclusive, funding helps to subsidise coaching, lift passes, accommodation, transport, and administration.

Costs associated with this will include:

- Six days of camps/coaching, six coaches at \$400 per day (~\$14,400 total fees).
- Accommodation ~\$50 per night (Junior rate), 30 kids staying 3 nights = \$4,500
- Administration budget ~\$5,000 (incl. organisation, travel, and lodging for coaches).

- Mentoring Budget

\$10,000 will support four mentorships on a one-to-one basis.

This covers:

- 40 hours one on one time between athlete and mentee.
- No cost for the mentee.
- Networking to develop opportunities for the mentee.
- Selection, vetting, and all administrative.
- Creation of marketing assets for the program and mentee.

- Snow Safety Budget

Our focus is to provide avalanche awareness for youth and deliver a unique program within NZ. \$10,000 will support a three-to-four-day backcountry snow safety camp for ten kids aiming to improve kids avalanche awareness. Our aim is to subsidise this program to \$100 per day. Comparative adult programs are ~\$500+ per day.

Costs associated with this will include:

- Qualified guide fees ~\$800 per day x two guides = \$6,400.
- Coaching fees ~\$400 per day x two coaches = \$3,200.
- Hut fees ~\$75 per night (Cass Valley Ski Touring) = \$2,250.
- Transport ~\$500.

