



2026

COMMUNITY PARTNER



The Delaware Interscholastic Cycling League is excited to kick off our 4th season of youth mountain biking, and we're seeking partners who want to help get more kids on bikes while strengthening healthy, connected communities across Delaware. The Delaware League is a project of the National Interscholastic Cycling Association, A 501 (C)(3) non-profit.

Support from sponsors and brand partners directly fuels access to youth cycling by helping the Delaware League provide scholarships, train coaches, and distribute equipment and inclusive programming for riders of all abilities.

We invite you to join us in growing the future of cycling in Delaware!

“Limiting financial hurdles and barriers for participation remains at the heart of the Delaware League. Securing funding to provide equitable solutions for low income families is a necessity for the Delaware league to maximize growth and make the greatest impact on Delaware youth and families.”

CHARLES BARILLO

Delaware League Director

42%

PERCENT OF LEAGUE GROWTH BETWEEN THE 2024-2025 SEASON

2nd

HIGHEST PERCENTAGE OF UNDERREPRESENTED YOUTH IN NICA PROGRAMS NATION-WIDE PER STATE LEAGUE*

27.5%

PERCENT OF DELAWARE FAMILIES UTILIZING FINANCIAL AID TO OFFSET REGISTRATION COSTS

9

BIKES LOANED TO RIDERS IN 2025

31

SCHOLARSHIPS AWARDED IN 2025

\$27,940

TOTAL COMBINED SPENDING TO SUPPORT TEAMS THROUGH EQUIPMENT & SCHOLARSHIPS IN 2025



*BASED ON PITZONE DATA REPORTED 11.1.25



Delaware volunteer coaches train through the NICA Coach Education Program and are equipped with the tools to confidently lead and create amazing experiences for youth participating on mountain bike teams.



Delaware teams give back to their local communities through trail stewardship. In 2025 the Delaware League logged volunteer trail work hours for six different local and state land owners, valued at more than \$12,000.



Whether it's a night ride, our awesome skills course, team building games, scavenger hunts, or event camping, there is no shortage of adventure activities here in Delaware!



NICA racing provides challenge-by-choice programming without the pressure found in other youth sports. NICA Racing is optional for Delaware participants and everyone is encouraged and welcome to participate if interested.



The Delaware league offers female specific programming throughout the season and at all league events. GRIT (Girls Riding Together) fosters girls' confidence and sense of empowerment while creating meaningful connections, leadership, and active engagement within a supportive community both on and off the bike



Trek has partnered with NICA to grow diversity in the sport of cycling and provide better access for people of color (POC) through equipment support and scholarship funds.

*“Outdoor play teaches children how to handle risks and challenges of many kinds. By building physical, psychological, and social competence, it gives kids confidence that they can face new situations, which is an inoculation against anxiety”
-Jonathan Hadit, The Anxious Generation*



12,000+ COMBINED HOURS OUTDOORS AND OFF SCREENS



111 ATHLETES DEVELOPING STRONG BODIES, MINDS, AND CHARACTER



374 COMMUNITY SERVICE HOURS THROUGH TRAIL STEWARDSHIP PROJECTS



ABILITY TO CONNECT WITH PEERS AND MAKE NEW **FRIENDS**



LEAGUE EVENTS BRINGING TOGETHER OVER **250 FAMILIES**



DEVELOPING LIFELONG ATHLETES AND DEVELOPING **HEALTHY HABITS**

DELAWARE LEAGUE IMPACT: AS TOLD BY MEMBERS OF OUR COMMUNITY

"I joined the team because I was working with Project Seed and helping them create the team..So when we got the bikes, I fell in love with the sport. It has helped me meet a lot of new people that are interested in the same things I am."

Aahmad Rutland, Project Seed student-athlete.

"One of the greatest benefits has been him being accountable for a team, knowing he has to get to practice on time — there's that connectedness because he's a part of a team...He's starting to recognize accountability for his bike itself, and that accountability is starting to translate to other things."

Sunsearra Ruffin, mom of Randolph Ruffin, 302 Trekheads student-athlete

"I've watched our student-athletes take a fall and get right back on; and show a positive shift in attitude after finally conquering a root or a 'gnarly' hill...Those are the moments every coach lives for — seeing them push past fear and realize they're capable of more than they thought."

Sergeant Tracey Duffy, commander of the NCCPD Community Services Unit and Project Pedal coach

"Being on a DE NICA team not only helped to develop my skills as a rider but also as a person. I've become more confident in speaking with other people after finding myself in countless small-talk situations with coaches and parents that I may not know as well, and that has helped me on the trails and in classrooms. Overall, I think the easy, welcoming community that DE NICA teams provide is the greatest part about our league."

Molly Sullivan, Brandywine Devo student-athlete

Quotes from Riding High, an article published in Out and About Magazine, written by Catherine Kempista



2026 Season overview

The Delaware League will host five statewide mountain bike events between August and October 2026. Each event brings together a vibrant and engaged community of over 250 families, student-athletes, coaches, and volunteers from across Delaware, Chester County, Pennsylvania, and Maryland's Eastern Shore. Our fall race series offers sponsors and brand partners thousands of in-person impressions along with authentic opportunities to connect with families, outdoor enthusiasts, and local leaders in a positive, high-energy environment.

About the Delaware Interscholastic Cycling League

Founded in 2022, the Delaware Interscholastic Cycling League is a youth development nonprofit dedicated to building strong bodies, minds, character, and communities through cycling. The Delaware League operates under the umbrella of the National Interscholastic Cycling Association (NICA) and is guided by five core values: Fun, Inclusivity, Equity, Respect, and Community.

Our philosophy

Our focus is youth development. There are no tryouts. There are no cuts. No one sits on the bench.

Every rider is welcomed, supported, and encouraged to grow at their own pace. Through our challenge-by-choice mountain biking programs, student-athletes build confidence, resilience, teamwork skills, and a lifelong love of healthy outdoor activity.

Why partner with us?

A partnership with the Delaware Interscholastic Cycling League offers sponsors measurable visibility, meaningful community impact, and authentic engagement with families who value health, education, and outdoor recreation.

Your investment delivers both brand return and social impact.

High-quality audience reach

Our league hosts five statewide events each fall, drawing 250+ families, student-athletes, coaches, and volunteers per event, with participants traveling from across Delaware, Chester County (PA), and Maryland's Eastern Shore—resulting in thousands of in-person brand impressions throughout the season.





Direct access to engaged, value-driven families

Our community is made up of families who prioritize wellness, youth development, education, and outdoor activity—making League events an ideal environment for authentic brand alignment and relationship-building.

Strong community credibility

Founded in 2022 and entering our 4th season, the Delaware League operates under the National Interscholastic Cycling Association (NICA), a nationally recognized youth development organization. Sponsors benefit from alignment with a trusted, mission-driven nonprofit with established standards, safety protocols, and coaching education.

Meaningful local impact

Sponsorship dollars directly support accessible youth programming, including event operations, coach training, equipment support, and safe, inclusive riding opportunities—helping remove financial and social barriers to participation in youth sports.

Inclusive, high-retention programming

With 100% participation at league events, the Delaware League prioritizes participation and belonging. This model keeps families engaged season after season and builds long-term community relationships—extending sponsor exposure well beyond a single event.

Positive brand association

Sponsors are visibly connected to programming that promotes physical health, mental resilience, leadership, and community connection, aligning brands with outcomes parents, educators, and local leaders actively support.

In short: your support doesn't just fund events—it invests in Delaware's youth, strengthens local communities, and places your brand at the center of a growing, engaged, and values-aligned audience.

Description Cash or In-Kind	Anchor \$50,000	Champion \$25,000+	Platinum \$5,000+	Gold \$2,500+	Silver \$1,000+	Bronze \$500+
Annual award	Premium award	Award	No	No	No	No
Logo on photos	Yes	No	No	No	No	No
Logo placement on staff apparel + adventure apparel	Yes top position	Yes secondary position	No	No	No	No
Branded arch	Yes start line	Yes PitZone	No	No	No	No
Air time at events	5 minutes	2 minutes	No	No	No	No
Logo on finish line banner	Premium large	Large	Yes	No	No	No
Booth space at league event weekend	Yes up to 20x60	Yes up to 20x40	Yes up to 20x20	Yes up to 20x10	No	No
Announcement at event weekends	Featured + recurring	Featured	Yes	Yes	Yes	No
Lawn signs at every event	At start/finish line (10x)	At Pitzone (10x)	On course (10x)	5x	2x	No
Linked logo on league website	Yes homepage	Yes homepage	Sponsor page	Sponsor page	Sponsor page	Sponsor page
Press release inclusion	Yes	Yes	Yes	No	No	No
Group newsletter to Delaware families	Yes	Yes	Yes	Yes	Yes	Yes
Group brand activation social post	Yes	Yes	Yes	Yes	Yes	Yes
Use of league photos	Yes	Yes	Yes	Yes	Yes	Yes

Payments can be processed via check, or by purchase through a direct payment link. **Please complete before July 1** to secure your spot for the 2026 season! Following payment, please send a high-resolution logo to development@delawaremtb.org