Elizabethtown Mountain Bike Club

2026 Elizabethtown Area Mountain Biking Club Sponsor Proposal

www.etownmtb.com

Empowering Youth Through Mountain Biking

Sponsorship Proposal - 2026 Season

By Doug Rohde (Head Coach) & EtownMTB Board

Who We Are

The Elizabethtown Mountain Bike Club is currently in its 11th year of existence, and thriving. Starting with 22 student members in 2016, the club is now anticipating over 60 co-ed riders for the 2026 season.

EtownMTB is guided by the same *five core values* of our parent organization PICL (Pennsylvania Interscholastic Cycling League:

Inclusivity: no bench-warmers, every finish counts

Equality: no try-outs; everyone rides

Strong Body: lifelong fitness and good health start here

Strong Mind: NICA student-athletes are students first

Strong Character: work hard, play fair, respect others and community

Everyone is welcome and included. Every single rider matters. Every rider may take part. No one is forced to "sit the bench." No one will be cut due to athletic performance. No one is forced to race either.

We offer young people, perhaps especially those not drawn to the traditional "stick and ball sports," an opportunity to excel in a sport and develop the values and characteristics that go along with being a part of an athletic team -- goal setting, commitment to self and team, self-belief and self-confidence, trust, hard work, fun, lifelong friendships, and respect and friendship among competitors.

We don't just teach riding and racing, but rather use these as tools to communicate lessons that apply to much more than just the race course and will lead to success in all facets of life. Always, school comes first.

During the 2025 season, as a team we finished in 2nd place overall in the PA Central Conference State league and we had many riders both male and female in a variety of different grades finish with top podium spots.

EtownMTB is led by head coach Doug Rohde.

Doug Rohde

Doug has been involved with cycling since the late 80's when he began road racing and riding multi-day charity tours. His passion for bikes evolved into the sport of triathlons and eventually mountain biking. He has been employed as a Mechanical engineer in the York/Lancaster/Harrisburg Area since graduating from Penn State. He spends his "off bike" time with his wife pursuing outdoor activities like skiing, boating, backpacking. He and his wife became involved with the Etown team as assistant coaches in 2018 prior to Doug taking on additional head coaching responsibilities. He is excited to help the kids of Etown develop a lifelong passion for cycling.

Doug continues to add a depth of coaching for both the student athletes as well as the coaches.

Overview of EtownMTB

Mission Statement

Our mission is to provide students who have the desire to mountain bike, the coaching and camaraderie that will help them achieve both competitive and noncompetitive goals in a safe and fun environment.

Club Goals

- To get kids outside, exercising, and learning a sport that can be enjoyed for their entire life.
- To fill a void left open by highly-competitive, traditional, stick and ball sports.
- To give beginner riders an understanding of our sport and to give them a fun and challenging cycling experience.
- To foster the opportunity for all team members to experience all the values and characteristics that go along with a team sport even if the student chooses not to race.
- To have the intermediate riders advance in racing categories standings.
- To have the advanced riders increase proficiency and develop and earn top honors at races.
- To remain competitive in the PAMTB Series and to place at least one rider in the top ten for the overall for each grade/gender entry.
- To grow the level of female participation among all grade levels.
- To have fun!

Seasonal Activities

As the new season begins for the PAMTB Series, the Elizabethtown Mountain Bike Club (known as EtownMTB) is looking for sponsors like you to help us grow and thrive in this highly competitive arena. Here is a short list of some of our goals and plans for the season as well as our plans for giving back to the Elizabethtown Area Community:

Skills Bootcamp

Practice begins! It's important that all new students attend this bootcamp to learn necessary skills. No riders will be allowed to ride trails until coaches have assessed that the student meets the requirements. Skills camp is where our students learn how to ride their bikes as well as take care of their equipment. Weekly practices will reinforce these skills with drills, games and endurance rides.

Trail Building/Maintenance Days

Part of being a responsible rider is to participate in maintaining our trails. Our students from EtownMTB along with coaches and parents and other community volunteers will work together to do some maintenance on our trails this spring. In addition to maintaining existing trails we will be expanding the capability of our practice facility by making upgrades to the skills park and pump track that our team built on Elizabethtown Area School property.. This expansion will allow us to introduce and develop skill sets that were previously only available on group trail rides. Every student athlete contributes time to trail creation and maintenance. This community service positively impacts citizens across the Commonwealth who enjoy local trail systems, including cyclists, equestrians, hikers, and families out for an afternoon stroll. And we add value to communities - trails are proven to bring visitors to a community and literally raise the value of properties!

Our riders (both the student athletes as well as coaches) in the past seven years have given over *2000 hours performing trail maintenance and trail building to the Elizabethtown community trails.*

Statewide Races

At various race courses across the state of Pennsylvania, there is a wonderful mix of open pastures, flowy singletrack, and rocky climbs that make for fun riding and fantastic spectating. Riders will travel and compete in a number of statewide races including a statewide championship. Race locations vary from Marysville, PA all the way out to Pittsburgh. Our final race of the season is sure to get the adrenaline going as our athletes compete to find out where they finish for the season. Athletes who have given back to the trail building community will also be honored during this time.

Coach Skills Training/First Aid/Wilderness Training

It’s awesome that our kids are so excited about this sport, but the Board of EtownMTB realizes that there needs to be structured leadership in place to teach the skills to the student athletes as well as provide safety ratios. We encourage and financially support all our coaches to attend the league’s Leadership Forum in Harrisburg to begin the season. We also want and financially support all of our coaches and advanced riders to attend First Aid, CPR and Wilderness training classes. Such classes provide our coaches with skills they will need to be able to safely take our athletes out on trail rides and respond quickly and appropriately should the situation arrive. Without this training we would not be able to maintain our coach-to-student ratio that is required during our trail rides.

2025 Roster

Student Athletes

Our roster consisted of 52 students from Elizabethtown Area schools including the High School and Middle School ranging from 6th - 12th grades as well as students who resided in the Elizabethtown Area school district boundaries but attended the private schools of Mount Calvary middle and high schools, homeschool and cyber school students. We had a mixture of both male and female students.

Coaching Staff

Our head coaching staff remains the same for 2026. We will have one head coach leading over 20 assistant coaches both male and female.

2025 Podium FInishes

EtownMTB had an exceptional year of racing in 2025 with many top-10 finishes including a record number of students racing up above their age categories.

Podium finishes for 2025 include Rowen Gilmore, Audra Gilmore, Reid Gilmore, Bodi Yocum, Parker Breneman, Sienna Tyson, Levi Elhajj

EtownMTB finished 2nd overall as a team for the 2025 Conference Series Central Division 1.

Giving Back to Our Community

One of the unique aspects of being in the mountain bike community is the creation and maintenance of the trails that we ride on. We acknowledge our roles as stewards of the environment and that it is our responsibility to not just respect the trails that we ride on, but to be involved in the building and maintaining of these trails.

In 2017, our team proposed to the Elizabethtown Area School District the creation of a 1.1 mile singletrack trail on school district property for both team and community use.

Working with local trail building experts, our student athletes, their parents and coaching staff created a 1.1 mile trail on school property. We were the first school district in Pennsylvania to undertake such a project.

In 2021 we obtained district approval to design / build a **Pump Track and Skills Park** to enhance the riding

experience. With the help of community sponsors we were able to rent equipment as well as obtain supplies to complete the building of the skills park.

It is wonderful to see the singletrack trail and skills park being used by both the school staff and students during the day as well as community members at large. This would not have been possible without the support of our sponsors!!!

In 2024, our team continued to partner with a private land owner adding on to the 3.5 miles of trails and bridges on their property. This relationship allowed us to develop trails that not only do we get to use during our practice season, but the land owner can utilize for their benefit during their weeks that they host student camps and events.

Our goal in 2026 is to expand these trails as well as develop the skills section and connect it to the existing trail system. We strongly encourage all students to participate in trail building opportunities as a way of giving back to the community.

FUN FACT :: since 2016 our student athletes, parents and coaches gave over 2000+ hours to the Elizabethtown and surrounding communities performing trail building/trail maintenance.

Our 2025 Sponsors

For the 2025 season, EtownMTB used sponsor dollars to pay for student and coach jersey fees thus reducing the sport's barrier to entry. We also used sponsor monies to provide training for coaches, buy needed practice and safety equipment to support students and coaches both at practices and trail rides. We also used sponsor monies and in-kind donations to help continue to maintain our skills park as well as tools and needed materials for trail builds.

"EtownMTB PLATINUM LEVEL SPONSORS"

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Harry and Bonnie

STEWARDSHIP ADVISORS, LLC

The Hess Agency
Insurance for Personal and Business Needs since 1932.

Donegal Animal Hospital

MILLER INSURANCE GROUP
Veteran Owned • Client Focused

MESSICK'S
A Helping Hand With Your Land

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"EtownMTB GOLD LEVEL SPONSORS"

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LANCASTER

BillieBars

SAXTON & STUMP
LAWYERS AND CONSULTANTS

STONEY RIDGE EXCAVATING LLC

GATHERING PLACE

SILVER LEVEL SPONSORS

- *Camp Kirchenwald*
- *Vortex Environmental Inc*
- *The Wenger Group*
- *Providence Engineering*

BRONZE LEVEL SPONSORS

- *Elizabethtown Heating and Cooling*

2026 SPONSORSHIP LEVEL DETAILS and HOW YOU CAN HELP

EtownMTB would love to partner with you as a sponsor! Your contribution will be put to excellent use ensuring our student athletes have a rich and rewarding experience on the team. Sponsor monies are used to cover team operational costs like league registration fees, insurance, safety training for coaches, tools and general equipment needs.

Your sponsorship or in-kind donations would help not only defray these costs, but will also help enable EtownMTB to financially support Elizabethtown Area students who would like to participate as part of the team but require additional financial assistance. We thank you for investing in our students as well as their futures.

Your financial donations are also tax-deductible.

Media

Financial

In-Kind

Media Sponsorship

Help us get the word out by letting us display our brochures and cards in your business establishment.

Financial Sponsorship

Help us invest in the lives of the youth in our community by supporting our goals of getting kids on bikes.

In-Kind Donations

Donations that support our club will help offset the costs that EtownMTB has to make out-of-pocket. Such in-kind services could be donation of food for races, shopping off of the EtownMTB Amazon wish list, printing services, etc.

New for 2026:

- Sponsor logos at all levels will be displayed on a banner at the team tent for all state and conference events.
- Only Platinum and Gold level sponsor logos will be placed on the jersey.

PLATINUM LEVEL SPONSORS - ($1000 or in-kind donations)

- Your company logo* will receive primary placement on our team jersey.
- Your company logo* will be displayed on the team tent at state and conference events
- You will receive a team jersey and/or spirit wear item for personal use or display.
- Your company logo* will be listed in the platinum level section of our website.
- TeamSnap logo dashboard pass through link in our team communication app to encourage our students to patron your establishment.
- Inclusion in social media releases and other media contacts.
- Color photo of the team.
  **Sponsors must provide high-res graphic to info@etownmtb.com.*
  *Check and logo must be received by **May 22nd, 2026***

GOLD LEVEL SPONSORS ($750 or in-kind donations)

- Your company logo* will receive secondary placement on our team jersey
- Your company logo* will be displayed on the team tent at state and conference events
- You will receive a team jersey and/or spirit wear item for personal use or display.
- Your company logo* will be listed in the gold level section of our website.
- TeamSnap logo dashboard pass through link in our team communication app to encourage our students to patron your establishment.
- Inclusion in social media releases and other media contacts.
- Color photo of the team
  **Sponsors must provide high-res graphic to info@etownmtb.com.*
  *Check and logo must be received by **May 22nd, 2026***

SILVER LEVEL SPONSORS ($500 or in-kind donations)

- Your company logo* will be displayed on the team tent at state and conference events
- Your company will be listed in the silver level section of our website.
- Color photo of the team
  **Sponsors must provide high-res graphic to info@etownmtb.com.*
  *Check and logo must be received by **May 22nd, 2026***

BRONZE LEVEL SPONSORS ($250 or in-kind donations) and MEDIA LEVEL SPONSORS

- Your company will be listed in the bronze level section of our website.
- Your company logo* will be displayed on the team tent at state and conference events
- Media Level: By allowing us to get the word out by donating media resources such as printing solutions, display solutions, etc.. Without businesses like yours, we would not be able to spread the word.
- Media donations will be considered an in-kind donation.

Join this unique and fun group and help make the Elizabethtown Mountain Bike Club even better.

Contact Information
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www.etownmtb.com

Elizabethtown Mountain Bike Club
2026 Sponsorship / Donation Request Form
Yes, I'm interested in sponsoring EtownMTB!

Check Payable Information
Elizabethtown Mountain Bike Club
Attn: Alan Erb
737 South Spruce St.
Elizabethtown, PA 17022

Your Name or Organization Name	
Your Phone Number	
Your Email Address	
Your Mailing Address	
Contribution Level	
Platinum[1][2]	☐ $1000
Gold [1][2]	☐ $750
Silver [1]	☐ $500
Bronze	☐ $250
Other Amount	☐ $_____
In-Kind Donation	

*[1] Sponsorship logos & checks must be received by **May 22nd, 2026** to be placed on the jersey.*
[2] An email from our Jersey/Spiritware system will be sent directly to you to place your order

EtownMTB thanks you for supporting the youth in our community!
Your partnership will get more kids on bikes!!