



# SPONSORSHIP PROPOSAL





## Who Are We?

**We are three athletes from Taupō selected to represent New Zealand at the 2025 Obstacle Course Racing (OCR) World Championships in Sweden.**

- **Laura Grant:** Laura is a dedicated athlete and mother of two. She earned a Bronze medal at the 2024 OCR World Championships in Costa Rica. In 2024, Laura won Age Group (AG) Gold in the Bright Spartan Beast, AG Silver in both the Super and Sprint events, and Silver in the Beast at the APAC Spartan Championships in Fiji.
- **Louisa Redward:** Louisa, a mother of twins, is committed to consistent training and competition. She approaches each event with focus and perseverance.
- **Xanthe Sando:** Xanthe brings determination and adaptability to the team. In 2024, she achieved podium finishes at Spartan Bright, placing 3rd in both the 21km and 5km events, and 1st in the 10km. At Spartan Fiji, she secured 1st in the 10km and 2nd in the 5km. Most recently, at Spartan Bright 2025, Xanthe placed 1st in both the 10km and 5km events.

In 2024, we competed internationally, gaining valuable experience and developing our skills for the world stage. Domestically, we have participated in multiple OCR events across New Zealand and Australia, reflecting our ongoing commitment to the sport. Our training includes regular sessions at Empower Fitness, The Ninja Course at Dropzone, and on local trails. We compete both individually and as a team, demonstrating versatility and collaboration.

With OCR set to debut at the Olympics in 2028, this is a timely opportunity to support New Zealand athletes as the sport continues to grow. Supporting our team contributes to our efforts at the 2025 World Championships and may assist in developing future Olympians.







# Objective

We are seeking funding to cover the costs of participating in the OCR World Championships in Sweden, September 2025.

The funds will be used for:

- Flights
- Race registrations
- Accommodation in Sweden
- Local transportation
- Insurance
- Training kit
- Visa (if required)





# About the Event

The 2025 OCR World Championships will take place in Gothenburg, Sweden, from 11-14 September at Slottsskogsvallen Sports Centre. The event is hosted by Tough Viking, the Swedish Athletics Federation, and Goteborg & Co. The start and finish areas will be at Slottsskogsvallen, providing a central location for participants and spectators. The event is expected to attract thousands of athletes and visitors from around the world, with competitors from 140 nations.

To learn more about the event please visit: <https://www.ocrwc2025.com/>

To qualify, we met the New Zealand Obstacle Sports Association (NZOSA) criteria, which included performance in endorsed races and meeting specific testing standards such as a sub-25-minute 5km run, a 90-second dead hang, maximum pull-ups in one minute, a single-arm dead hang of at least 10 seconds per arm, and a 1m lache.

To learn more about NZOSA please visit: <https://www.nzosa.org/>

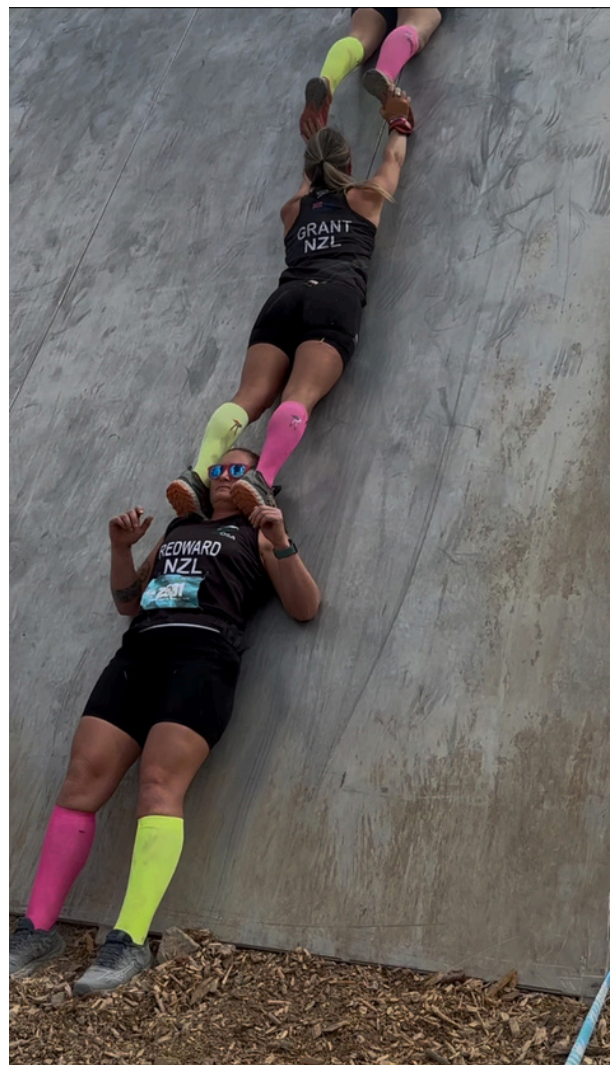






# Social Media Engagement

Our international competition experience has contributed to steady growth in our social media presence. One of our Instagram reels has received over 19 million views, indicating the potential reach and engagement available through our platforms. This visibility can provide value to partners seeking brand exposure within the OCR community.





# Sponsorship Packages

Package	Contribution	Benefits
Gold Sponsor	\$5,000	<ul style="list-style-type: none"><li>• Daily social media exposure.</li><li>• Prominent logo on training kit.</li><li>• Workplace meet and greet, we will come to your workplace to meet with select staff, we can have a discussion about the content and what we would include to inspire your team.</li><li>• Logo on our website, social media and advertising.</li><li>• Verbal acknowledgement in media interviews.</li></ul>
Silver Sponsor	\$3,500	<ul style="list-style-type: none"><li>• Three weekly social media exposure.</li><li>• Medium logo on training kit.</li><li>• Logo on our website, social media and advertising.</li></ul>
Bronze Sponsor	\$2,000	<ul style="list-style-type: none"><li>• Some social media exposure.</li><li>• Small logo on training kit.</li><li>• Logo on our website, some social media and advertising.</li></ul>
Partner Sponsor	Varies	<ul style="list-style-type: none"><li>• Exposure during relevant fundraising events.</li><li>• Logo on our website, some social media and advertising when relevant.</li></ul>

Thanks to these generous sponsors that have already jumped on board:







# Closing Remarks

Thank you for considering our proposal. We are dedicated to representing New Zealand at the highest level and invite you to follow our progress throughout the year. Updates will be available on our social media channels, our website, and the NZOSA site.

We look forward to the possibility of working together and appreciate your support.

Laura, Louisa & Xanthe










# Call to Action

## Contact Us

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