

IGNITE

IGNITING GIRLS DREAMS, VISIBILITY & SUPPORT
FOR 2 WHEEL ACTION SPORTS.

IGNITE



ABOUT

Growing up, Caroline constantly searched for a 'bike' role-model she could look up to and aspire to be like... sadly, it didn't exist, not just in her sport but across the board for Women's sport.

Since launching IGNITE in 2014, Caroline's mission and pursuit is to be the mentor she also searched for and be actively available to offer support, mentorship and opportunities to females aged 13-19 years old across; BMX, Mountain Bike and Motocross.

Proudly, IGNITE has supported over 16 girls on their pursuit of chasing their dreams and raised over \$100,000!





SELECTION PROCESS

The Process

Step 1:

Tell us what your dream is?

(Defined goal, timeline and actions required)

Step 2:

What is the gap between where you are now and where you need to be to achieve your dream?

Step 3:

How can we assist and IGNITE your dream?

Athlete Funding Split

\$4,000 project cash

\$1,000 content budget

TOTAL = \$5,000 scholarship

“It inspires me daily to stay true and strive to continue to be a bit of a rebel role model who does things differently, breaks the sporting mould, and helps the future women in sport“

- FOUNDER, CAROLINE BUCHANAN

IGN!TE STORIES

The scholarship helped tremendously with my world championships funding,

becoming world champion in 2016 was awesome and the help of the scholarship was apart of the process to making that goal a reality. And with that myself and the other girls will be forever grateful for the opportunity and kind gesture Caroline did so we could live up our dreams.

- DESREE BARNES





IGN!TE STORIES

Winning the Australian National BMX Championships! Teya applied to @ign_te with her scholarship application she needed help IGN!TING! Which was gaps in her training equipment.

Teya invested into a Wattbike, sprint timers & a sprint block with her scholarship funds to help her training & assist in achieving her future goals!

- TEYA RUFUS



HOW CAN YOU SUPPORT?

1. Corporate Program Sponsorship
2. Product Royalties
3. Educational/Facility resources
4. Donations

WHAT DOES YOUR SUPPORT UNLOCK?

- Premium content (Video and Photography) documenting the selected IGN!TE project, featuring mentions of your business and how it helped IGN!TE the project.
- Social media tags on Caroline, IGN!TE & the scholarship winners social Media platforms
- PR and Media mentions of your support for the program and female sports.
- Your brand logo on novelty checks delivered to the girls on receiving the scholarship (which will be posted to social media).
- Carolines valuable time and mentoring expertise to support the girls on a zoom call / ongoing mentioning support.



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