



PROJECT
Underground



22 - 24 MARCH

SPONSORSHIP DECK



PROJECT UNDERGROUND

Project Underground was conceived in 2016, soon after the opening of NovaCity Rotherham. Its aim was twofold. Firstly, to create the first youth parkour competition in the world and provide a stepping stone for young athletes to enter the world of parkour, and secondly, to create an international high-level parkour event in the UK, something that had not been done since 2009 in London, that would attract professional athletes to meet, compete and share skills and experiences.

Over the 10 previous iterations of Project Underground, it has grown into one of the world's premier international parkour events bringing together over 100 competing athletes sponsored athletes from the likes of Red Bull, Hollywood stunt performers, and industry-leading brands.

This success has created a feedback loop in the UK parkour scene. As the sport of parkour grows, so does the competition and opportunities we can provide to our young people.

A group of young people, mostly teenagers, are sitting on a large, multi-level wooden obstacle course structure in a gym. They are looking in various directions, some towards the camera, some away. The structure is made of light-colored wood and has several levels and platforms. The background is dark, and there are some colorful light effects on the left and right sides of the image. The text 'ABOUT THE EVENT' is in the top right corner.

ABOUT THE EVENT

The event is conducted over 3 days and is designed to be attractive to all parkour practitioners as it offers the chance to train, compete, or spectate. The competition itself is split into 3 discipline categories, and 3 age categories.

SPEED

This competition is a timed race around a predetermined route across our parkour park. The athletes have time to practice the route and one attempt against the clock. The fastest time wins.

SKILL

This competition is designed to test athletes against ever more difficult challenges in the gym. The challenges are done in isolation with a limited number of attempts and a clock running. The person completing the most challenges in the shortest time wins.

FREESTYLE

This event pits athletes against each other in front of 3 judges. They are judged on creativity, flow, difficulty, and execution. The winner is determined by the highest overall score.

AGE CATEGORIES

Under 12 / Under 16 / 16 + (Adult & Elite)

SPONSORSHIP OPPORTUNITY

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**OUR
FUNDRAISING
GOAL**

The funds are to be used for:

- PRIZE MONEY
- JUDGES EXPENSES - Our judges travel to and from the event from across the UK and abroad.
- SPECIAL GUESTS - The young people choose the athletes they would like to attend
- EVENT HOST & MC
- TROPHIES AND MEDALS
- FOOD AND DRINK - (The event supplies 3 meals a day for athletes)



YOUR SUPPORT COUNTS **PROJECT** **UNDERGROUND**

Joining forces to sponsor and support Project Underground represents an opportunity to support parkour in the UK. The event is the largest of its kind, and at its heart supports the grassroots growth of healthy activities for young people. The event draws eyes from all over the world, especially in the UK, where NovaCity is a guiding force for parkour and freerunning.

WHAT YOU WILL RECEIVE WITH YOUR SUPPORT.

Your company will be represented on all social media in the run-up to, during, and after the event. We will work with you to run a campaign of your choice.

You will be invited to attend the event with members of your company.

Company representatives will have the opportunity to present the trophy for the events they wish to sponsor.

A selection of spectator tickets for the families of your employees to come and watch the event.

SPONSOR AN EVENT

Choose between:

FREESTYLE
SKILL
SPEED
WOMENS
UNDER 16'S
UNDER 12'S

SPONSOR THE EVENT

Contribute to the overall success of the event by providing funds for.

TROPHIES AND MEDALS
JUDGES, SPECIAL GUESTS AND HOST
FOOD & DRINK

We welcome support of any kind, and bespoke packages are available.

Please contact Liam Norbury
NovaCity Director
LIAM@NOVACITYCENTRE.COM

PROJECT UNDERGROUND

CREATING IMPACT & OPPORTUNITY

NovaCity is in a very unique position in the parkour community. It is one of only a handful of gyms that could host an event of this scale, due to the size of our venue and one of the largest organisations in the country that offers parkour practice. It didn't start that way, and we know all too well how difficult it can be to follow your passions and get something off the ground.

We want the continuing legacy of this event to be that we can support grassroots parkour projects across the country. We want to help encourage more facilities to be built, to offer training on the running of these new facilities, and to become an industry leader in parkour practice at our home gym, with the most effective and safe facilities for learning parkour.

As a not-for-profit organisation it is our duty and mandate to ensure any profits are reinvested to support our core mission as a company. We want to go further.

We aim to create a Nova Funding opportunity using allocated funds, taken from any potential profit across the whole organisation. For parkour specifically, we would like to take funds from the sale of tickets to our events and reinvest them in young people's opportunities across the country. We will work with partner gyms to identify those who need the support to engage with parkour and supply taster sessions, funding for travel, to help launch new events and facilities, and to be there for advice and help to those who need it. The Parkour Fund will be launched at this year's event in celebration of its success.

Your sponsorship for this event will directly support this new initiative and create a long-lasting impact.

Thank you
NovaCity Ltd





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