

# KH

## KERSTIN HOLSTER



[www.kerstin-holster.com](http://www.kerstin-holster.com)



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@kerstinholster



Pro mountain bike racer, coach, bike industry nerd and adventurer! I've been riding bikes now for 3 years, completing my first pro year in 2016, finishing 2nd overall in the NW Cup. I absolutely love the freedom, challenges and opportunities mountain biking has opened for me and can't wait to race, ride & adventure more in 2018.

### RIDER:

Name: **Kerstin Holster**

Location: **Portland, Oregon**

Division: **Professional Mountain Bike Racer**

Class: **Downhill and Dual Slalom**

Certification: **PMBIA Level 1 MTB Coach**

### RACE HISTORY:

- ▶ 250cc 2007-2010: **AMA/WMX Motocross Women's 250cc**
- ▶ 2014: **USA Cycling - Cat 2 (Novice) Women's**
- ▶ 2015: **NW Cup - Overall Cat 1 Women's Champion**
- ▶ 2015: **USA Cycling - Kamikaze Bike Games: Pro Women**
- ▶ 2016: **NW Cup: 2nd Overall Pro Women's**
- ▶ 2016: **Top 10 Sea Otter in Dual Slalom & Downhill**

### CURRENT RANKINGS:

- ▶ 2017: **NW Cup: 1st Overall Pro Women's**

### PLANS FOR 2018:

- ▶ **USA Cycling Pro GRT Series**
- ▶ **USA MTB Nationals**
- ▶ **Crankworx Whistler**
- ▶ **NW Cups** (Select events)
- ▶ **BC Cups** (Select events)
- ▶ **Enduro Events** (Select events)
- ▶ **No Apologies MTB Clinics:**  
4-6 Clinics in a year, one being a weekend retreat.
- ▶ **Sweetlines JR Racing**  
Will be continuing to mentor young racers.





## SOCIAL REACH:

Pintrest: **14**

Twitter: **241**

Facebook: **1843**

Instagram: **2695**

Google+: **8922**

## WEBSITE ANALYTICS:

**4,000+** Page Views

**200+** Organic Impressions

**5,000+** Organic Reach



**69%  
MALE**

Main  
Demographic  
**Aged 35-44**

## AUDIENCE:

### Average Income:

25-34 (15%) **53,000**

35-44 (22%) **68,000**

45-54 (30%) **71,000**

56-64 (16%) **60,000**



**31%  
FEMALE**

Married

**50.50%**

Single

**49.50%**

College Graduate

**58.57%**

## VENUES:



**7** races

**2,800** racers

**7** Events Televised on TV



**4** events – **1** week

**1,200** racers

Broadcasted on **Red Bull TV**



**7** races

**2,200** racers

**4** Events Televised on TV



# BRANDING OPPORTUNITIES:

## Branding Benefits:

Right to use Athlete's name, image and likeness in product endorsements.

- ▶ Press Release Distribution
- ▶ Athletes name, image, likeness and statement of endorsement for company brand.
- ▶ Video & Photo opportunities

## Apparel Branding & PR:

- ▶ Official event apparel worn by athlete (jersey, gear, ball caps, t-shirts, workout tee's, etc..).
- ▶ Official event related equipment (bike, riding gear, etc..).

## Event Signage:

Your Company's logo and website URL prominently displayed on athlete's pop tent banners.

- ▶ Pop up tent is 10x10 in dimensions
- ▶ Banner on covering 8x5 table
- ▶ Banner's will be visible by media, television cameras, athlete's and spectators by entrance & exit to race tracks. (\*Company responsible for timely delivery of camera-ready graphics)

## Web Marketing:

Your company's logo, website link and a product/service description posted on [www.kerstin-holster.com](http://www.kerstin-holster.com) for entire year.

- ▶ Twice each month sponsor may post on athlete's social media accounts (facebook, twitter, instagram, google+, etc..)
- ▶ Two video edits (possibly more) will be made a year.

All sponsorship levels and options are negotiable to fit individual needs.

"Two roads diverged in a wood  
and I—I took the one less traveled by,  
and that has made all the difference."

—Robert Frost



**SHOUT OUT** to my sponsors  
without which none of this  
would be possible!

