

# **Sponsorship Proposal: Ryan Shane**

Get in on the ground floor with one of the rising talents of short track speedskating!

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## What is This Opportunity?

**In short - the greatest bang for your buck opportunity in world sports.** Short track speedskating, between ISU Championship and World Cup events, reaches hundreds of thousands of viewers every year. Skaters (including me!) risk it all in tight corners and narrow straightaways, reaching speeds of up to 35 miles an hour (56 km/h) on single millimeter-wide blades.

Speedskaters compete on behalf of their countries, wearing speed suits proudly displaying their national team's colors -- **as well as their sponsors' logos**. Cameras often zoom in to see the skaters' faces as they prepare for the starting gun to sound, showcasing the brands found on skaters' chest to the tens to hundreds of thousands of viewers watching live. As skaters race around the corners and celebrate at the finish, the logos found on their thighs and across their body continue to be highlighted, bringing maximum exposure for their partners.

I am an **up-and-coming star** on the US National Team, racing into the spotlight as I make my international debut. Deals formed now could create career-long partnerships which bring huge value to sponsors for decades. My trajectory sets me up for World Junior Championships, World Cup medals, and World Records within the next seasons, building into an incredible performance at the 2026 Milano-Cortina Olympics.



*Competing in a 1500m semifinal at US Olympic Trials - and qualifying for the A Final*

## What Opportunities Are There for Your Brand?

**Your branding could reach hundreds of thousands around the globe, for a far lower cost than other promotions.** Throughout the official livestreams and TV broadcasts, the cameras showcase sponsor branding as athletes race to victory and celebrate their wins. ISU, US Speedskating, and countless fan accounts share and repost clips and pictures of races, putting branding in front of tens of thousands more sets of eyes around the world.

Pictures and videos of races and podiums present another opportunity to **increase exposure for your brand**. Posing with products in a studio and sharing pictures of my use of your products during my training and competition or time off gives your customers a relatable figure who they can identify with.



*Examples of sponsor branding visible while celebrating a World Cup win and on the podium.*



**Existing sponsorship packages** can help give an idea of cost as well as what your brand will receive. Customization can help **to best fit the needs of your brand**. A more complete breakdown of benefits in these example packages can be found in the Addendum.

	Gold	Silver	Bronze
<b>Logo/Apparel</b>			
Logo present on racing and training suit**	Leg or Chest	Chest	Chest
Logo present on some off-ice training apparel (e.g. hat or t-shirt)	X	X	
Use of product throughout training (if applicable)	X	X	X
<b>Social Media/Website</b>			
Mention in Instagram bio	X (first after USS)	x	x
Tag in all skating or training-related Instagram posts	X	X	
Instagram posts and stories throughout the season	X	X	X
Logo and link on website	X (first after USS)	x	x
<b>Photo and Video/Apearances</b>			
Photos and videos with product	Unlimited	5 photo or videoshoots	1 photo or videoshoot
Appearances**	2	1	
Tickets to World Cup and similar events	up to 10	up to 5	up to 2
<b>Compensation/Term</b>			
Contingent on qualification	X	X	
Bonuses*	X (senior events only)	X (senior events only)	X
Term	1+ years	1+ years	1 year
<b>Main compensation</b>	<b>\$5000 USD</b>	<b>\$2500 USD</b>	<b>\$1500 USD</b>

\*Example bonus structure in Addendum

\*\*Costs must be reimbursed

**The placement of logos** is extremely important to how they will be visible to viewers. The image below shows (in yellow) potential placements of logos on the racing suit.



ISU rules mandate a maximum size of **250 cm<sup>2</sup>** for leg placement logos and **45 cm<sup>2</sup>** for chest placement logos. Sponsor branding is not currently permitted on safety equipment (helmet, gloves) or skates.

Your branding will also be present in similar places on podium jackets and other similar apparel. It is possible to wear apparel featuring **solely your logo** during training and some competition scenarios.

Screenprinting, embroidery, or similar necessary costs to add logos to apparel must be reimbursed by the sponsor.

**Everything about our partnership can be customized** to best fit the needs of your brand. By beginning our relationship now, you are creating a partnership which **will save you money** as my profile increases with international success.

## Contact me

**Please reach out** to discuss the details of what would be the **most beneficial partnership for your brand**. Together we can create something spectacular!

Ryan Shane

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## Addendum

### Existing packages:

	Gold	Silver	Bronze
<b>Logo/Apparel</b>			
Logo present on racing and training suit	X	x	x
- Logo on left leg	X		
- Logo on chest		X	X
Logo present on some off-ice training apparel (e.g. hat or t-shirt)	X	X	
Use of product throughout training (if applicable)	X	X	X
<b>Social Media</b>			
Mention in Instagram bio	X (first after USS)	x	x
Tag in all skating or training-related Instagram posts	X	X	
Permanent Instagram story (highlight)	X		
Instagram post and story to announce partnership	X	story only	story only
Instagram posts throughout season specifically highlighting your product or brand	3	2	1
Instagram stories throughout season specifically highlighting your product or brand	8	5	3
Link in bio or on story for post	X	X	story only
<b>Website</b>			
Logo and link on website	X (first after USS)	x	x
<b>Photo and Video/Apearances</b>			
Photos and videos with product	Unlimited	5 photo or videoshoots	1 photo or videoshoot
Appearances (travel, accommodations must be reimbursed)	2	1	

Tickets to World Cup 1+2 (SLC and Montreal), Four Continents (SLC) or equivalent events	<b>up to 10</b>	<b>up to 5</b>	<b>up to 2</b>
<b>Compensation/Term</b>			
Contingent on qualification	55% contingent on WC, 20% on WJ and WRC	35% contingent on WC, 15% on WJ and WRC	
Bonuses	<b>X (senior events only)</b>	<b>X (senior events only)</b>	<b>X</b>
Term	<b>1-2 years + option</b>	<b>1-2 years + option</b>	<b>1 year</b>
Extension Option	Option for 10% yearly increase	Option for 10% yearly increase	
Number available	<b>1</b>	<b>2</b>	
Main compensation	\$5000 USD	\$2500 USD	\$1500 USD

#### Example bonus structure:

<b>Bonuses</b>			
	<b>World Champs</b>	<b>World Cup</b>	<b>WJ Champs/FC Champs</b>
<b>Gold</b>	<b>\$500 USD</b>	<b>\$225 USD</b>	<b>\$250 USD</b>
<b>Silver</b>	<b>\$300 USD</b>	<b>\$125 USD</b>	<b>\$150 USD</b>
<b>Bronze</b>	<b>\$200 USD</b>	<b>\$90 USD</b>	<b>\$100 USD</b>
<b>Top 10</b>	<b>\$100 USD</b>	<b>\$50 USD</b>	<b>\$50 USD</b>
<b>World Record:</b>	<b>\$500 USD</b>	<b>WJ Record:</b>	<b>\$250 USD</b>
<b>Note: There are 6 World Cup events throughout the season</b>			
<b>Bonuses pay out 50% for qualifying relay performance</b>			