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To whom it may concern,

When BMX was announced as an official Olympic sport, London 2012 became my focus!

As BMX racing erupted into the sporting headlines with its debut at the Olympics in 2008 and as one of the top three sports viewed it gave me even more will to fulfill my childhood dream.

After years of racing I am dominating the NZ BMX racing scene and I am one of only three riders being considered for the 2012 Olympics.

The road to the Olympics will take 100% dedication and commitment, which I am willing to devote.

However there is a price to pay for Olympic Glory. Both personal sacrifices and financial. I need to pay my own way to Europe and USA in 2011. Only if I make it into the final (top 8 riders in each event) will my trip be subsidised by Bike NZ.

For many this financial expectation is too much especially at such early age in life, but I want to fulfill my dreams at all cost. I guess it is my nature!

I worked for a local bike shop and worked my way to management but with more and more NZ Team training clinics, Sport Academy fitness testing, training twice a day and racing almost every weekend through Summer I have had to change direction and get some contract work in the Kiwifruit industry. A part time sales roll for Protec Helmets still keeps me involved in the bike industry.

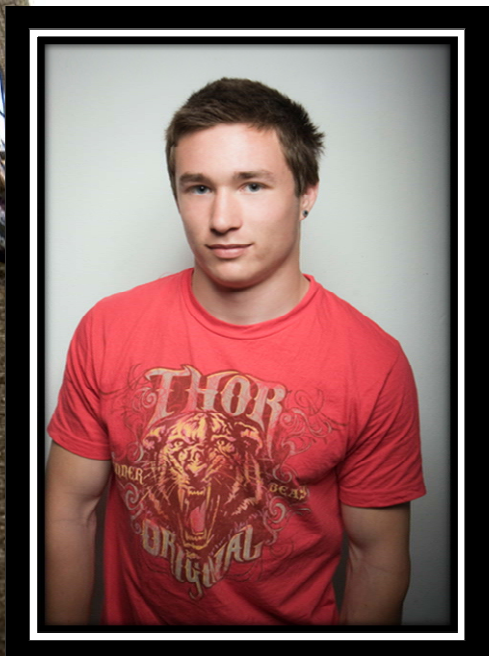
I believe that I can add value, exposure and profile to any brand and with support from local businesses I can bring New Zealand Olympic Glory!

I invite you to thumb through my cycling CV attached.

Regards

Kurt

# Kurt Pickard



# About me

**Name:** Kurt Peter Pickard

**Age/DOB:** 20years, 14-03-1991

**Email:** kurtpickard@gmail.com

**Contact Number:** 021 654109

**Height/Weight:** 180cm, 83kg

**Sizes:** T-Shirt Large, Waist 34", shoe 11US

**Hobbies:** riding trails, fishing, golf, beach

*Character reference: Dennis Howlett 0276947923*



## Personal Development

Courses I have taken prior to 2011, including results.

Year	School/Institution	Course name	Results
2006	Tauranga Boys Collage	NCEA Level 1	Passed
2007	BOP Polytechnic	Certificate in Sport & Event Management level 3	Passed
2010	Open Polytechnic	Level 2 Computing	Passed
2011	Netfit	Core part A & B	Currently studying
2011	Netfit	Fitness Instructor	Currently studying
2011	Netfit	Personal trainer	Currently studying

## Employment

Full time employment is impossible with such a heavy training schedule, out of town High Performance camps and testing along with a busy racing calendar.

I contract to a Kiwi-fruit horticulturalist and visit dealers for Protec Helmets in the upper North Island. As time allows.

*Employment reference: Stu Reid 021 791200*

# About my dream

## Personal Desires

I found my passion for BMX racing at the age of four and have never looked back.. I soon developed a hunger to be the best in the World and was fortunate enough that my parents facilitated my travel to National Championships every year and six World Championships. Now with 12 National titles to my name, and many more to come, I have one goal in mind,...

**to be an Olympic Champion in 2012.**

## BMX Racing

Total years racing: 15

National Titles: 12

World Top 8 Placings: 4

*BMX reference: Ash Rawson 021 652230*

## Sponsors/Supporters

I am currently on the international Crupi BMX Factory Team, who look after most of my bike needs.

Fly Racing supply my racing apparel and helmet.

Adidas supply my eyewear.

2XU provide my performance compression garments.

## Goals

### Short Term

- Defend my National title
- Make the final of the World Championships in Denmark this July

### Mid Term

- Make the final of the Supercross World Cup final

### Long Term

- Turn Professional by 2012
- Make 2012 Olympics and win gold!!



# Results

**2010**

- 1st UCI Oceania points series
- 1st National Championships Elite men
- 1st National Championships superclass
- 1st UCI round 3 Elite men semi final ABA Roseville AA Pro
- 6th Semi Final ABA Roseville AA pro

**2009**

- 1st UCI Oceania points series
- 1st European Championships Round #3
- 2nd European Championships Round #5
- 6th European Championships Round #6
- 1st National Championships

**2008**

- 1st National Championships Jnr Elite
- 1st National Championships Cruiser
- 1st National Superclass Series Elite
- 2nd National Championships Open Super Class
- 2nd UCI Round 6 Jnr Elite
- 8th UCI Round 7 Jnr Elite

**2007**

- 1st National Championships Cruiser
- 1st National Championships 20"
- 1st Pre World Championships
- 3rd UCI Round 2 Jnr Elite
- 1st UCI Round 3 Jnr Elite

**2006**

- 1st North Island Championships

**2005**

- 1st National Championships
- 7th World Championships

**2003**

- 2nd World Championships Cruiser
- 2nd World Championships 20"
- 1st National Championships

**2002**

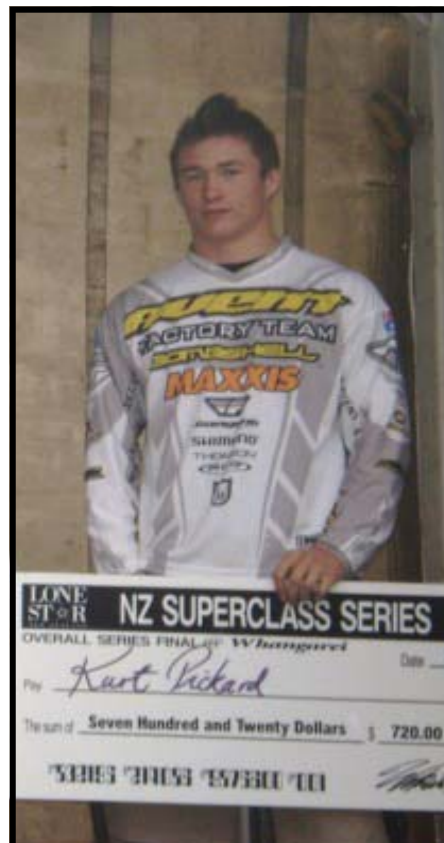
- 1st National Championships

**1997-2000**

- 1st National Championships 10yrs
- 1st National Championships 8yrs
- 3rd World Championships 7yrs
- 1st National Championships 7yrs



6th 2009 Euro Champs - Italy



1st NZ National Pro Series



1st European Championships 2009

# 2011 WORLD SERIES PLANNER

## JAN

25 HP Camp/Puni  
 26 HP Camp/Puni  
 27 HP Camp/Puni  
 28 HP Camp/Puni  
 29 HP Camp/Puni  
 30 HP Camp/Puni

## MARCH

5 HP Camp/Puni  
 6 HP Camp/Puni  
 7 HP Camp/Puni  
 8 HP Camp/Puni  
 11 Oceania Race/Puni  
 12 Oceania Race/Puni  
 13 Oceania Race/Puni

## APRIL

3 Depart for South Africa  
 4 WC SX South Africa  
 5 WC SX South Africa  
 6 WC SX South Africa  
 7 WC SX South Africa  
 8 WC SX South Africa  
 9 WC SX South Africa  
 10 WC SX South Africa  
 11 WC SX South Africa  
 21 Nationals Auckland  
 22 Nationals Auckland  
 23 Nationals Auckland  
 24 Nationals Auckland

## MAY

22 Depart for Holland  
 23 WC SX Papenal Holland  
 24 WC SX Papenal Holland  
 25 WC SX Papenal Holland  
 26 WC SX Papenal Holland  
 27 WC SX Papenal Holland  
 28 WC SX Papenal Holland  
 29 WC SX Papenal Holland  
 30 WC SX Papenal Holland  
 31 WC SX Papenal Holland

## JULY

13 Depart for USA for Level 3 riders  
 14 Pre Worlds Camp USA  
 15 Pre Worlds Camp USA  
 16 Pre Worlds Camp USA  
 17 Pre Worlds Camp USA  
 18 Pre Worlds Camp (USA/Europe)  
 19 Pre Worlds Camp (USA/Europe)  
 20 Pre Worlds Camp (USA/Europe)  
 21 Pre Worlds Camp (USA/Europe)  
 22 Pre Worlds Camp (USA/Europe)  
 23 Pre Worlds Camp (USA/Europe)  
 24 Pre Worlds Camp (USA/Europe)  
 25 Pre Worlds Camp (USA/Europe)  
 26 Pre Worlds Camp (USA/Europe)  
 27 Pre Worlds Camp (USA/Europe)  
 28 World Champs Denmark  
 29 World Champs Denmark  
 30 World Champs Denmark  
 31 World Champs Denmark

## AUGUST

1 Euro Camp Holland  
 2 Euro Camp Holland  
 3 Euro Camp Holland  
 4 Euro Camp Holland  
 5 Euro Camp Holland  
 6 Euro Camp Holland  
 7 Euro Camp Holland  
 8 Euro Camp Holland  
 9 Euro Camp Holland  
 10 Euro Camp Holland  
 11 Euro Camp Holland  
 12 Euro Camp Holland  
 13 Euro Camp Holland  
 14 Euro Camp Holland  
 16 Euro Camp Holland  
 17 WC SX London  
 18 WC SX London  
 19 WC SX London  
 20 WC SX London  
 21 WC SX London  
 22 WC SX London  
 23 WC SX London

## SEPTEMBER

12 WC SX USA  
 13 WC SX USA  
 14 WC SX USA  
 15 WC SX USA  
 16 WC SX USA  
 17 WC SX USA  
 18 USA Camp  
 19 USA Camp  
 20 USA Camp  
 21 USA Camp  
 22 USA Camp  
 23 USA Camp  
 24 USA Camp  
 25 USA Camp  
 26 USA Camp  
 27 USA Camp  
 28 USA Camp  
 29 WC SX Chula Vista  
 30 WC SX Chula Vista

## OCTOBER

1 WC SX Chula Vista  
 2 WC SX Chula Vista  
 3 WC SX Chula Vista



photography by Clinton Tudor

# How I can work for you

**A unique opportunity to market your brand with-in a rapidly growing Olympic Sport**

**[www.kurtpickard154.com](http://www.kurtpickard154.com)**

My website is regularly visited by the BMX community both in NZ and abroad to monitor my progress, event reports, news, photo's, race calendar and to link to sponsors websites.

Site visitors vary from 100 on a standard week day to well over 500 after a local race and many more when we (the NZBMX Team) are traveling internationally.

I undertake regular interviews with other international Pro BMX racers for my website, which increases global visitors.

## **Promo's**

I will make myself available for your company promotional activities, product launches etc.

I regularly have signing sessions at race meetings and young riders cherish my autograph. Using sponsors material (posters, flyers etc) will ensure great profile.

I also feature on the Crupi BMX website and marketing material.

## **Media Coverage**

I have made several appearances in Endurance magazine, featured in a full page add in bmxpress and XBR (Australasian magazines), a feature on the Get Frank website, appeared on two episodes of The Erin Simpson Show (TV3) and regular coverage in National news papers

I am on the New Zealand High Performance Team and am currently one of only two riders being considered for the 2012 Olympics. I will be racing in Europe and USA this year which will attract media, especially if I win.



## **Coaching**

I am regularly contracted by clubs to coach their members. I am undoubtedly a huge influence on up and coming riders as sponsors have noticed an increase in sales in the regions after my coaching clinics. I also assist the NZBMXA coach when training athletes.

## **Let's get down to it**

I can offer affordable profile in a developing sport with broad appeal. I can help build your brand image with a close association with a lively, action-packed, outdoor, sport.

Based on your investment, I can offer you:

- Branding on my international race jersey
- Branding on my race and training bikes
- Wear apparel casually at bike related events (coaching, interviews, camps, travelling...)
- Promotional opportunities and on my official website
- Acknowledge your brand at media interviews
- Attend product launches, promotions etc.
- Use of my images for advertising and promotions

# MY 2011 BUDGET

These values include flights, accommodation, entry fees and a basic \$50/day food allowance

<b>Jan</b>	<b>HP Camp &amp; Auckland Champs</b>	<b>Paid</b>
<b>Mar</b>	<b>HP Camp &amp; Oceania Race</b>	<b>\$ 700</b>
<b>Apr</b>	<b>South Africa- World Cup Supercross</b>	<b>\$ 3,400</b>
	<b>NZ Nationals</b>	<b>\$ 450</b>
<b>May</b>	<b>Holland- World Cup Supercross</b>	<b>\$ 5,500</b>
<b>July</b>	<b>USA- HP Camp, and Denmark- World Championships</b>	<b>\$ 7,800</b>
<b>Aug</b>	<b>Netherlands- HP Camp, and UK- World Cup Supercross</b>	<b>\$ 8,200</b>
<b>Sept</b>	<b>USA- HP Camp &amp; World Cup Supercross</b>	<b>\$ 6,200</b>
	<b>2011 Total</b>	<b>\$ 32,250</b>

