



**MIKE^{#5}
SCHULTZ**

WWW.MONSTERMIKESCHULTZ.COM

MEET “MONSTER” MIKE SCHULTZ

04 INTRODUCTION

THE BEGINING OF A NEW CAREER
BIODAPT

08 AWARDS AND EXPOSURE

CAREER HIGHLIGHTS
X GAMES MEDAL RESULTS
NATIONAL LEVEL MEDIA EXPOSURE HIGHLIGHTS

14 WHY BE INVOLVED?

HIGH MEDIA EXPOSURE
SUPPORT A GREAT ATHLETE

18 SPONSORSHIP PACKAGES

FOUR SPONSOR OPTIONS

22 CONTACT MIKE





ATHLETE
ENTREPRENEUR
(BIODAPT & MOTO SPORT ADAPTIVE)
PUBLIC SPEAKER

“His resolve and hard work had him walking with his new leg in no time”

After more than a decade as a professional snocross and motocross racer, Mike Schultz suffered what for many would have been a career ending injury.

During the ISOC National Championship Snocross Series Stop at Michigan in December 2008, Mike was involved in a crash that caused major trauma to his left knee resulting in the above the knee amputation of his left leg. Support poured in from his thousands of fans around the country. With their encouragement and the love of his family, Mike attacked his recovery with the same tenacity he used to prepare for racing.

“If you want to accomplish something bad enough, you will find a way.”

His resolve and hard work had him walking with his new leg in no time, and he was back on his snowmobile a month after being released from the hospital.



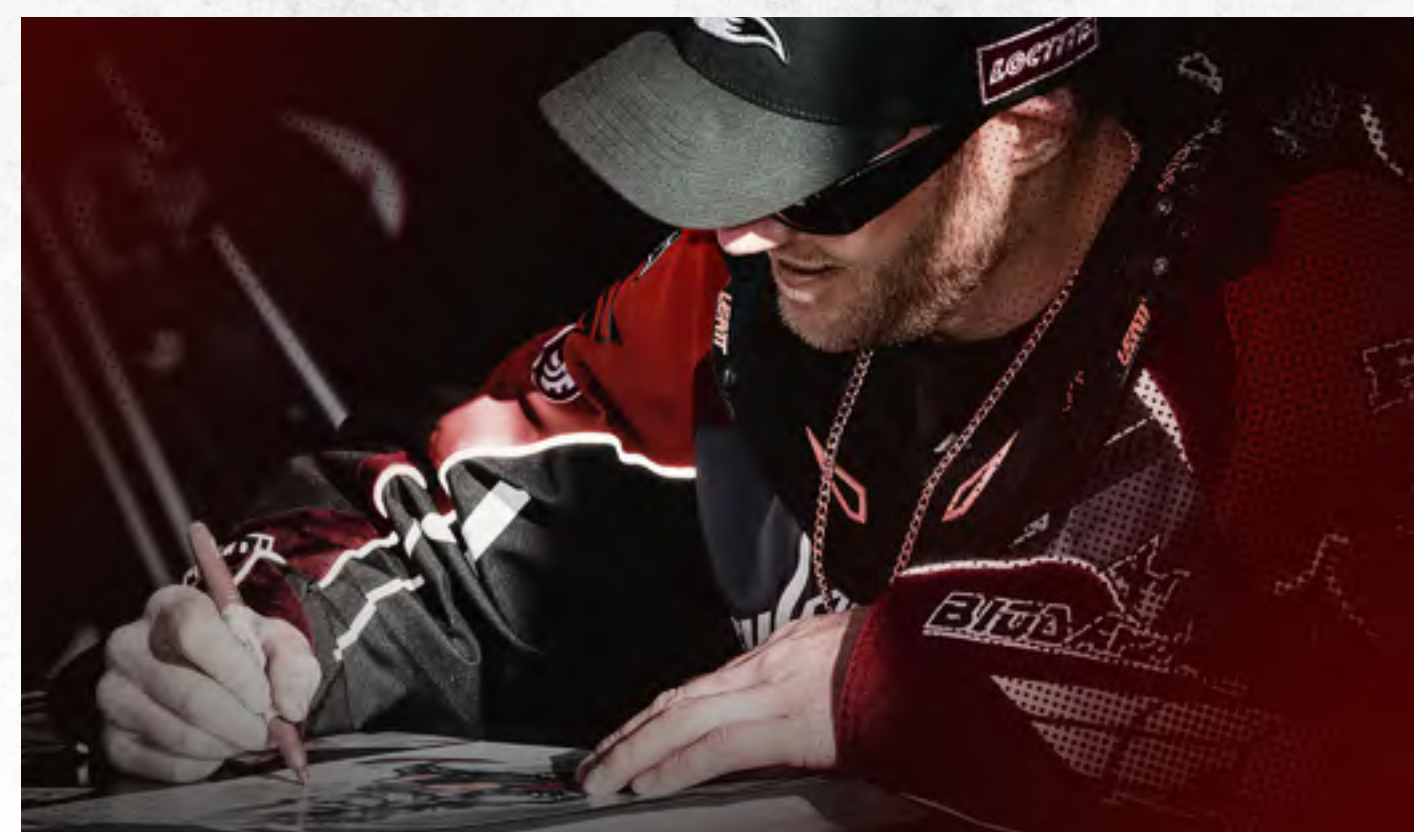
Soon Mike realized that his determination would allow him to do everything that he had done before the accident. However, current prosthetic knees lacked the function necessary from Mike to ride like he knew he could. With nothing more than his own ingenuity, a mountain bike shock and some equipment in his garage, Mike set to work building a knee that would enable him to ride again.

Losing a leg could not extinguish Mike's competitive Spirit. He improved his newly designed “Moto Knee” and he returned to racing.

Seven months after his accident, Mike took home a silver medal from the Adaptive Super-X at the ESPN Summer X Games on his dirt bike. Six months after that he won gold at the first ever Winter X Adaptive Sno-X race.

He has proceeded to rack up more X Games gold medals and even a Championship win in the Pro Vet class on the ISOC National Championship Series in 2012 against all able bodied competitors. Which still stands as one of his greatest achievements to date.

Mike has met this challenge head on with the belief that “if you want to accomplish something bad enough, you will find a way.” He



has developed his custom Moto Knee and Versa Foot into a successful business called BioDapt that is on the leading edge of action sport based prosthetic equipment. Hundreds of amputees across the world have been able to benefit from this equipment and have had the opportunity to live a more enjoyable, active and healthy lifestyle because of it.

“Everyone needs a positive goal to focus on in life to keep you moving forward. Adaptive sports is what always keeps me working hard and looking forward to that next event!

“Everyone needs a positive goal to focus on in life to keep you moving forward.”

It is extremely rewarding for me to see the positive impact I have on others through the equipment I develop and the events I participate in.”

- Mike Schultz

Determination would allow Mike to do everything that he had done before the accident



















SNOWMOBILE MOTOCROSS PARALYMPIC SNOWBOARDING PARALYMPICS IN 2018

2017/18 Tentative Schedule

We are constantly adding new events and promo/media opportunities as the seasons go on and here is what we have on the list so far;

2017-2018 SCHEDULE OF EVENTS:

HOST	DATE	LOCATION	SPORT	EVENT (PROMOTIONAL OR COMPETITION)
 X GAMES	1/26/17	Aspen, CO	SNOWMOBILE	Snocross Competition (GOLD)
 IPC	2/3-7/17	Big White, Canada	SNOWBOARD	World Champs BS & BDX Comp. (2nd & 4th)
 IPC	3/8-12/17	PyeongChang, SK	SNOWBOARD	World Cup BS & BDX Competition (3rd & DNS)
 IPC	3/24-25/17	Copper Mtn., CO	SNOWBOARD	National Championships BDX (GOLD)
 ADAPTIVE SPIRIT	4/6-9/17	Vail, CO	SNOWBOARD	Promo - Fundraiser for Team USA
 SEMPER FI FUND	4/26-30/17	San Diego, CA	MOTOCROSS	Promo - WarFighter Made, NBC, Semper Fi Fund
 USA PARALYMPICS SNOWBOARDING	6/3-22/17	Mount Hood, OR	SNOWBOARD	Team USA Training Camp
 TEC	7/11/17	Dallas, TX	SPEAKING	Speaking - HAAS conference
 X GAMES	7/13-16/17	Minneapolis, MN	MOTOCROSS	Promo/Comp - Summer X Games
 USA PARALYMPICS SNOWBOARDING	TBD	Colorado Springs, CO	SNOWBOARD	Team USA Training Camps
 IPC	9/17	New Zealand	SNOWBOARD	World Cup BDX & BS Competitions
 IPC	11/17-3/18	TBD	SNOWBOARD	World Cup BDX & BS Competitions
 X GAMES	1/18	Aspen, CO	SNOWMOBILE	Competitions Winter X Games
 PyeongChang 2018	3/9-18/18	PyeongChang	SNOWBOARD	Competition - 2018 PARALYMPICS



AWARDS & EXPOSURE

CAREER HIGHLIGHTS

2017 - SILVER, BRONZE & GOLD

Bronze, Gold World Championships, World Cup
& National Championship Boardercross and
Banked Slalom

2016 - GOLD & 3 BRONZE
IPC World Cup Boardercross

2015 - TWO GOLD
IPC World Cup
Para-Snowboarding Time Trials
& Boardercross LL1

2014 - GOLD
IPC World Cup Snowboarding Banked Slalom

2014 - SILVER
Europa Cup Banked Slalom

2009-2014 - GOLD & SILVER MEDALIST
Extremity Games Adaptive Motocross

2005-2008 - FIVE PROPDUIMS, TOP TEN FINISHES
National WPSA Pro podiums & Top Ten Season Finishes
in Pro Stock & Open Pro Snocross

2008 - 6TH PLACE
FIM World Championship & Open Pro Snocross
in Mala, Sweden

2006 - 1ST PLACE
Icelandic Championship Race
& Open Pro Snocross

2002 - REGIONAL RACER OF THE YEAR
Open Pro Snocross in Washington, MN

X GAMES RESULTS

2017 - GOLD
Winter Adaptive Snocross

2016 - GOLD
Winter Adaptive Snocross

2014 - GOLD
Winter Adaptive Snocross

2013 - GOLD
Winter Adaptive Snocross

2013 - GOLD
Summer Adaptive Supercross

2012 - 5TH PLACE
Winter Adaptive Boardercross

2011 - GOLD
Winter Adaptive Snocross

2010 - GOLD
Summer Adaptive Supercross

2010 - GOLD
Winter Adaptive Snocross

2009 - SILVER
Summer Adaptive Supercross

2003 - 2008
Compete in Pro Snocross

UNIQUE AWARDS

2014 - TEN OUTSTANDING YOUNG AMERICANS
Jaycees

2014 - TOP 20 FINALIST,
TEN OUTSTANDING YOUNG PERSONS OF THE WORLD
Junior Chamber International

2013 - BEST OF WHAT'S NEW IN 2013
"Versa Foot" - Popular Science Magazine

2013 - TOP 10 INVENTIONS OF 2013
"Versa Foot" - Popular Science Magazine

2010 - MALE ATHLETE OF THE YEAR
Athletes w/ Disabilities Hall of Fame
- Roger McCarville

2009 - TRUE GRIT AWARD
ISOC

2006/2007 - MOST IMPROVED PRO
WPSA

2002 - REGIONAL RACER OF THE YEAR
WSA MN

2012 - CJ RAMSTAD LEGACY AWARD
ISOC

FEATURED VIDEO OPPORTUNITIES



CBS Courage



CONAN SHOW



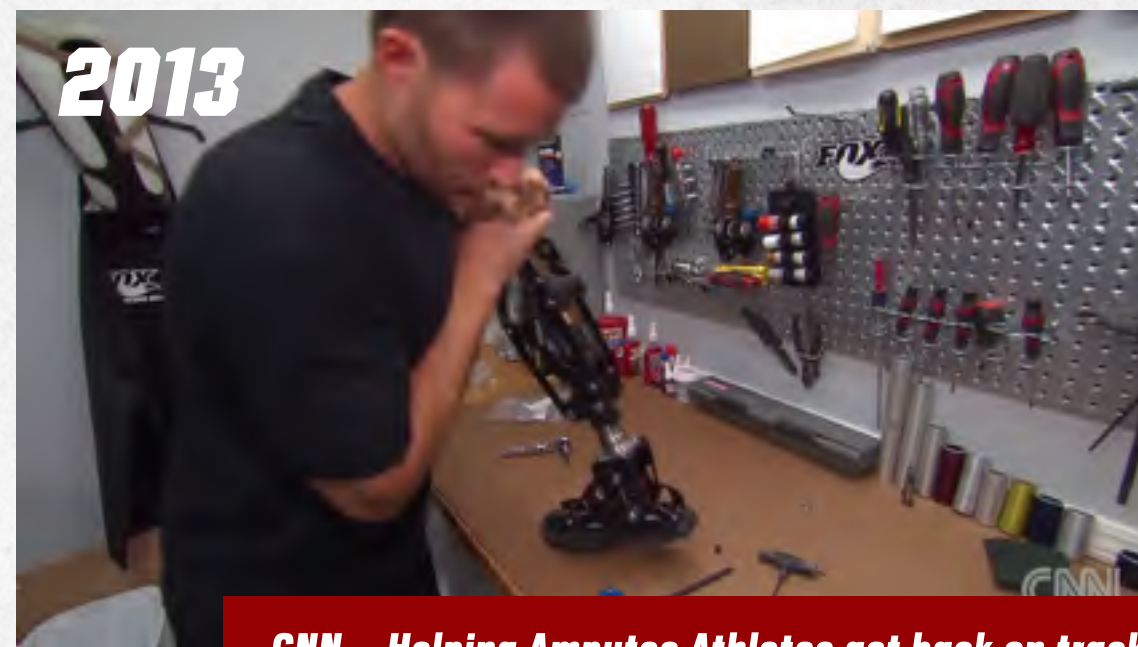
Pop Sci/Nissan 'Expedition Hero'



World of X Games: Adaptive Action (2014)



Translogic 183: BioDapt Moto Knee



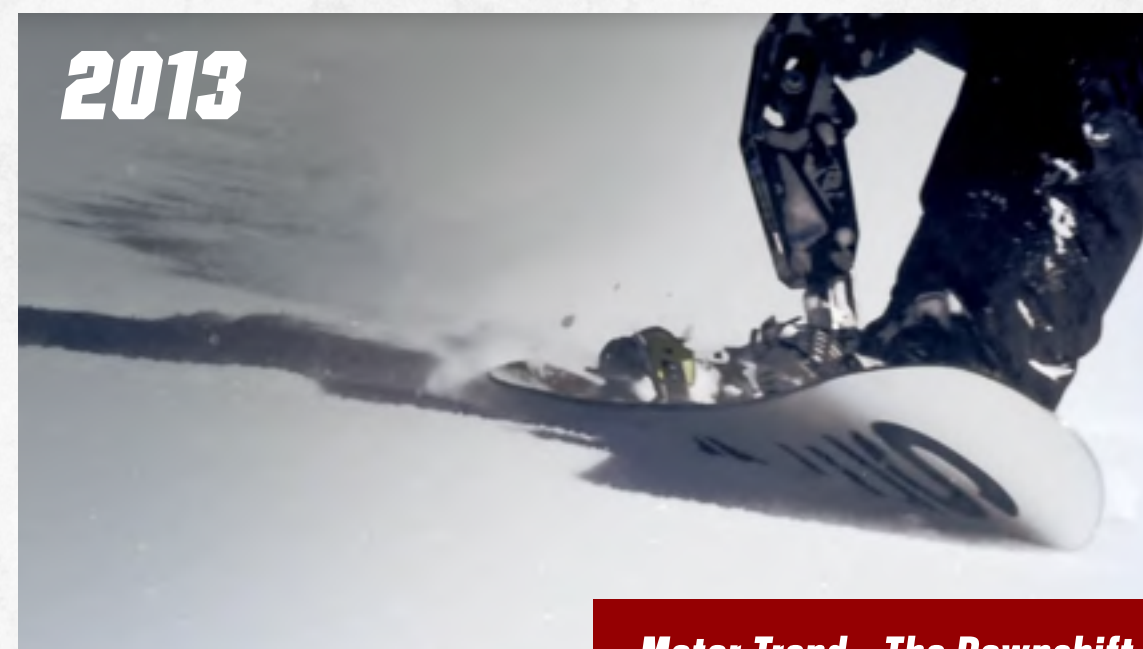
CNN - Helping Amputee Athletes get back on track



CBS This Morning



Royal Purple Outperformer Series



Motor Trend - The Downshift



Carson Daly Season 12 Episode 73



Edge Factor - Metal & Flesh Sneak Peak

MEDIA COVERAGE OPPORTUNITIES

THE DENVER POST

"Mike helps Air Force Pilot Christy Wise to ski again."

2017

& "Mike Schultz finds new life as X Games boarder, prosthetic designer"

2015

Forbes

"The Amazing Saga Of Mike Schultz, Citizen Scientist"

2013

MEN'S JOURNAL

"Building the Bionic Knee"

2014

Bloomberg Businessweek

"Moto Knee, a Prosthesis for Extreme Athletes"

2013

THE HUFFINGTON POST

"This X Games Star Couldn't Find A Prosthetic That Would Let Him Compete. So He Invented His Own"

2014

THE PLAYERS' TRIBUNE

2015

MOTOCROSS ACTION MAGAZINE

"The MXA Interview: Mike Schultz"

2013

POPULAR SCIENCE

"Biodapt Versa Foot"

2014

& "Firm Footing"

2013

Smithsonian EVERYONE PLAYS!



2013

minnesota BUSINESS magazine

"Former pro snowmobiler Mike Schultz navigates entrepreneurship"

2014

TEAM USA

"From motocross and snocross, Mike Schultz takes on snowboarding"

2014

WIRED

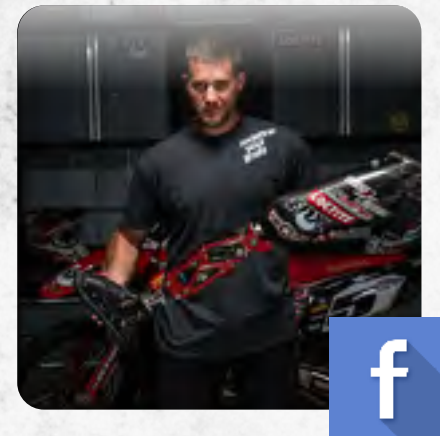
"Extreme Sports Star Mike Schultz Built Himself a New Limb"

2013

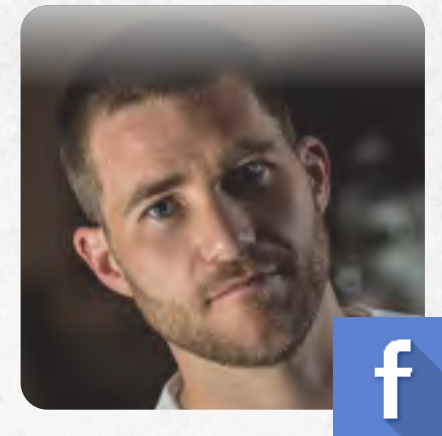
ONLINE PROFILE COVERAGE



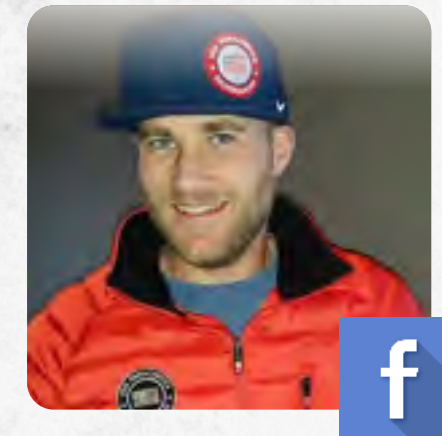
SOCIAL MEDIA OPPORTUNITIES



BIODAPT INC
facebook.com/
pages/BioDapt-Inc/
192687027442701



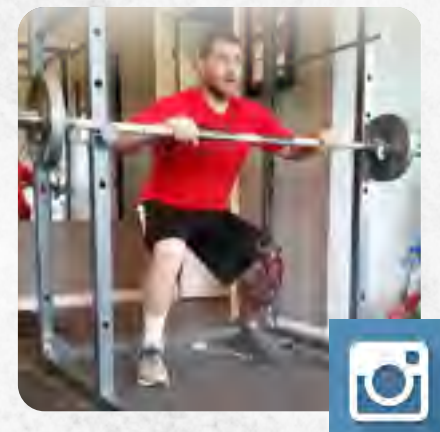
MIKE SCHULTZ
www.facebook.com/
mike.schultz.125323



MONSTER MIKE SCHULTZ #5
facebook.com/
montermikeschultz



MIKE SCHULTZ
youtube.com/
user/Biodapt



MONSTERMIKE5
instagram.com/
montermikeschultz5



BIODAPT
instagram.com/
biodapt



MOTO SPORT ADAPTIVE
instagram.com/
motosportadaptive



MONSTERMIKE5
twitter.com/
MonsterMike5

montermikeschultz.com
biodaptinc.com





WHY BE INVOLVED?

Mike has dedicated countless hours using his skills to help injured troops and adaptive sports enthusiasts get back on their feet.

Mike isn't just another come-back story, he has (and still is) taken his life changing injury and turned it into many different positive things that have not only benefit him, but countless others around the world. There are a few great reasons to team up with Mike:

First is to support an individual that is out for more than the next competition. Mike has a very competitive personality and obviously takes winning extremely serious but in the end, his ultimate goal is to be an ambassador and innovator in adaptive sports as well as a positive public figure. A couple ways he is accomplishing this is by his prosthetic company Biodapt, Inc., the adaptive motocross series and by being a true professional personality with public speaking and media interviews etc. He wants supporters that are interested in more than just

"It is extremely rewarding for me to see the positive impact I have on others."



1st place trophies, Gold Medals and the return on investment data, he wants companies that can see the bigger picture of what he's about and how many people he is making a positive influence on through the events he competes in and media exposure he receives.

Second; Mike's powerful story and top level athletic performance gains a lot of attention through everything he is involved with. There is strong marketing value with being teamed up with Mike. A couple ways you can gain visible exposure is through the competitions he



participates in and the related coverage of that at a national level. Mike doesn't just wait for media opportunities, he is working with a top notch PR agent to seek out both action sport and mainstream related coverage to highlight the different levels of him as an athlete, entrepreneur and positive public figure.

Third; Mike is always up for new ways to build relationships with his sponsors and has an open mind to try new things. It's not just about logo placement on a machine or apparel, there are many other ways to work together and promote your company. He would really like to be involved in your marketing campaigns and if you have an idea that you don't see mentioned in this deck then be sure to discuss it with him, he'd be happy to work with you and figure out the best way to make it work.

“Mike is always up for new ways to build relationships with his sponsors and has an open mind to try new things.”



2015/16 Tentative Schedule

Becoming a sponsoring partner with Mike places your company in a great position to achieve millions of impressions within a very desirable demographic at a global level;



The ESPN Winter and Summer X Games, which is the largest Action Sports stage in the world, along with the various other IPC World Cup events for Para Snowboarding and the media coverage that follows these events.

Your company will also have the opportunity to be visible during other TV and web based interviews that capture Mike's amazing story as a professional level athlete, positive public figure, entrepreneur and ambassador for adaptive sports.





SPONSOR PACKAGES

A **TITLE SPONSOR** *Negotiable*

PREFERABLY CONTRACTED FOR 2- 3 YEARS

This Sponsor receives top visibility with all activities performed by Athlete; all competition related events, media coverage, website home page and Social media tags.

- ★ **Top visibility on all competition apparel, vehicles/equipment and transport vehicles/trailers**
- ★ **Athlete will be available for up to five promotional events specific to sponsoring company throughout the year**
- ★ **Athlete available for involvement in advertisements and other types of marketing for sponsoring company**
- ★ **Prominent logo on all autograph stock**

- ★ **Title sponsor will be mentioned first in all sponsor lists and interview mentions**
- ★ **Athlete will be open to discussing other ideas/arrangements with marketing/promotional ideas at sponsors request**
- ★ **Sponsor may use Athletes image to promote product/company during contract period**





B FULL THROTTLE \$20,000

PREFERABLY CONTRACTED FOR 2- 3 YEARS

This Sponsor receives high visibility with all activities performed by Athlete; all competition related events, media coverage, website home page and Social media tags.

★ **High visibility on all competition apparel, vehicles/equipment and transport vehicles/trailers**

★ **Athlete will be available for up to three promotional events specific to sponsoring company throughout the year**

★ **Listed as one of the top main sponsors (below 'Title') on all lists and interviews**

★ **Logo on autograph stock**

★ **Sponsor may use Athletes image to promote product/company during contract period**



C GREEN FLAG \$5000

ANNUAL SPONSORSHIP

Annual sponsorship covering all sports;
Motocross, Snowmobile & Snowboarding

- ★ **Medium visibility on all competition apparel, vehicles/equipment and transport vehicles/trailers**
- ★ **Mentioned on all sponsor lists and in interviews**
- ★ **Athlete will be available for one promotional events specific to sponsoring company throughout the year**

D STARTING LINE \$1500 (or) *Product Equivilant*

ANNUAL SPONSORSHIP

Annual sponsorship covering a specific
sport; Motocross, Snowmobile or
Snowboarding

- ★ **Small logo on race equipment**
- ★ **Included on all sponsor lists**
- ★ **Sponsor may use Athletes image to promote product/company during contract period**

MIKE SCHULTZ

(218) 330-6268

mike@monstermikeschultz.com

WWW.MONSTERMIKESCHULTZ.COM

