



PROJECT
Underground

13TH - 15TH 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 previous iterations of Project Underground, it has grown into one of the world's premier international parkour events bringing together over 100 competing athletes including, 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 for our young people.

A group of young people, mostly men, are sitting on a large, multi-level wooden structure in a parkour gym. They are dressed in casual, athletic clothing like hoodies, t-shirts, and shorts. The structure is made of light-colored wood and has various levels and ledges. The background is dark, and the lighting is warm, highlighting the wood and the people. The overall atmosphere is one of a community event or a training session.

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.

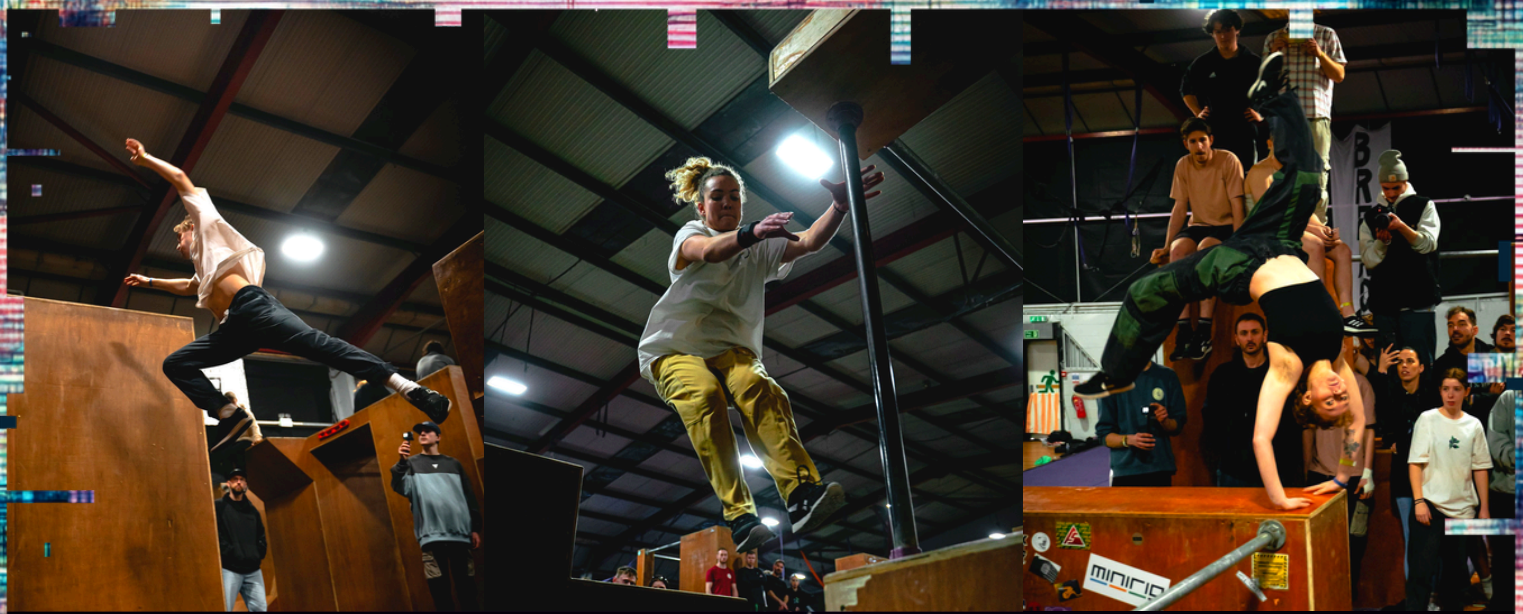
AGE CATEGORIES

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

SPONSORSHIP OPPORTUNITY
PROJECT
UNDERGROUND



OUR
FUNDRAISING
GOAL



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

PROJECTS FROM PROJECT

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. 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 lasting legacy of this event to be that we can support grassroots parkour projects across the country. We aim to encourage the development of more facilities, coaching opportunities, and the growth of parkour in the UK.

As a not-for-profit organisation, it is our duty to ensure any profits are reinvested to support our core mission as a company.

In 2025, we launched Projects from Project by allocating funds from the sale of tickets to Project Underground and reinvesting them in parkour projects and young people's opportunities across the country.

The first set of organisations and individuals applied, and a selection of successful applicants were awarded a combined pot of £3000.

As the event grows, we will be able to grow this fund and support more parkour projects.

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

Thank you
NovaCity Ltd





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