



A FOUNDING PARTNERSHIP PROPOSAL FOR MINTH GROUP

A free year of moving together in Gadsden. Presented by Minth Group.

Weekly classes, group walks, at-home workouts, and four big community days, delivered by Competitive Sports Foundation in partnership with the City of Gadsden.

Competitive Sports Foundation · October 2026



THE PROPOSAL AT A GLANCE

We're inviting Minth Group to be the Founding Presenting Partner of Minth Moves Gadsden.

Founding investment

\$150,000

Term

12 months

Delivered by

Competitive Sports Foundation + City of Gadsden

A parent and child cross their first community finish line together.

Coworkers trade another evening indoors for a walk along a familiar route.

Someone who has put off joining a fitness class finally finds the confidence to start.

Each of those moments gives Minth a place in the story: the company that helped make it possible.

WHY MINTH, WHY NOW

Minth is becoming part of Gadsden's future.

\$430M+

campus investment at the former Gulf States Steel site

1,300+

planned jobs

2027

production anticipated

“Their unwavering belief in their community will make this old steel mill shine again.”

William Chin, Chief Strategy Officer, Minth Group · Made in Alabama, March 2026

Along with that investment comes a chance to build real relationships with the people who will work there, raise families here, and shape how Gadsden sees Minth.

Minth Moves Gadsden brings that relationship into everyday life. Residents see Minth's name when they sign up for a first class, join coworkers for a 2K, or bring the family to a big community day.

BUILT ON MINTH'S OWN WELLNESS GOALS

A local way to live out what Minth already promises its people.

MINTH EMPLOYEE CARE

“Physical, Mental and Spiritual Wellness”

MINTH EMPLOYEE CARE

“Family Based Culture – Balance between Work and Life”

Minth Moves Gadsden gives those priorities a practical home in Gadsden: free classes that fit around shifts, coworker walking groups, and family days that employees can enjoy alongside their neighbors.

THE CITY OF GADSDEN

Supplies an agreed package of public spaces and event support.

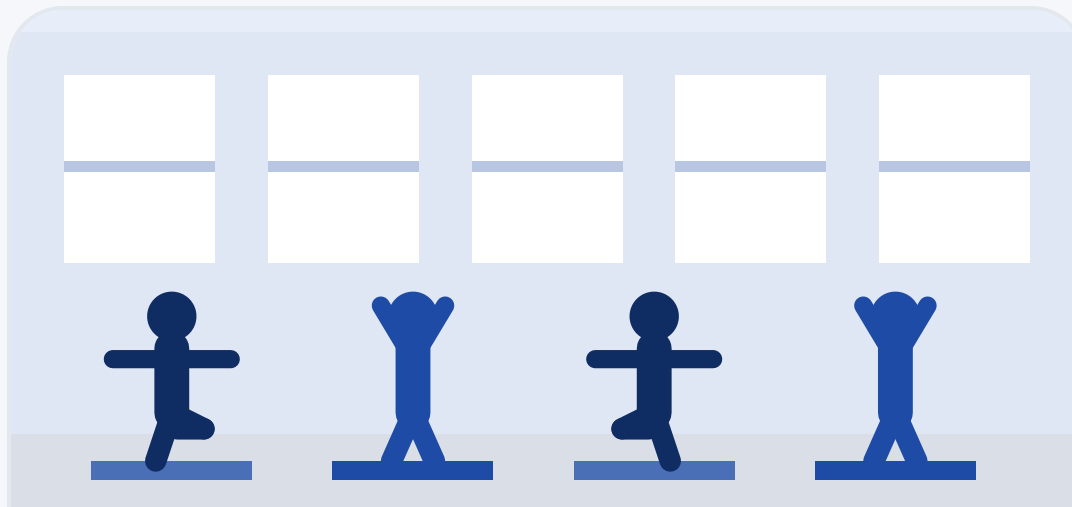
COMPETITIVE SPORTS FOUNDATION

Supplies the delivery team and runs the program day to day.

MINTH GROUP

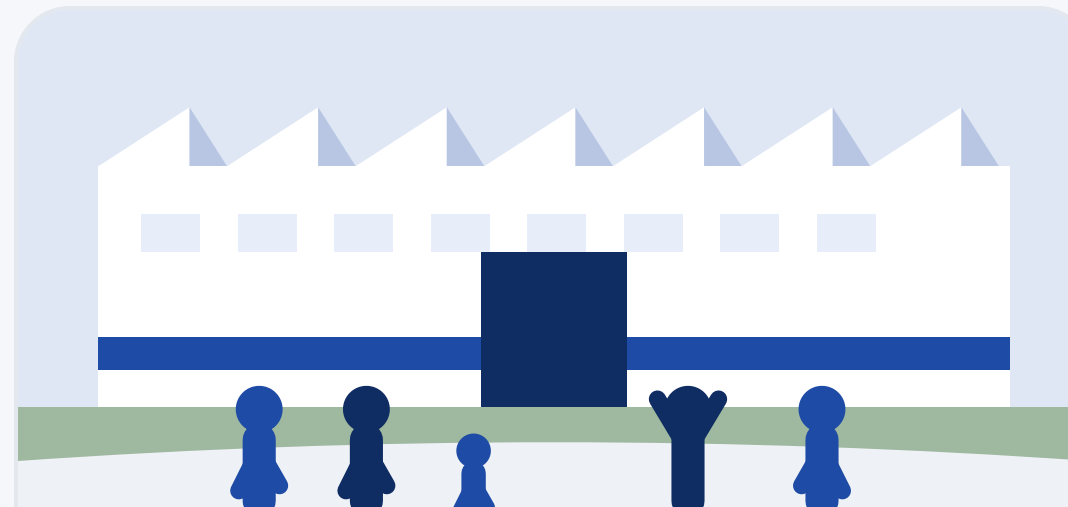
Funds the year and gives the program its name, starting at the agreed launch.

Three groups get something real out of it.



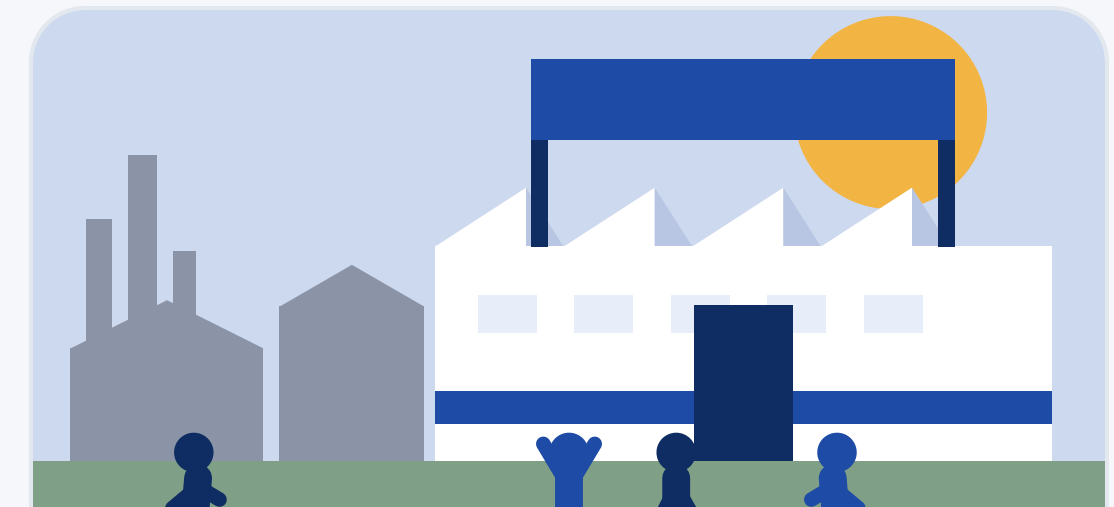
Gadsden residents

- Free weekly classes and walks lower the cost of getting started
- Morning, evening, and at-home options fit around work and family
- Modified and chair-based options for older adults



Minth employees and families

- Coworker walking groups and relay teams, always voluntary
- Family invites to every big day
- A Minth contact helps us pick times as the workforce grows



Minth's community presence

- Minth's name on sign-ups, the calendar, events, and stories
- A clear story to share with employees and future hires
- Approved photos, video, and updates showing the investment at work

A YEAR OF ACTIVITIES PEOPLE CAN JOIN

Something every week. Something big every season.



88

Indoor classes

One morning and one evening class each week, about 60 minutes

44

Guided walks

Beginner routes and pace options

20

Outdoor classes

Seasonal, instructor-led

18–24

At-home workouts

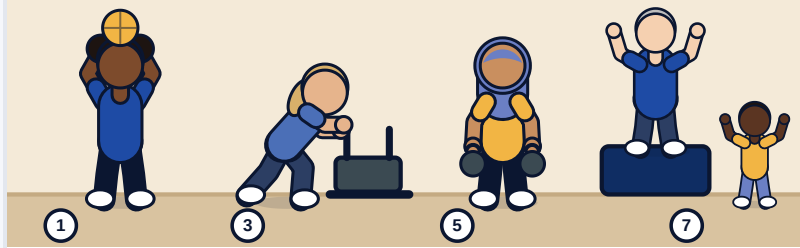
Licensed videos for about 250 registered users

44 active weeks. Proposed capacity of 20 per class or walk. Final scheduling follows venue review, instructor review, and recruitment.

FOUR MOMENTS TO LOOK FORWARD TO

The big days people will talk about.

8 STATIONS · 1 BIG SATURDAY



WINTER

The Gadsden Grind™

A mini Hyrox-style race that's all Gadsden: eight strength stations at The Venue or 210 at the Tracks. A winter companion to the Barbarian Challenge, on Lunar New Year weekend, so Gadsden welcomes Minth families on their biggest holiday.

100 spots

\$8,000 event budget



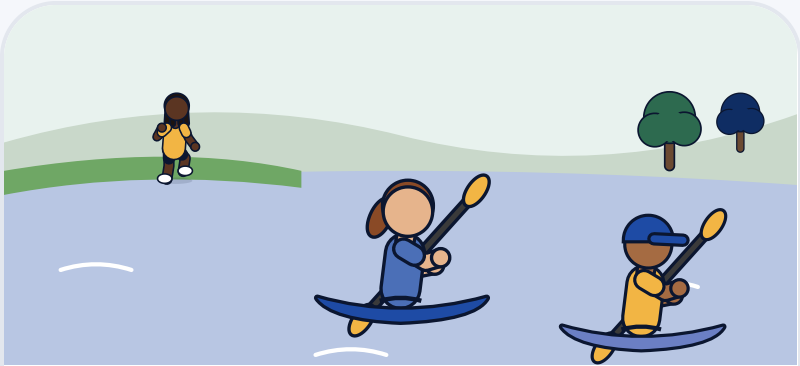
SPRING

Community 2K + Family Walk

Not a lap around the park. A real downtown road race with a timed course and a finish line on Broad Street, crowds on the sidewalks. Run it, walk it, push a stroller, or roll it.

100 spots

\$4,000 event budget



SUMMER

The Coosa Challenge

A short run, kayak, and bike for adults, solo or as a relay. A qualified operator reviews routes, transitions, equipment, rescue, insurance, and weather plans before registration opens.

60 adults spots

\$9,000 event budget



FALL

First Swing Golf Clinic

Putting and range instruction for ages 10+ at Gadsden Country Club, pending the club's approval, with separate youth and adult groups and loaner clubs where possible.

40 spots

\$3,000 event budget

CSF and the City jointly produce all four, with qualified providers leading their parts. The \$24,000 event budget is separate from reusable equipment. If the full Coosa race can't be delivered within budget, a supervised river recreation day replaces it, with Minth's agreement.

HOW THE COMMUNITY TAKES PART

Find a class. Tap to join. Keep going.

- Weekly classes, walking groups, and workout videos are **free** for enrolled residents
- Classes serve adults 18+, including older adults, with modifications
- Family walks and the 2K welcome all ages, kids with a grown-up

Move Gadsden™, the home of Minth Moves Gadsden

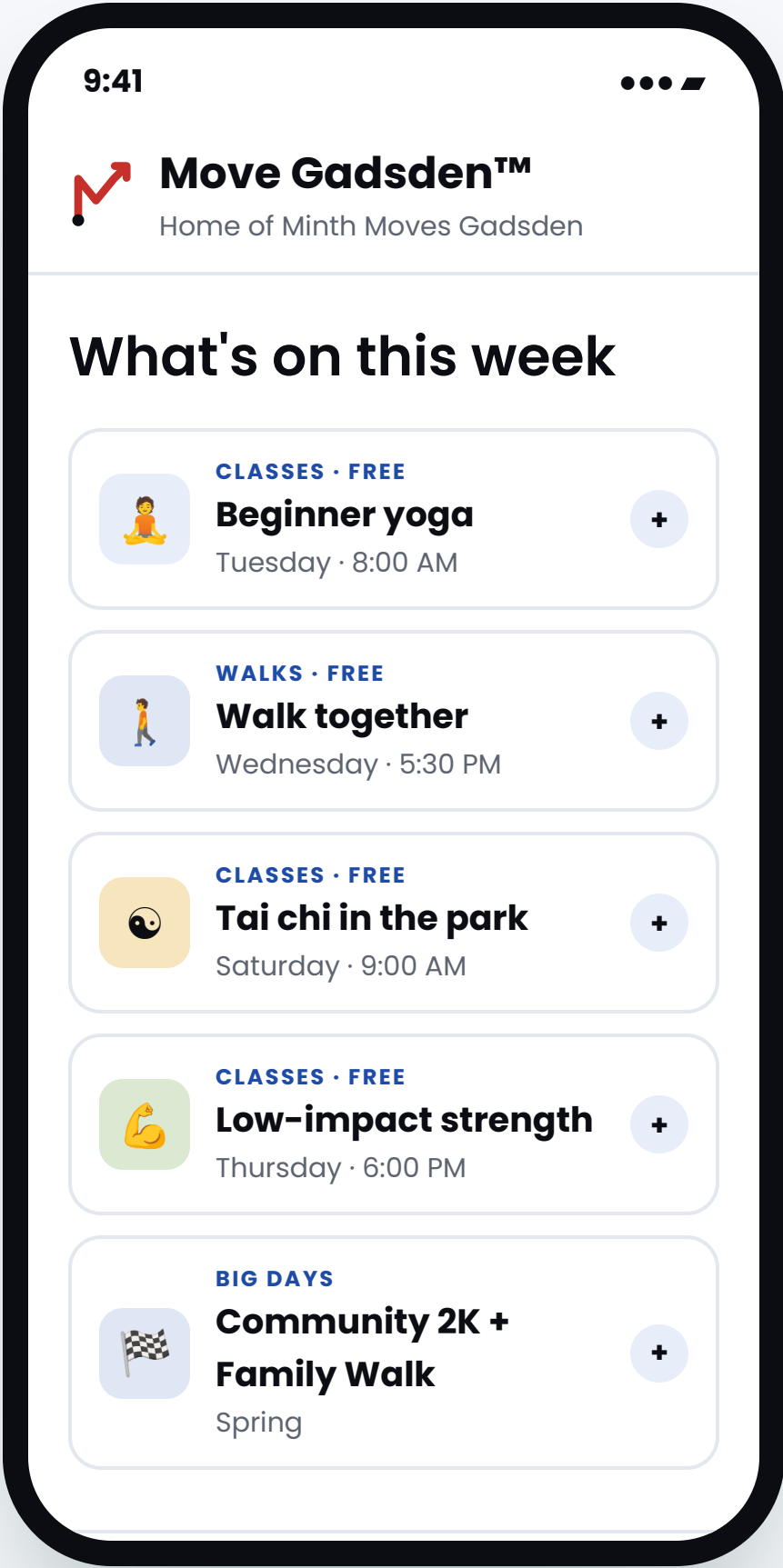
Schedules, sign-ups, announcements, and the video library in one app and website. Six workout styles: beginner yoga, mat Pilates, low-impact cardio, strength, mobility, and chair-based movement, with captions and beginner options.

300

distinct in-person participants, at least 150 of them adults

Tracked

repeat visits and app users, counted separately



WHO WE ARE

A local team with a proven track record.



Sharde Lee

PRESIDENT & CEO



Durell Richardson

VICE PRESIDENT



Shanece McKinney

TREASURER



Anthony Sims

BOARD MEMBER

OUR EXPERIENCE

CSF's leadership brings more than 30 years of combined experience running structured, community-based programs: building governance, coordinating facilities, overseeing programs, meeting insurance and compliance requirements, and keeping schedules people can count on.

WHAT WE RUN TODAY

We already run community sports every week.

Competitive Sports Foundation is a Gadsden-based 501(c)(3) that makes organized sports and activity easier to access. Through LegacyLeagues, we run adult and youth basketball seasons in two cities.

GADSDEN

G-League

10 adult teams

MONTGOMERY

Gump City Basketball League

6 adult teams

GADSDEN · YOUTH

Junior G-League

Youth basketball

MONTGOMERY · YOUTH

Gump City Juniors

3v3 for 12U and 14U

- **~150 players** with stats, profiles, and standings tracked all season
- **Live games** streamed on YouTube, Facebook, and Twitch
- **NBA anchored:** the platform features NBA veteran JaMychal Green
- Scheduling, registration, rosters, officials, live production, and family communication are already how we operate every week

competeagain.org · legacyleaguesent.com

WHAT EACH PARTNER BRINGS

A shared plan with clear roles.

MINTH GROUP Founding Presenting Partner ● Founding investment for the first year ● A liaison for employee outreach and recognition	CITY OF GADSDEN Spaces and approvals ● Agreed municipal access package ● Approvals and joint event planning	COMPETITIVE SPORTS FOUNDATION Delivery and reporting ● A dedicated program coordinator, qualified instructors, and specialist event providers ● Enrollment, the app, purchasing, and quarterly reports
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Built for dependable delivery

Instructors and event staff have their own budgets, separate from program coordination.	Equipment is bought or rented only after reviewing what venues already have and the approved station plan.	Video licensing and provider pricing are finalized before any commitment. Material changes are agreed with Minth.
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THE FOUNDING INVESTMENT

\$150,000. Every dollar has a job.

It funds the full first year. Because the City contributes access to its spaces, Minth's investment goes to delivery, equipment, technology, and responsible administration. The budget balances without any other sponsors, vendor fees, or registration income.

41%

goes straight into programming

~\$45

per spot, across about 3,300 class, walk, and event spots



- Programming 41%
- Coordination and admin 31%
- Contingency 8%
- App and videos 7%
- Outreach and media 7%
- Insurance and safety 5%

Programming	\$62,000
Recurring instructors and walking leaders	\$16,000
Four community events	\$24,000
Equipment, storage, and transport	\$18,000
Participation assistance	\$4,000
Coordination and admin	\$47,000
Program coordinator and employer costs	\$40,000
Organizational administration	\$7,000
Contingency	\$12,000
Contingency	\$12,000
App and videos	\$11,000
App and website operations	\$6,000
Licensed fitness videos	\$5,000
Outreach and media	\$10,000
Outreach, photography, and video	\$10,000
Insurance and safety	\$8,000
Insurance, screening, and safety	\$8,000
Municipal facilities, permits, and access (contributed by the City)	\$0

Total founding investment \$150,000

Minth's name on the year. Real numbers on what it did.

Recognition throughout the year

- The program is **Minth Moves Gadsden** for the 12-month term
- Founding Presenting Partner on agreed app and website pages, registration, event signage, updates, and the annual report
- A coordinated launch, coverage of all four events, and participant stories shared with permission
- Logo use, media rights, and approvals agreed with Minth and the City

Reporting every quarter

- Unique and repeat participants, activities delivered, cancellations and makeups
- Assistance provided, digital engagement, participant feedback
- Spending against budget, plus a year-end report with event accounts and City contributions
- Employee participation is voluntary and reported only in total. No individual health information is shared.

The first-year evaluation measures access, participation, and experience. Clinical health outcomes and financial returns are outside its scope.

THE ASK

Commit \$150,000 for the first 12 months and become the founding sponsor of Minth Moves Gadsden.

Minth's arrival is already changing Gadsden's industrial future. Minth Moves Gadsden makes Minth part of everyday life too: the class someone finally tries, the walk that becomes a habit, the family day people look forward to.

Next steps

- 1 Meet with Minth's local leadership and the team responsible for wellness or community investment.
- 2 Sign a sponsorship agreement covering launch date, payment schedule, recognition, reporting, and financial terms.
- 3 About 8 weeks of startup, then 44 active weeks of programming.
- 4 Renewal review by month nine, based on real demand and results.

Sharde Lee

President & CEO, Competitive Sports Foundation

info@competeagain.org · 256-553-2930

People, access, and participant care

Staffing

The program coordinator oversees enrollment, scheduling, bookings, purchasing, contracts, communication, partner coordination, reporting, and the app. The working assumption is 20 to 25 hours a week on average, reviewed against workload, with flexibility around events. Qualified instructors and walking leaders deliver recurring sessions. Technical event work goes to qualified providers. Volunteers may help with hospitality and check-in.

City access

The City contribution schedule identifies recurring indoor bookings, walking routes, outdoor class space, event access, available services, and any storage. The indoor request totals 176 access hours. Each joint event has an operating lead and written assignments for setup, cleaning, security, permits, traffic, cancellations, and makeups. Joint production does not create an automatic equal split of costs or revenue.

Safety

Instructor qualifications, screening and child-protection procedures where relevant, age-appropriate stations, guardian supervision, first aid, emergency access, weather thresholds, incident reporting, and cancellation authority are documented. A broker confirms coverage for the actual classes and events, with certificates and additional-insured terms where required. Water and cycling operations require approved specialist and rescue plans.

Cost control, program assets, and data

Instruction budget, illustrated

88 indoor classes at \$100	\$8,800
20 outdoor classes at \$100	\$2,000
44 walks at \$50	\$2,200
Prep, substitutes, rate differences	\$3,000
Total	\$16,000

These are purchasing assumptions, not accepted quotes. The coordinator line includes employer costs.

Program assets

The equipment line is a spending ceiling for portable class and event equipment, storage, and transport. Venue inventory guides buying versus renting. CSF keeps an asset register and agrees on ownership, custody, maintenance, and use after the program. The \$7,000 administration line covers bookkeeping, payroll processing, contract review, and shared costs without duplicating coordinator duties. The \$5,000 video line awaits licensing terms. Additional app development would need a budget revision.

Data and permissions

Participant data is limited to enrollment, consent, safety, and reporting needs, with access assigned by role. Identifiable stories, photos, and video require permission, including guardian permission where it applies. The media budget covers recruitment, coverage of all four events, selected stories, sponsor assets, and a year-end recap under agreed usage rights. CSF owns and operates the Move™ platform and its records beyond the sponsorship term.

How the money and the plan are handled

Additional revenue and unused funds

CSF proposes handling event sponsorships, booth fees, and participant fees through one collection process. City taxes, permits, licenses, and City-owned concessions stay with the City. Vendors keep their own sales unless agreed otherwise. Net proceeds after expenses, refunds, and agreed City reimbursements could support CSF's mission, operations, or reserves where unrestricted, documented before funds are accepted. Contingency covers unplanned costs with approval and tracking. At closeout CSF settles liabilities and reports the balance. CSF asks to keep unused funds for future community programming or reserves; carryover, restrictions, or refunds follow the signed agreement.

Oversight

Provider scopes and pricing are documented. Overlapping roles or related-party contracts are disclosed and handled through independent review and documented approval. CSF follows the City's approval process and gets appropriate accounting and contract review. Event accounts are reconciled within 30 days where invoices allow. There is no prize pool, and assistance follows published eligibility rules and limits.

Planning assumptions

This proposal assumes the full City of Gadsden partnership described in the companion City proposal. It does not reflect a signed City commitment, and Minth funding is still requested. Quantities, capacities, age guidance, staffing hours, and allocations are planning assumptions. City support is tracked separately from Minth's cash and valued only on a documented basis. Less City access or uncovered charges would require an agreed budget revision. Event capacities are planning limits, not participant targets. Renewal depends on secured resources.

SOURCES

Where the facts come from

[1] City of Gadsden, Minth groundbreaking announcement, August 2026

cityofgadsden.com/m/newsflash/home/detail/1295

[2] Minth Group, Why Work for Minth Group: employee care and wellness

minthgroup.com/ENG/channels/careers-show.html

[3] Made in Alabama, Minth's \$430 million Gadsden plant and William Chin quote, March 2026

madeinalabama.com/2026/03/auto-supplier-plans-to-spend-430-million-create-more-than-1300-jobs-at-former-gadsden-steel-mill-site

[4] Gadsden Athletic Center, opening and management

gadsdenathleticcenter.com

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