

**“Naming rights
sponsor” NSW
Schools Mountain
Bike Series**

**2023 Sponsorship
Opportunities**

Presented by:



Thank you for your time in reading through a sponsorship proposal that is designed to promote your business and support the development of grass roots Mountain Biking through NSW.

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Event Organisers

The NSW School Series Events are hosted by Auscycling clubs through NSW. This is the list of clubs, locations, and dates of competition.

Round 1 – Friday 17 February

Location Name	Kempsey Golf Course
Host Club	Macleay Valley Mountain Bikers Club
Website	https://www.mvmb.org.au/
Facebook	https://www.facebook.com/MacleayValleyMountainBikers/
Location Address	330 Macleay Valley Way, South Kempsey NSW 2440
Map Link	https://goo.gl/maps/uz8WVz2LhuX9CyxW6

Round 2 – Friday 3 March

Location Name	Kiwarra State Forest, Taree
Host Club	Manning Great Lakes Tip Riders MTB Club
Website	https://www.tipriders.com/
Facebook	https://www.facebook.com/MGLTippies/
Location Address	Kiwarra NSW 2430
Map Link	https://goo.gl/maps/4X8nEw4mArrivDZ26

Round 3 NSW Schools State Champs (double points) – Wednesday / Thursday 5/6 April

Location Name	Glenrock MTB Park
Host Club	Hunter Mountain Bike Association
Website	https://hmba.asn.au/
Facebook	https://www.facebook.com/HunterMountainBikeAssociation
Location Address	Gun Club Rd off Fernleigh Loop, Adamstown Heights
Map Link	https://goo.gl/maps/LYbNN9vvmAtnu7o46

Round 4 – Friday 5 May

Location Name	Jollynose Stage Forest
Host Club	Jollynose MTB Riders Club
Website	https://www.jollynose.com.au/
Facebook	https://www.facebook.com/people/Jolly-Nose-Mountain-Bike-Park/100071060900307/
Location Address	Jolly Nose MTB Park, Spring Creek Rd, Bonny Hills NSW 2445
Map Link	https://goo.gl/maps/w6Gyp68avXCc377v6

Round 5 – Friday 11 August

Location Name	Woolgoolga MTB Park
Host Club	Woolgoolga MTB Club
Website	https://www.woopimtb.com/
Facebook	https://www.facebook.com/WoolgoolgaMTB
Location Address	Woolgoolga MTB Park, Embankment Rd, Woolgoolga NSW 2456
Map Link	https://goo.gl/maps/vazrBdKWehRujsko9

Round 6 – Friday 1 September

Location Name	Tamworth Mountain Bike Park
Host Club	Tamworth Mountain Bikers Club
Website	http://www.tammtb.asn.au/
Facebook	https://www.facebook.com/tamworthmountainbikers
Location Address	Tamworth Mountain Bike Park, 194 Forest Rd, North Tamworth NSW 2340
Map Link	https://goo.gl/maps/b4YAS35ttDs4e4tG7

The additional event organisers are:

Hunter Schools MTB - is a coaching and events business that has a focus on junior mountain bike racing and high-performance mountain bike athlete development. Timing and event management will be managed by this business.

Hunter Christian School - has been recognised as a School of Excellence and has gained this recognition through coaching and running junior mountain bike events. 2023 will be an extension of this program as the school will be supporting the NSW School Mountain Bike Series with Cert III Sports Coaching VET students and staff.

Why sponsor mountain bike events?

Mountain Biking is growing in popularity as a sport that caters for all ages and ability levels. Businesses associated with this event align themselves with the ideals of being fit, healthy and caring for the environment. They show support of junior sport and development of this sport at grass roots through NSW.



What is the "naming rights sponsor" NSW Schools Mountain Bike Series?

2023 will be the first year there will be an NSW Schools Mountain Bike Series on the Auscycling website. The series will consist of 6 events which includes the NSW School Mountain Bike Championships which will be held at Glenrock, NSW. The event is open to all school aged riders who will each receive complementary Auscycling medical insurance for the event. Event Information and registration will be accessed via the Auscycling website to create a central location for information.

This school only mountain bike series combines both XCO (Olympic distance racing) with the ever popular and potentially more fun Gravity Enduro style racing. This means riders at each of these events will have the opportunity to race in both competitions which will increase rider attendance and spectator appeal.

The NSW Schools Mountain Bike Series is being run the day before the One Contract Property MTB series. This adds value to families

travelling for the event as riders will have the potential for 3 days of racing. Friday with the school only event, Saturday with a 2hr or 5hr club run event and Sunday will be a Gravity Enduro run by White Lightning Events.

How many people will attend the events?

It is anticipated the first rounds of the series will attract 200-300 riders and 150-200 spectators and volunteers. The championship event will have well over 500 riders and 300-400 spectators and volunteers.

Race Categories and Length

Students will be able to race in gender divisions in the following categories:

Primary

- U7's
- U9's
- U11's
- U13's

Secondary

- U15's
- U17's
- U19's



The course length will vary according to age group and will be up to 4km. Riders will need to complete a set number of laps which will be based on the Auscycling junior guidelines per age group. The chosen track has been selected to allow riders to experience tracks that are super fun and safe enough that all riders can experience success.

Sponsor Benefits

The obligations of the clubs supporting this series is to contact the local media with the aim of having television, radio and local newspapers involved in promoting their event. Outside of local media for each Individual event, there will be social media through the local club and Hunter Schools MTB.

Flyers

Sponsors will appear on all flyers and advertising and will be sent through MTB clubs, and schools throughout NSW. Flyers will be located at the following locations:

- Notice boards around the mountain bike parks and other prominent mountain bike destinations
- Bike shops
- Schools
- On paid Facebook ads
- Both local and Interstate Mountain Bike Club Facebook pages



2018 flyer

Promotional Products

There is an opportunity for sponsors to provide product, leaflets or additional marketing material (balloons, drink bottles etc) that will appear in entry bags provided to riders.

Logo placement

Sponsors logos will appear on the race plates, flyers, event organisers t-shirts posters, event website, and the event Facebook page. Logo size will be proportioned to the level of support. Please refer to the sponsorship levels.

Presentation of Awards

Sponsors can present awards and prizes during presentations. During the presentation sponsors will have the opportunity to promote their business through answering questions about their business and having a representative present the awards to category winners.

Sponsorship Opportunities

Outlined are the different levels of sponsorship available. Sponsors need to be aware that there is a limited amount of space on promotional material and event staff so there are restrictions on major sponsorship positions. Sponsorship is required to cover the costs of running these events, from providing Auscycling medals, prizes for riders, hiring toilets, providing custom number plates, paying State and National Park fees and providing first aid.

Levels of Sponsorship

Level	Cost	Benefit
Series Naming Rights 1 spot only	\$4,000 cash	<ul style="list-style-type: none"> • Naming rights for the series • Main logo on event staff t-shirt • Main logo on all flyers and marketing material including Facebook and website • Presentation of prizes • Opportunity to promote own company during presentation and briefing
Platinum 2 spots only	\$2,000 cash or \$3,000 in products or services	<ul style="list-style-type: none"> • Large logo on event staff t-shirt • Large logo on all flyers and marketing material including Facebook and website • Presentation of prizes • Opportunity to promote company during presentation and briefing
Gold	\$1,000 cash or \$1,500 in products or services	<ul style="list-style-type: none"> • Medium logo on event staff t-shirts • Medium logo on all flyers and marketing material including Facebook and website • Opportunity to promote company during presentations
Silver (Single Event Only)	\$500 cash or \$750 in product or services	<ul style="list-style-type: none"> • Logo on flyers and marketing material including Facebook and website for the chosen event(s)
Bronze (Single Event Only)	\$250 cash or \$400 in product or services	<ul style="list-style-type: none"> • Verbal recognition through the day • Recognition when prizes are awarded

Applying for sponsorship opportunities

Who will manage your Sponsorship?

Jason English will be the main contact for sponsorship and is happy to negotiate a suitable package to meet the marketing and exposure needs of potential sponsors.

Jason English is a well-known and enthusiastic mountain bike rider who has had success at local, national and international events. He has a passion to help junior riders develop to reach their full potential and has been running mountain bike events for the past 6 years. He is committed to running a professional event and providing students with an opportunity to compete at a high level.

Businesses are asked to consider the level of sponsorship and best way of supporting this event. Once initial sponsorship levels have been considered, contact our sponsorship team through sponsorship@hunterschoolsmtb.com by COB 31/1/2023. Further discussions on logos and support process will then take place. Please note that logos and marketing will be updated once sponsors are confirmed which can be before the 31/1/2023 date.

We look forward to hearing from you.

Jason English

Event Organiser / HunterSchoolMTB.com

"I am proud to be a partner with the Hunter Schools MTB program. As a school we value the learning that stems from the commitment to training, skills development through coaching, healthy competition and community engagement."

Malcom East

Principal of Hunter Christian School 2022