



**Central Coast Mountain
Biking Club
(CCMTB)**

Sponsorship Prospectus

2019 - 2021



About CCMTB

Central Coast Mountain Biking Club (CCMTB) provides a great platform to increase your brand awareness and engage directly with its members and in doing so help build your business.

We believe in building a community with our club. A community that caters for the differing needs, abilities and wants of our members. The way we provide for our members is through organised and well run events on a regular basis for all riding types and include all fitness and skill levels. We contribute to the community by our inclusion of those who do not wish to race with social rides which promote the varied riding trails available on the Central Coast, along with youth development, skills coaching and trail advocacy.

The trail network at Ourimbah State Forest are some of the oldest mountain bike specific trails in New South Wales. Originally starting out as part walking trail and part hand built bike trails some 20 years ago a lot of what is still ridden now are these existing trails albeit now improved. NSW State Forests as it was known then, granted a Special Events permit to allow the running of mountain biking events on the site. Over time NSW State Forests have become Forestry Corporation NSW and in 1999 allowed the club to purchase an annual Occupation Permit which gives the club great ownership and responsibility over the land in which we use.

CCMTB attracts riders locally from the Central Coast region as well as from Sydney and the Newcastle and broader Hunter regions. We attract riders from all disciplines and in a first, this year will be hosting e-mtb events, as well as more social and family days in addition to our regular racing calendar.

CCMTB is a not for profit organisation that uses a large volunteer base to maintain and develop the trails and run events that cater to a growing range of riders and abilities. Every dollar spent is leveraged for maximum value and benefit of the current and future riders.

We hope that you find the information below of benefit to you in understanding how CCMTB and your organisation can partner to assist grow and support the MTB community, sport and the Ourimbah MTB park.



The CCMTB Committee

Following on from 2018 success, this refreshed committee has now expanded to 10 positions, all with a strong commitment to the 'character' of the club and its trails.

Club membership is at an all time high above 200 members and growing, 2019 GE and DH events have sold out with 80-120 competitors (maximum due timing chip numbers) creating a strong competitive field and new changes to the XC format had 50 competitors for the first race.

Achievements to date

Trail Maps

We now have trail manky maps, a clothing material like base upon which our trail maps are published. This allows for MTB riders to scrunch up the map within their shorts or jersey pockets to help navigate their way around the cross country and gravity trails.

Race and Social Calendar

We now have a locked in program of core events, covering;

- social days, designed to attract new members to the club for all disciplines and levels of ability. This includes a focus on female riders and our Active Kids Program subsidised by the NSW State Government.
- An innovative approach to cross country racing for 3 grades, catering to all levels, males, female and children, as well as the innovation for equality in timing for younger and older riders. This innovation will hopefully attract more social riders into a competitive yet casual format.
- CCMTB are hosting a National Cup Tier 2 & 3 events. This is attracting new riders from further afield as well as increasing revenue for the club. As a committee we are committed to putting on the best possible events with the resources that we have. Hopefully with your sponsored support we can facilitate more of these opportunities both later in the year and schedule more for 2020.
- Our Gravity Enduro and Downhill events is ever popular and sells out quickly. The use of modern timing chips and gates we coordinate a fun, progressive big day out of riding for all abilities. Ourimbah's terrain is ideal to this format and the committee has plans to rehabilitate old gravity trails and to build new flow trails to accommodate the growing interest in this discipline.
- E-MTB. We recognise and embrace the emergence and growth of this mtb discipline. This has been demonstrated by the inclusion of e-mtb within our social days with a dedicated ride just for e-mtbs as well as plans underway for dedicated race days for e-mtbs.



Work in progress

We recognise that in order to attract sponsors and government grants that we need to articulate a vision for Ourimbah MTB Park. Therefore we have commenced the development of a 5 yr plan. This plan will document our vision for Ourimbah MTB Park, whilst preserving its character and accommodating new MTB growth areas such as e-mtb and enduro whilst being socially inclusive for all levels and abilities.

The committee is active in applying for government grant applications as we recognise we need assistance beyond our immediate sponsors and partners. We have applied for two grant applications, with one on track to becoming a successful application which will result in the acquisition of an excavator to help develop and maintain our trail network.

A traffic counter was installed last year to document track utilisation and is demonstrating 60 laps a day in family orientated area. More data on sections of the traffic will be available throughout the year.

In catering to the needs of enduro and emerging trends in mtb generally, we see the need for the development of a flow trail. Fundraising and grant applications initiatives are being facilitated for this development.

Ourimbah MTB Park is more than just its trails, and the committee has a vision to revamp the trail head to provide a community hub for riders pre and post ride. Where riders can meet up with old and new friends. As part of the revamped trailhead, there will be new signage at the trailhead, seating, a potential pump track, and toilet facilities. The revamped trailhead will be the focus at all of our social and race days.

Current projects include:

- New Gravity Enduro / DH commenced and due for completion in May 2019
- Stage 1 Jump line commenced
- Stage 2 Jump Line approved by Forestry Corporation
- Pump track and trail head development approved by Forestry Corporation
- Flow trail approved by Forestry Corporation

We have a longer term project to expand the downhill start precinct given the constraints of the existing infrastructure at that location. This project will, once completed allow for a larger turn radius for shuttling vehicles.

We have a big vision for Ourimbah MTB Park and are working with our landholder Forestry Corporation to expand our lease area in the order of 25-50%. In doing so we will be able to continue to expand our trail network offering more diverse, extended and new riding opportunities for all riders.



Presidents Message

As President of CCMTB I am excited to offer your organisation the opportunity to partner with CCMTB to assist in building your brand awareness throughout our membership, social media platforms and events.

The CCMTB committee has been refreshed with new faces, that brings renewed enthusiasm for the club and a genuine desire to continually improve all aspects of the club. This has already been demonstrated within the current tenure of the committee with the CCMTB jerseys, CCMTB Manky Trail Map, and hugely successful maintenance days resulting in old trails being renewed and new trail features, welcomed to long term and new visitors.

Our sponsorship packages offer a broad range of opportunities to your business subject to the level of investment. These include;

Website and Social Media engagement

- **CCMTB website**

http://www.ccmtb.com.au/?page_id=754 Your logo will be positioned on our sponsors page, with the size and position according to the level of sponsorship with CCMTB. Each logo will be hyperlinked back to your website.

All club events are advertised on this platform and all social media traffic is redirected to the website for full event information and registrations. Our sponsors are constantly positioned to viewers of this platform through our events.

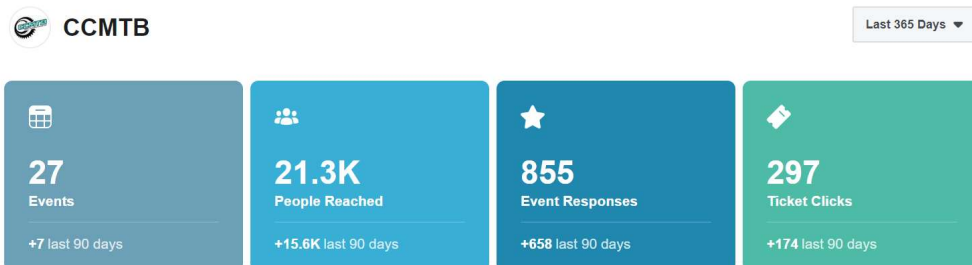
Additionally this platform will be used to host any events or promotions of your business to our members, such as demo days, sales, promotions or editorials.

A refreshed CCMTB website is under development and expected to be completed mid year.

- **CCMTB public Facebook site**

<https://www.facebook.com/centralcoastmtb/> Your business will be listed as a liked page by CCMTB. Opportunities to promote your business and events through this platform are detailed below.

A typical single post including video and/or images has a reach of 2000-3500 and a range 500-1000 + engagements.





Recent activity documented by Facebook (as of 9th April 2019) shows the significant increase in activity and engagement with the events and activities coordinated by the club compared with previous period.

- **CCMTB Member Discussion Facebook site**
<https://www.facebook.com/groups/1896482180648858/>. A platform specifically for members and those individuals or organisations affiliated with the club to assist in the evolution of the club.

The CCMTB Member Discussion facebook site will also share and promote your organisation's events.

- **Central Coast MTB Instagram site**
<https://www.instagram.com/centralcoastmtb/>. Where possible to do so your business will be associated on this platform. The club will promote your media provided and tag your business and include # tags

Other social media groups under development that may offer further exposure in the future include:

- **CCMTB Trail Alliance Facebook site**
<https://www.facebook.com/groups/2149696608621819/>. A platform specifically form members and those individuals or organisations affiliated with the club to assist in the maintenance and evolution of our trail network.
- **Central Coast MTB Riders Facebook site**
<https://www.facebook.com/groups/523276098160771/>. A platform for members and friends of CCMTB to post their social rides and to encourage more members riding together, helping build our CCMTB community.

Event Sponsorship

In offering better engagement with our sponsors, the CCMTB offers a full and diverse program of events throughout the year ranging from community social days, through to club racing events and through to hosting national mtb events.

You can elect to sponsor individual events subject to your sponsorship package

Podium Signage

We are continuing to mature as a club and this year we will be stepping up our commitment to our sponsors by offering an opportunity for our sponsors to have a presence on our podium signage banner.

This banner will be positioned behind the podium where our race winners be standing and provides an opportunity for your logo to be incorporated into official club photos as well as many individuals social media posts.



Track and Feature Signage

Track signage will be refreshed and displayed throughout key points of the Ourimbah MTB Park.

Depending upon the level of sponsorship, your organisation will be offered the opportunity to place your logo on our new signage.

Track signage will include your logo, name of the trail section / feature, difficulty and direction if relevant.

Key features that are popular to session and film include the A line drop, Flight Centre jump, wall ride, rock roll, DH berms, Pallet drop, BK Express

Sales, Promotions and Demo Days

We as a club can only do so much without your help and we believe as partners to your business we can help you grow. Therefore depending upon the level of sponsorship agreed to with your organisation, you will be offered the opportunity to;

- Advertise a sales event related to your business,
- Linking back to information about your product or event from our online presences
- Demo days where you will be given access to run events at our track.

With a full race schedule being run on some of the most diverse and appealing trails in the region, central to the Sydney and Newcastle rider base, National Cup events attracting riders from outside our local base, as well as ongoing social and maintenance days, and an extensive online marketing campaign, there are many opportunities for your brand to build awareness and reach members and friends of CCMTB and we look forward to your organisation in partnering with CCMTB for 2019 and beyond.

We have a range of sponsorship packages on offer detailed in the following pages. We encourage you to secure your place early to benefit immediately from the active schedule. The sponsorship packages are deliverable from the clubs perspective and dynamic allowing your organisation to have multiple touchpoints with our members, riders and community based around Ourimbah MTB Park.

The sponsorship packages have been design as a single and three year commitments. This enables new/smaller sponsors to be involved with the club on a ground level and more established and higher-level sponsors to get maximum value with fixed podium and track signage.

From an implementation point of view this is a deliverable strategy from the club; the most cost effective in terms of time and effort and allows the high level sponsor to gain year three value at year one pricing.



Sponsorship Overview

CCMTB provide a range of sponsorship opportunities for your organisation available on a per year basis throughout 2019, 2020 and 2021 seasons commencing between 1st May – 1st June 2019.

Our racing and event dates are listed below for 2019, subject to change.

- 27th of January - Social Day
- 17th of February - Enduro Race
- 3rd of March - Cross Country Race
- 10th of March - Downhill Race
- 24th March - Social Day
- 14th April - Enduro Race
- 5th May Social Day
- 12th of May - Cross Country Race
- 19th of May - Downhill Race
- 26th of May - Cross Country Race
- TBA Social Day
- 2nd of June - Cross Country Race
- 16th of June - Enduro Race
- 30th of June - E-MTB Social/Race
- 7th of July - Cross Country Race
- 21st of July - Downhill Race
- TBA July - Social day
- 4th of August - Cross Country Race
- 18th of August - Trailstar Enduro State Series
- 24th of August - Rocky Trail Shimano MTB GB Round 5
- 25th of August - E-MTB Social/Race
- 1st of September - Rocky Trail Superflow Round 4
- 8th of September - Cross Country Race
- TBA September Social Day
- 22nd of September - Downhill Race
- 6th of October - Cross Country Race
- 20th of October - Enduro Race
- 27th of October - E-MTB Social/Race
- 3rd of November - Cross Country Race
- 17th of November - Downhill Race
- 8th of December - Presentation Day

On securing your sponsorship package the club will provide a list of events and you can elect to sponsor an event on a first come first served basis. One sponsor per event.

The gold sponsorship package outline has been proposed but the club expects to customise this to suit our premier sponsors.



Sponsorship Packages

Sponsorship Period

1st May 2019 - 30 April 2021.

Please note the club is not registered for GST so there is no GST in the following pricing.

Bronze Sponsor

Duration: 1 year

Investment \$350

Includes;

- Your logo on the CCMTB website, hyperlinked back to your website
- CCMTB Facebook and Instagram sites will like/follow your business page

Silver Sponsor

Duration: 3 years only 2019-2021

Investment \$500/yr

Total \$1500 invoiced at commencement

Includes;

- Bronze Sponsorship plus
- Your logo positioned higher than bronze sponsorship logo and 25% larger, included on CCMTB website,
- Your logo positioned higher than bronze sponsorship logo and 25% larger, included on the Podium signage,
- One trail marker sign, and
- The opportunity to market MTB related promotions & events thru out the year through all club digital platforms.

Gold Sponsor

Duration: 3 years only - 2019-2021

Limited to 5 businesses | Package customised in discussion with sponsor

Investment \$1,000/yr

Total \$3000 invoiced at commencement

Proposed outline of inclusions;

- Silver Sponsorship plus
- Your logo positioned higher than silver sponsorship logo and 50% larger than bronze, included on CCMTB website,
- Your logo positioned higher than silver sponsorship logo and 50% larger than bronze, on the Podium signage, and
- Two trail marker signs, location first come first served



- One feature marker sign, location first come first served
- A customised marketing package to market sales/yr event through all club digital platforms and event sponsorship

Event Sponsor

Investment \$500/ event unless a Gold Sponsor \$100/event or Silver Sponsor \$200/event

Unlimited number of events/ sponsor; subject to demand, one event must conclude prior to coordinating the next one.

This opportunity is also open to one off sponsors.

- Your logo on the CCMTB website event page,
- CCMTB Facebook and Instagram sites will like/follow your business page,
- Event named after your business e.g. "Bike Shop Downhill Round 5"
- Event banners / media include your logo
- Event race photos include your logo
- Representative can attend event and mingle / complete presentations etc

Sponsorship Summary

	Bronze	Silver	Gold
	Unlimited*	Max 12*	Max 5
Logo on website	Yes	Yes + 25%	Yes + 50%
Follow / Liked on social media	Yes	Yes	Yes
Podium Signage	No	Yes	Yes +25%
Trail marker signage	No	One	Two
MTB Event promotion thru social media	No	Multiple	Multiple
Feature marker sign	No	No	One
Event sponsorship	\$200/event	\$200/event	\$100/event
Demo day	Yes	Yes	Yes
Customised marketing to suit			Yes
	\$350/yr	\$500/yr	\$1000/yr

* Managed to be a reasonable number, may fluctuate from this outline



In Kind Contributions and Sponsorship

CCMTB are adaptive and looking to collaborate with our sponsors. There are opportunities for businesses associated with CCMTB to offer 'In Kind' contributions in lieu of or contributing towards monetary defined sponsorship levels. Each sponsorship application using incorporating an In Kind contribution needs to discuss this approach with an appropriate member of the CCMTB committee in order to progress the sponsorship application.

Further Information

In delivering our joint commitments noted in the sponsorship agreement, the club will provide you with a Sponsorship Agreement signed by both CCMTB and your organisation, and a CCMTB committee member that will work with you throughout the duration of your agreement to ensure that agreed deliverables are worked towards and delivered.

A list of potential events for additional sponsorship will provided at this time.

Kind Regards

Paul Cook
Club President

To discuss please contact

Deanne Watkins | VP CCMTB
0409 995 802
social@ccmtb.com.au



Appendix

Thank you to our 2018 sponsors. We value your support and look forward to working with you in 2019 and onwards.

The Edge Cycles



NSW State Forests



Elders Insurance Central Coast



Derby Base



Central Coast Mountain Bike Tours



BikeWorx



AvantiPlus



Bicycle Techbar

