

CORPORATE SPONSORSHIP PROPOSAL

Updated May 2023



ABOUT QMTBC



The Queenstown Mountain Bike Club (QMTBC) was formed in 2003 with the express purpose of facilitating the development of mountain bike trails and biking areas within the Whakatipu area in a safe, legal & coordinated manner.

With over 2,000 active, paid members and many more locals and visitors using our growing network of trails, our club has experienced exponential growth over the last 20 years.

The Queenstown mountain biking community is full of passionate people, who throughout the years, have put an incredible amount of time and energy into developing our local trail network.

As a result, Queenstown is on the cusp of becoming a truly iconic global biking destination which, with the right development, could generate a multitude of ongoing future benefits for the wider community.

OUR COMMUNITY



2,025 active, paid members



10,035 followers



4,629 app registrations



5,900 followers



Average 1,400 visits to website each month



3,471 newsletter subscribers



BENEFITS FOR YOU



With the help of generous supporters we have grown the community and industry to be on the cusp of the world stage.

Mountain biking brings together people from all walks of life. Sustainable tourism, adventure seeking business people, professionals who are hunting work life balance (your future staff members?). This benefits local businesses through economic and sustainable development.

This sponsorship proposal provides you with the opportunity to be known across NZ and the world as a hero in the Queenstown mountain biking growth story. You could be the sponsor of a popular trail or the major name on the annual Queenstown Bike Festival. We are looking for partners as we move towards being the bike adventure capital of the world.

With several sponsorship packages for you to choose from, contact us to discuss how we can tailor a package to work best with the needs of your business.

Will you join us?

OUR GOAL

As the popularity of mountain biking continues to grow, the demand for well maintained, safe trails increases as well. Our goal is to secure private funding sources to support the maintenance of our growing trail network.

With more people getting stoked on riding and more events being organised each year, the overall usage and wear and tear across our trail network has increased significantly.

In order to keep up with the growing demand for maintenance on our trails, we need your support to help keep our trail network safe and fun to ride for everyone in our community!



PLATINUM SPONSORSHIP

Investment:

POA

Return:

- Right to renew up to three years
- Naming association with an important part of our network
- Profile of your organisation in our club newsletter and on our social pages
- Invitation to speak at our annual AGM & branded posters at AGM
- Logo on our website & in our monthly newsletters
- Four promotions per year in our newsletter & our social pages
- Right to promote being associated with QMTBC



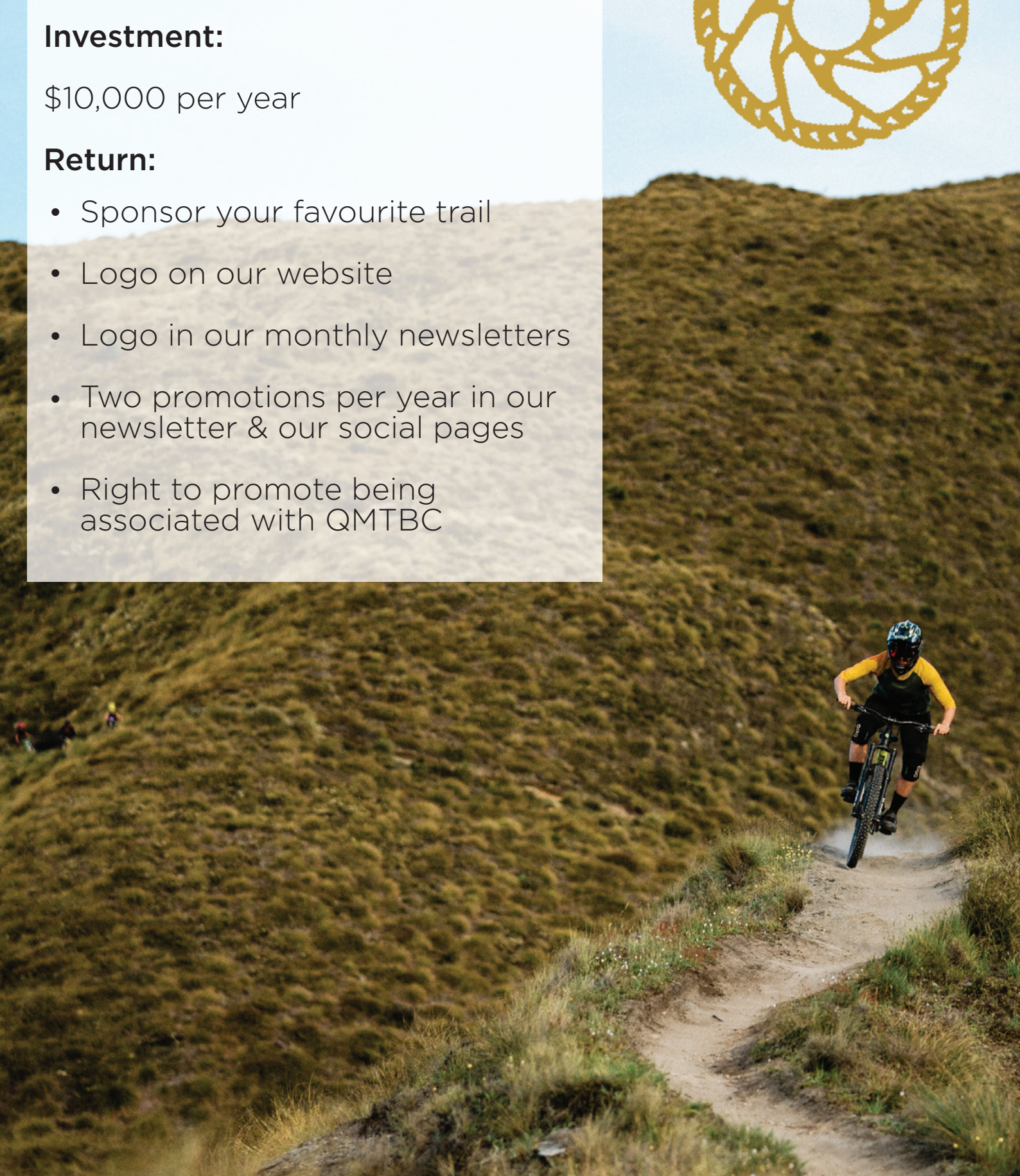
GOLD SPONSORSHIP

Investment:

\$10,000 per year

Return:

- Sponsor your favourite trail
- Logo on our website
- Logo in our monthly newsletters
- Two promotions per year in our newsletter & our social pages
- Right to promote being associated with QMTBC



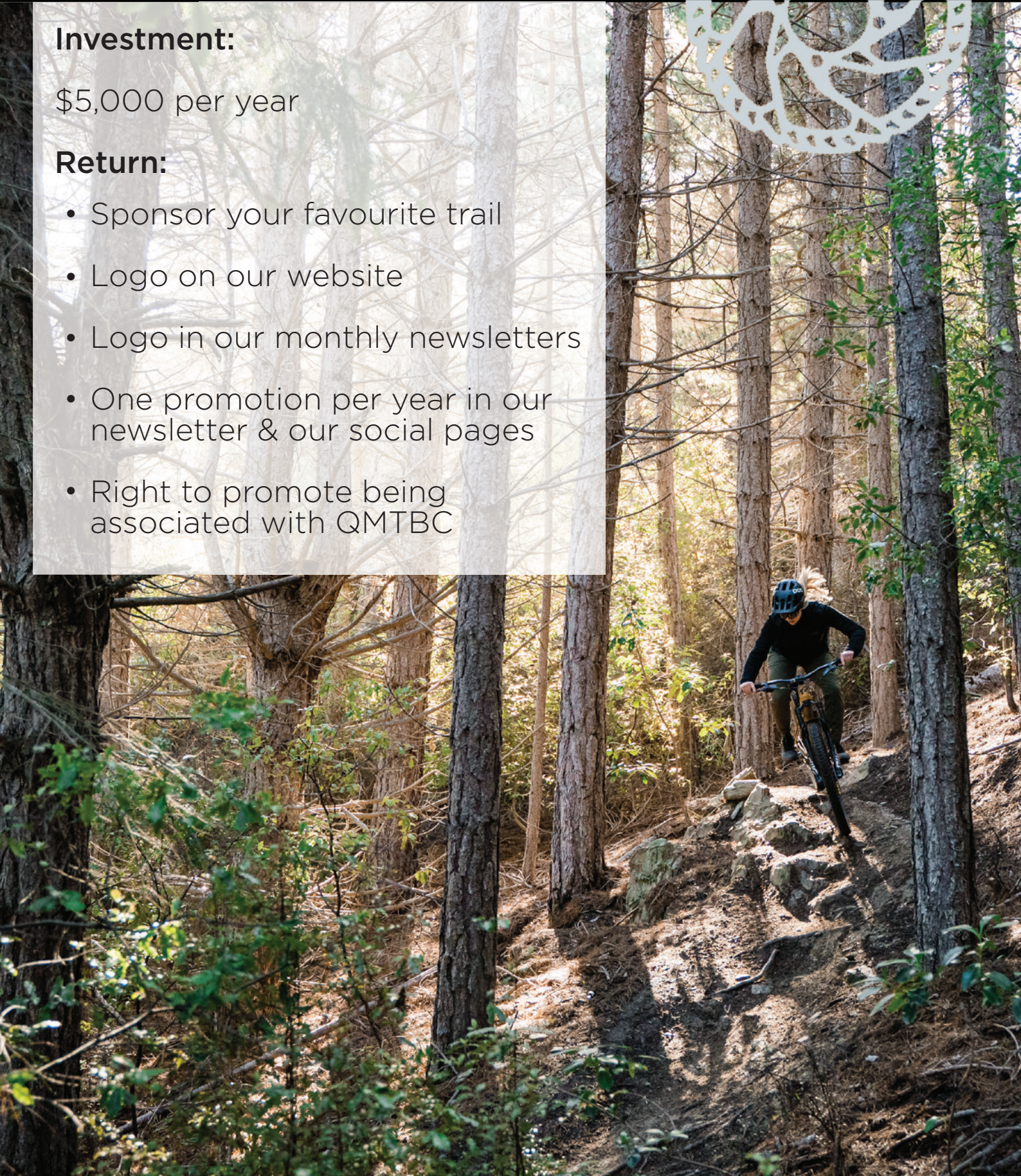
SILVER SPONSORSHIP

Investment:

\$5,000 per year

Return:

- Sponsor your favourite trail
- Logo on our website
- Logo in our monthly newsletters
- One promotion per year in our newsletter & our social pages
- Right to promote being associated with QMTBC



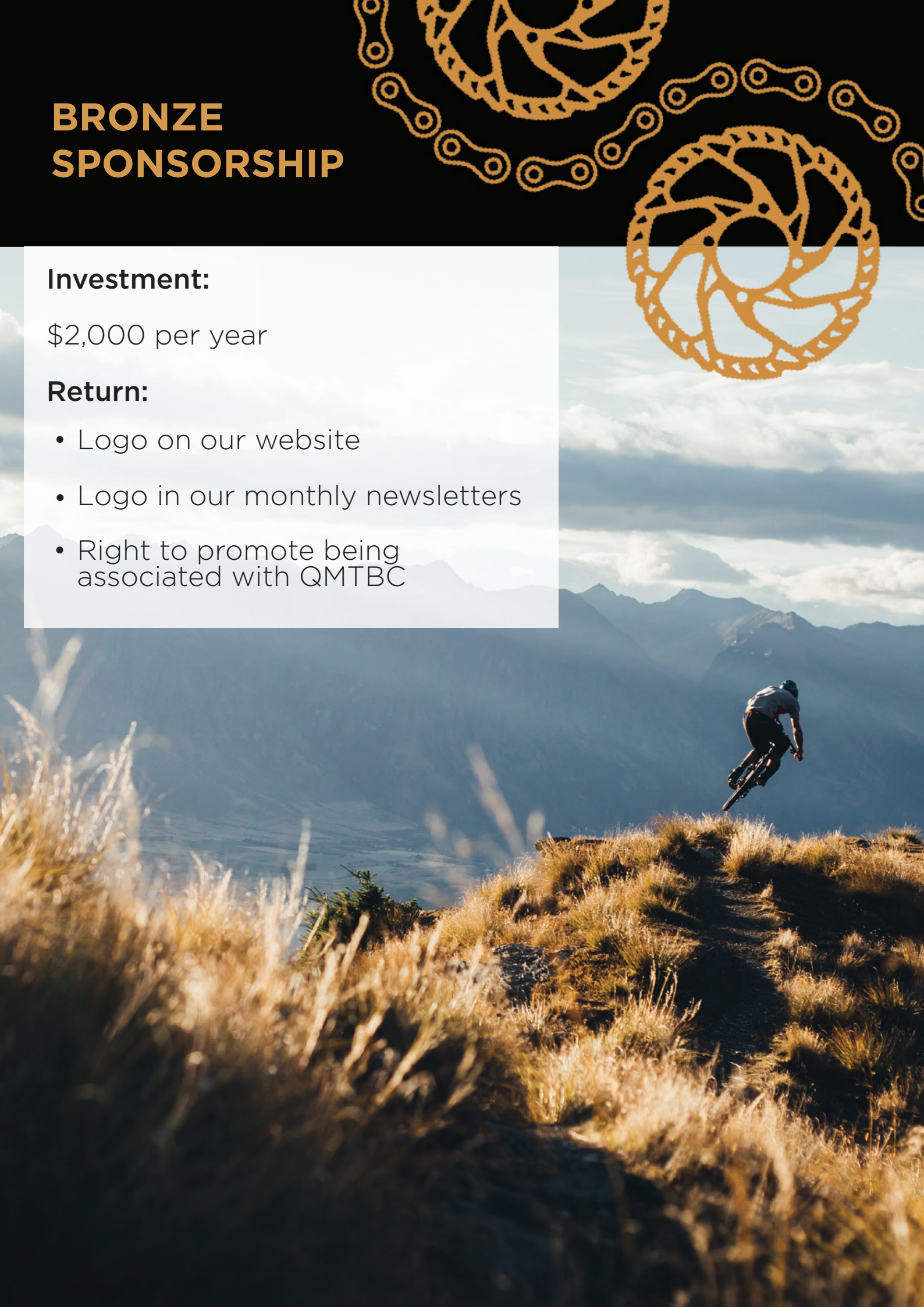
BRONZE SPONSORSHIP

Investment:

\$2,000 per year

Return:

- Logo on our website
- Logo in our monthly newsletters
- Right to promote being associated with QMTBC



THANK YOU FOR PARTNERING WITH US



CONTACT US:

Email: bikers@queenstownmtb.co.nz
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