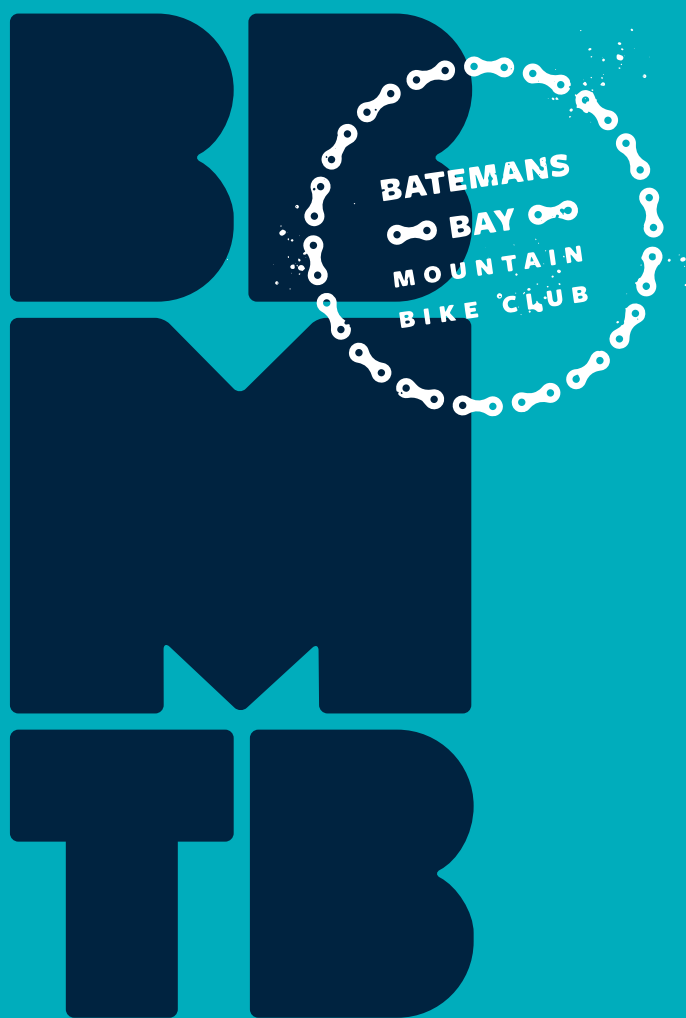


**Batemans Bay
Mountain Bike Club**

**2022
Partnership
Proposal**



Mountain bike riding in our area

The Mogo Adventure Trails project will position Mogo as a premier adventure hub in NSW. The project is being delivered by the Eurobodalla Shire Council, fully funded from Federal and State government grants, and will take the current 30km of rider-built local MTB trails to a final network of 150km that will be a national level premier location for off road cycling.

The Council expects to generate 10,000-20,000 additional visitors a year, spending \$3m-6m. The scale and quality of the final trail network will attract significant attention across the national MTB community and be a major local recreational asset.

Batemans Bay Mountain Bike Club

An opportunity to support the local mountain bike and cycling community and achieve recognition and profile for your business in a rapidly growing local market and the broader state and national tourism markets.

The local rider community has created the BBMTBC to tap into the recreational and social benefits of this national level network being built in our local area. We are aiming for 150 plus members by the end of the first 18 months, 250-300 in first 36 months and 400-500 by 48 months. A priority is to bring MTB riding to new people and community groups, targeting all age groups, juniors, schools, and a focus on women and girls.

There is strong community support for BBMTBC. We achieved incorporation as a not-for-profit sports club in NSW in our first five weeks, and affiliation with AusCycling in our first 9 weeks.

The Club will have a high profile in the community, and in the national MTB community, running competitive events, social rides, coaching and development clinics and trail working bees.

Its creation in September 2022 attracted local media attention from Bay Post, The Beagle, 2EC, ABC South East radio, with all offering to cover future events.

The BBMTB Club social media sites (Facebook, Instagram, Pinterest and YouTube) are likely to achieve high traffic, providing "local knowledge" about the Mogo Adventure Trails for local members and non-members alike, and visitors to the region. The Facebook group has over 400 members, and the Club Facebook page achieved over 150 followers in the first three days, and has a reach of over 2150 Facebook users after its first week.

Right now the BBMTBC needs third party support to establish the necessary equipment to host the events, social rides, juniors development, 'come and try' days, and trail working bees that will attract members to the club and visitors to the region. We will also need ongoing support to provide a diverse range of activities and resources. Your support can help us with this challenge, and we can help you with increasing your profile in the local and tourist community with acknowledgment on websites and social media, and potentially assets and merchandise.



Ideas on how you can help us

As a new club we need to build up the equipment and assets we need from scratch. A great way to support the new club is a one off contribution. This could be tied to specific items, or for general use in purchasing equipment. Linking support to specific items can have direct acknowledgment.

You might be able to support us with contributions in kind. The things the club will need include items such as gazebos, generators, folding tables and chairs, catering equipment, trail maintenance tools, safety equipment, first aid kits, and communications equipment.

We also need transportation such as a trailer, and storage.

You might choose to provide ongoing support in cash or kind.

- Become a marque sponsor for the club, and have your business given the highest prominence on our website landing page, top billing on our sponsors list, frequent mentions on our social media, and potential naming rights to an annual marque event and on selected merchandise.
- Through an annual cash sponsorship you can support the club's ongoing activities. For example, we will need support to hire equipment for events, such as marquees and portaloos.
- Every year we will need professional services such as accounting and printing services
- You might wish to provide members benefits, such as discounts on your goods and services.
- We also need support for club volunteers that support events and trail work such as food and beverages, fuel and safety equipment, such as hi viz vests.

Acknowledgment and profile

All contributions will be acknowledged on our website and social media sites, with back links and hyperlinks to your online presence. Greatest prominence will be given to marque sponsors, followed by contributions of \$1000 and over to be given recognition as Gold level partners, followed by contributions of \$500 to \$1000 (Silver) and the contributions below \$500 (Bronze). Support for specific equipment or events will be given acknowledgment at the event, and in event-related materials and social media activity.

Our acknowledgment of your support will run for each year in which it is provided. We can also provide a certificate of appreciation for display at your business, and/or a statement or appreciation for your website.

Another great way to support us is to give us visibility in your activities, participate in our events, or just give us your ideas. We aim to bring benefits to the whole community beyond our members by opening up the tremendous opportunities for our region flowing from the Mogo Adventure Trails.

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Contact us

Please contact us to discuss how we can work together to support the expanding community of local and visitor MTB riders. We can also provide greater updated details on recent media coverage, and demographics of our members and social media reach.

EMAIL

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CALL

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BBMTB

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