

2022 WINTER RACE SERIES

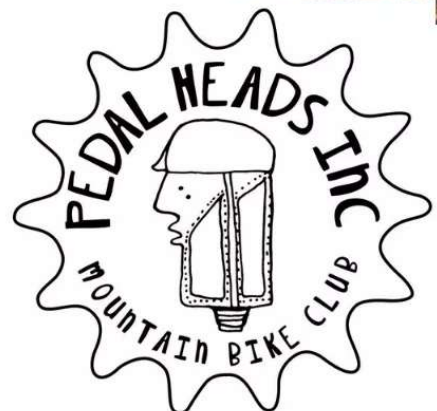


**ST HELENS
MOUNTAIN BIKE
TRAILS**



SPONSORSHIP PROPOSAL

**4 RACE SERIES FROM
12TH JUNE - 25TH AUGUST**



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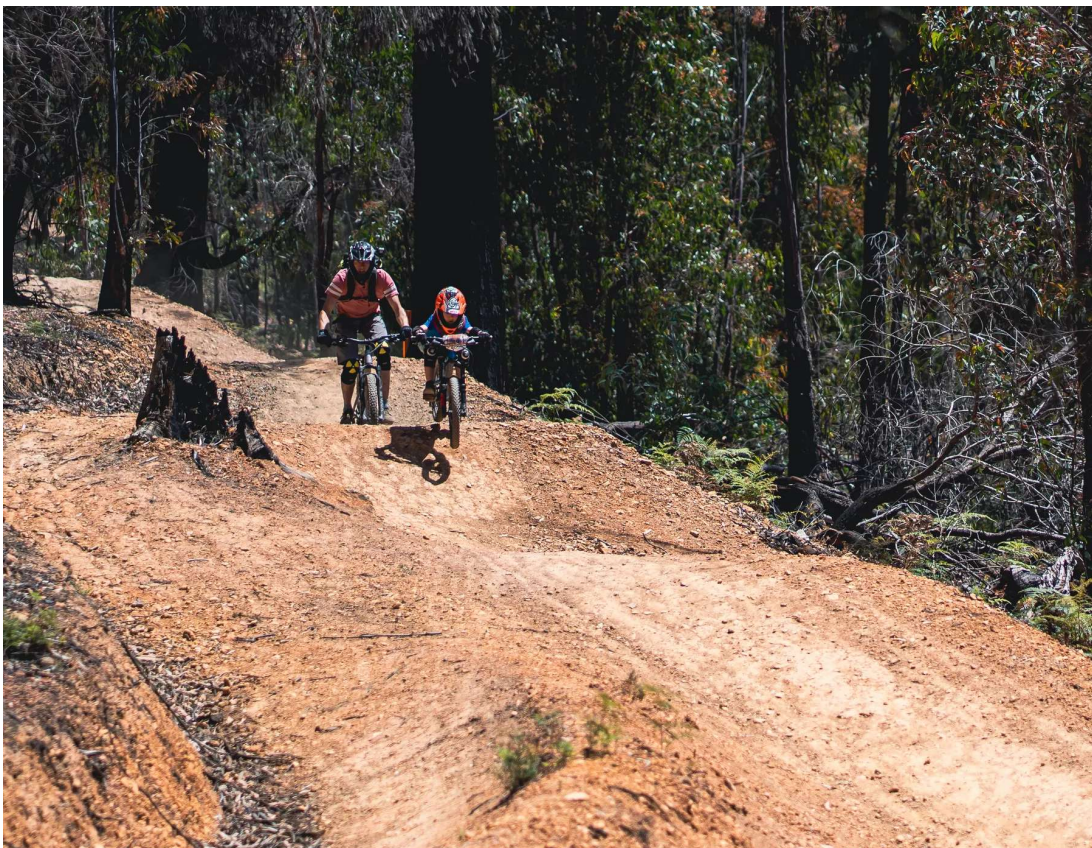
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PEDALHEADS - OUR STORY

Somewhere, hidden on a secluded stretch of trail on the East Coast of Tasmania, a rare and strange beast hides. Poised, waiting to start hucking 6ft drops, busting mega air and railing sick berms. Half human, half pedal, all mountain.

We are Pedalheads, a volunteer run local mountain biking club located in St Helens Tasmania.

ABOUT US

OUR MISSION

We exist to promote the concept that riding is fun!

OUR WHY

The Pedalheads Inc MTB club and members are:

- Ambassadors for our sport. We actively promote the social and physical benefits of riding bikes with friends.
- Advocates for the development of sustainable and high-quality MTB trails in the Northeast of Tasmania.
- Mindful of the impact MTB riding has on young people and as such we are committed to junior development.
- Committed to providing a range of quality events, promoting the area and providing opportunities for our junior members and community to flourish.



PEDALHEADS WINTER RACE SERIES 2022

The annual Winter Race Series is our marquee event, which attracted over 240 racers last year, not including their families and spectators. We expect this years event will be bigger and better because:

1. We have experience of what works and what didn't (last year was our first series)
2. We have more time to plan, execute and market our event
3. Borders are now open and we hope to attract interstate and even international entrants

According to our research many of the local businesses in St Helens and broader Tasmania are looking for an opportunity to partner with and sponsor our events. Therefore we have developed a structured way for local community and businesses to get involved and present their brands to racers and supporters.

EVENT DATES

This year our Winter Race Series will be held on the following dates and hosted at our local trails around the Flagstaff Trail head:

Race 1 - 12th June - Send Helens

Race 2 - 3rd July - Icarus

Race 3 - 7th August - Old Salty Dog

Race 4 - 25th August - Mack 10



ATTENDEE AND RACER PROFILE

St Helens MTB Trails are predominately targeted at families and are positioned to provide skills development opportunities and trails that cater to everyone. From Mum and Dads who are just learning, to more experienced teens who want a black run experience, St Helens has it all.

This trend was evident when we broke down the demographics of our racers. We saw families racing together, right up to some younger Elite riders seriously committed to outdoing each other. This was due to the fun and inclusive style of our race series, which offers a great format attracting people of all ages and especially many young riders. A main draw card of our race series is the timing: few races are held during the winter season and many riding venues shut down at this time.

Many of our racers were club members and locals but we also saw a significant number of punters travel from Hobart, Launceston and even Maydena. This year we expect that we will attract racers and families from not only Tassie, but from the mainland as well. Now that borders are open we plan to promote our event more broadly with the support of our sport's governing body, AusCycling, and the MTB community and forums.



EVENT PURPOSE

The **Pedalheads Winter Race Series** started because as a Club we wanted to grow our membership base (we now have over 100 Club members). We also wanted to engage with local riders and families and promote St Helens as a mountain biking destination. We knew that the best way to attract people was through ongoing engagement and events. Our first Race Series surpassed our expectations, and we worked with other Tasmanian MTB Clubs to borrow race chips to ensure all of those who wanted to enter our races could be offered a spot. We have come a long way, but we still need your support. Your generous contribution will help us expand our events, execute a national marketing campaign and attract more punters and ultimately bring our MTB community closer together.

COMMUNITY EVENT WITH ALL THE RIGHT FEELS

Sometimes words and pictures just can't do justice for what is on offer as a sponsor. Here is a short video taken by our President - Simon Holmes showcasing the community vibe of our events. There is so much opportunity to further promote our local businesses through activation and promotion activities. We really feel like this is just the start of something amazing.



WHY YOU SHOULD CONSIDER SPONSORSHIP?

SPONSORSHIP BENEFITS

We believe our race series offers a fantastic way for local businesses, brands and stakeholders to better connect with and support the grassroots mountain biking community. Ultimately your business or brand has a unique chance to leverage the exposure this presents.

We know that our events will bring more people to the coast, which ultimately means more exposure and more opportunities to increase traffic and revenue. As we are grassroots we are providing various levels of commitment from series naming rights to in kind donation opportunities. So for a very small investment your business will be provided with the following:

1. Marketing, promotion and exposure via our strategic marketing, social media and engagement activities
2. Opportunities to showcase your business and what it can offer the MTB community
3. In kind donation opportunities to build good will with the club, local riders but also the broader riding community
4. Positive brand association with grassroots MTB enthusiasts

MARKETING AND SOCIAL MEDIA

STRATEGIC MARKETING PLAN

With your support we will be able to ramp up our marketing activities on a National scale. If we secure the right support we would market our event via the following mechanisms:

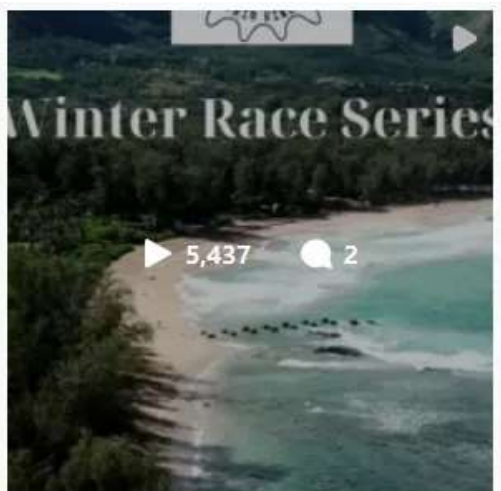
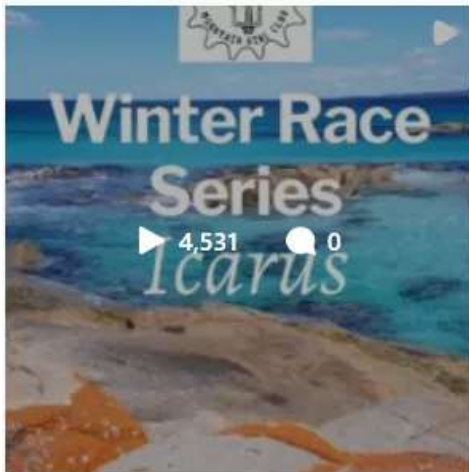
1. Print and online media within MTB community
2. Flow MTB and Pink Bike videos
3. Press release to all MSM outlets promoting the event as a news item
4. Social media activities
5. Interviews on local and mainland radio stations
6. Connection with Tourism Tasmania to promote our event
7. Promotion via Auscycling media outlets

MARKETING AND SOCIAL MEDIA (cont)

SOCIAL MEDIA PRESENCE & REACH

Our Club has spent the last 12 months building and growing our social media presence. Based on our activity we have increased our Instagram followers from 800 to 3,400 followers in less than 12 months. Further to this our ongoing engagement and content strategy has achieved some amazing results. To demonstrate our reach some of our posts and race videos combined have had over 18,000 views and 1000's of likes. Check out our Instagram posts below, and visit our page to view some of our video content => <https://www.instagram.com/pedalheads.inc/>

We are also planning to attract some MTB talent by appointing them as official ambassadors of our event. Many pro-riders now live in Tasmania and this is a great opportunity to raise the profile of our event and trails via partnerships with global & local MTB names.



LINKING IN WITH TOURISM TASMANIA

THE OFF SEASON 2022

This year Tourism Tasmania have launched a marketing campaign and strategy to attract tourists to the region, even though it's winter. Our strategy with this event is to put St Helens MTB trails on the map by demonstrating that our trails actually ride best in Winter. We also know that during winter many other MTB trails in Tasmania and some of the alpine destinations on the mainland are closed (Maydena, Derby, Falls Creek, Thredbo etc) so this is our chance to show people what we are made of and maximise the opportunities we are being presented with!

[Tourism Tasmania's off-season campaign](#) invites people to visit Tasmania to "Come down for air". We can tie into this theme and leverage the campaign to help people see how much there is to do in our beautiful island home, even during the colder months.



SPONSORSHIP OPTIONS

SERIES NAMING SPONSOR	SINGLE RACE SPONSOR	RACE PLATE SPONSOR	MINOR SPONSOR
Naming rights to the entire event (E.G. Rockshox Winter Series) N.B This will be by application only and name will need to align with series theme and branding.	Naming rights of one of 4 Races (e.g. Giant Race 1 Send Helens	Logo on 150 race plates	Opportunity to provide \$250 donation.
Opportunity to speak at opening and closing events speeches	Live plugs in opening & closing speech	Live plugs in opening & closing speech	Live plugs in opening & closing speech
Premier brand promotion on all marketing material including: Race Poster Landing Page Winner Certificates Stall at races w. branding	Mid level brand promotion on all marketing material including: Landing Page Winner Certificates	Minor level brand promotion on all marketing material including: Landing Page only	Minimal brand promotion on marketing materials including: Landing Page only
Social Media Plugs	Social Media Plugs	Social Media Plugs	Social Media Plugs
Special mentions and promotion in every Race Video	Minor mention and promotion in every Race Video	X	X
1 Spot available	4 Spots available	1 Spot available	10 spots available
Investment \$POA	Investment \$1,000	Investment \$600	Investment \$250

FEATURE AT OUR WINTER RACE SERIES TODAY

If you see your business benefiting from aligning with our grassroots community club, please consider our sponsorship options. If reaching our audience, club members and supporters is the right fit for your business then we are really keen to talk with you. Please note the naming rights sponsorship position will be awarded to the highest bidder via expressions of interest. We will also be assessing fit for this position within the context of the series.

All in kind donations will also be considered: this could also include discounted accommodation rates or food and beverage vouchers. For example we could promote your accommodation as the recommended place to stay for our racers if you can offer a discounted rate for them. More broadly this may also be vouchers, merchandise, MTB gear etc, which we could offer as prizes to our fastest racers, or those who are otherwise remarkable (e.g. youngest, most improved, furthest travel to race). The minimum value of your in kind donation will need to be \$250.

N.B Spaces are limited so please don't hesitate to express your interest ASAP. Your sponsorship will only be secured once payment / donation is received.