nmbc

NANAIMO MOUNTAIN BIKE CLUB

SPONSORSHIP PACKAGE

2024

sponsors@nanaimomountainbikeclub.com

COMMUNITY THROUGH TRAILS

We are a 100% volunteer-run non-profit trail association based in Nanaimo, BC.
All donations and memberships go directly towards building and maintaining authorized trails and advocating for recreational access.

VISION

NMBC is the trustee for the mountain biking community of Vancouver Mid Island. We protect and maintain the Doumont and Westwood Lake trail networks through community action. We focus on sustainable trail maintenance and regeneration. We trail-blaze initiatives that develop our trail network and provide a playground of challenge and progression to the Nanaimo area, and BC beyond.

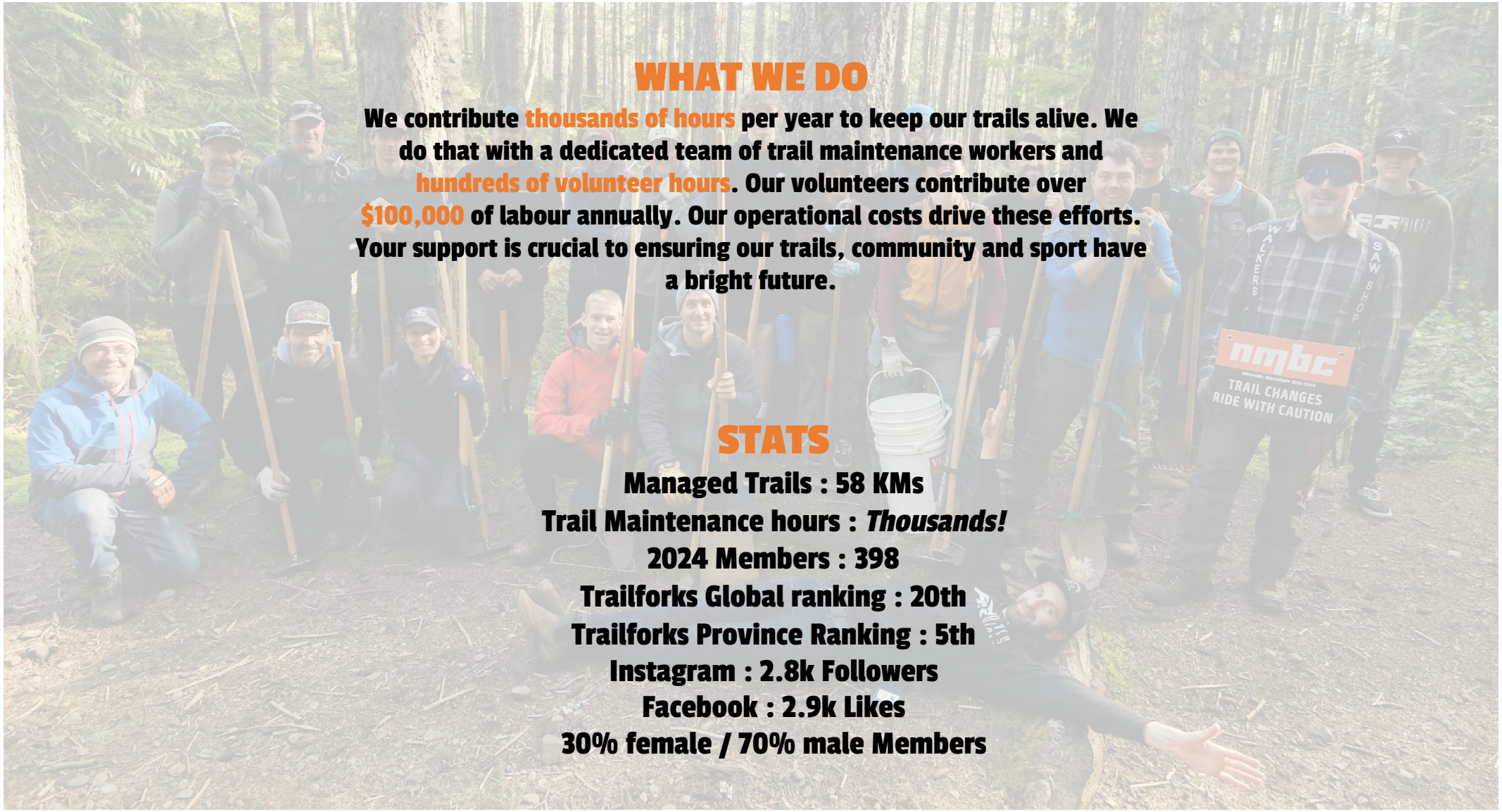
WHO WE ARE

We care for the trails, our community, our visitors and all that you ride. We protect that with carefully managed land access agreements with Mosaic, City of Nanaimo, Regional District of Nanaimo, Rec-Sites and Trails of BC, Doumont Woodlot, and VIU Woodlot (Jamesons).

We develop, maintain and manage over 58kms of historic and valuable Nanaimo trail network.

NMBC initiatives focus on long-term trail sustainability, trail re-building and repair, major events, community dig days, community group work, group rides, membership activations, international and national visitorship and local business relationships.

nmbc
NANAIMO MOUNTAIN BIKE CLUB



WHAT WE DO

We contribute thousands of hours per year to keep our trails alive. We do that with a dedicated team of trail maintenance workers and hundreds of volunteer hours. Our volunteers contribute over $100,000 of labour annually. Our operational costs drive these efforts. Your support is crucial to ensuring our trails, community and sport have a bright future.

STATS

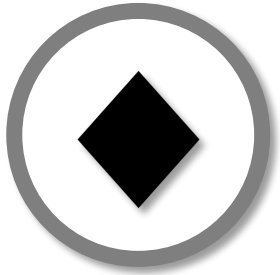
Managed Trails : 58 KMs
Trail Maintenance hours : *Thousands!*
2024 Members : 398
Trailforks Global ranking : 20th
Trailforks Province Ranking : 5th
Instagram : 2.8k Followers
Facebook : 2.9k Likes
30% female / 70% male Members

nmbc
NANAIMO MOUNTAIN BIKE CLUB

BECOME AN NMBC SPONSOR

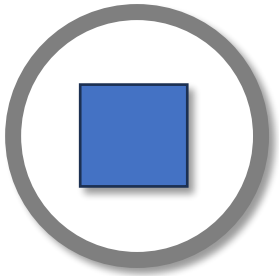
DOUBLE BLACK- > $5,000 Cash & In Kind Annually (*minimum 60% cash contribution*)

The Double Black partnership is NMBC's top-level "Full Send" collaborative option, with custom promotions, a dig-day partnership, and social media engagement with the community.



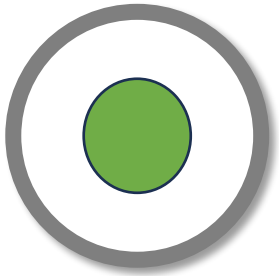
BLACK - > $3,500

The Black partnership supports our trails like an expert, providing a strong foundation for continuous trail maintenance while adding custom marketing and community connection.



BLUE - > $2500

The Blue partnership lets NMBC keep our trail operations flowing and our trail crews busy, with marketing, social and event perks.



GREEN - > $1000

The Green partnership is chill vibes and good times, supporting our focus on community, sustainability and maintenance.

nmbc
NANAIMO MOUNTAIN BIKE CLUB

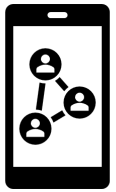
SPONSORSHIP BENEFITS

Provide funding for trail maintenance “Dig Days”, directly improving our community

Your name displayed prominently on our NMBC homepage

Provide discounts to NMBC members to increase awareness

Event displays, tents and shout-outs to increase your community presence

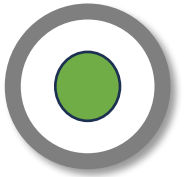


Social media posts on Instagram and Facebook recognizing your partnership

Customize your sponsorship needs - we are open to ideas!

nmbc
NANAIMO MOUNTAIN BIKE CLUB

SPONSORSHIP PACKAGES



Contribution Level	DOUBLE BLACK > $5000	BLACK > $3500	BLUE > $2500	GREEN > $1000
NMBC Memberships Included	10	6	4	2
Name on website	✅ Main Page	✅ Main Page	✅	✅
Custom Sponsorship package	✅	✅		
One Dig day partnership included	✅			
Event shout outs	✅	✅	✅	✅
Display tent/banner at events	✅	✅	✅	✅
Social media shout out (by scale)	✅	✅	✅	✅
Right to Display NMBC Logo	✅	✅	✅	✅
Offer NMBC Member Discounts	✅	✅	✅	✅

nmbc
NANAIMO MOUNTAIN BIKE CLUB

STAND ALONE SPONSORSHIP

Check out these options to support NMBC in specific ways!

Title Event Sponsor - $10,000

- Enduro & XC races
- Film Festivals
- “Presented By” advertising on all marketing

Event Sponsor - $500 Minimum

- Sponsorship recognition (“Shout-out”) at the event
- Social media shout-outs on all posts

Dig Days - Bike Industry Affiliate - $300 Minimum + Food / Non-Bike Industry Affiliate - Contact us

- No annual sponsorship needed
- 3x as many Social media Shout Outs (Event announcement, reminders, and post-event)

In-Kind Donations

- Non-Affiliate: cash only
- Affiliate: in kind, ⅓ of total value

nmbc
NANAIMO MOUNTAIN BIKE CLUB