



Trail Sponsorship Proposal

Maydena Bike Park

Overview

MBP has one of the largest and most diverse trail networks of any bike park in the world. With 100 individual trails covering over 80km, MBP's trails are renowned for their stunning wilderness location, diversity, and quality. Located predominantly in temperate rainforest, MBP has trails for all abilities, including flow, technical, and jump/freeride trail styles.

Each year, over 100k rider laps are completed at MBP, with a wide audience of riders visiting from across Australia and around the world. MBP's customer base covers all ages and demographics, and features approximately 60% Tasmanian's, 30% mainland Australian's, and 10% international visitors.

For the first time ever, MBP are opening up the opportunity to sponsor individual trails in our network. These sponsorships are open to businesses, groups, and individuals who wish to support the maintenance and future growth of our trail network, while positioning their business/themselves in front of tens of thousands of mountain bike riders each year.

The Opportunity

All trail sponsorships are renewed on an annual basis, with existing sponsors offered first right of refusal on their currently sponsored trail/s. Once a sponsor has secured a trail/s of their choice, they may renew for as many years as they like.

Trail sponsors will receive the following benefits;

- 300 x 100mm placard on trail head signage including; logo, business name, and QR code link to business web page
- Business recognition on MBP web site (business name, logo, and web link on 'trails' web site section)
- Annual 'thank you' networking event including riding session, canapes, and drinks
- Business recognition on primary trail map at park base area
- 'Shout out' annually on MBP social media channels

Why Sponsor a Trail?

Despite investing millions of dollars of private capital into our trail network, MBP continues to provide its entire lower mountain network of trails free for public access trail riding (over 50% of the parks network). MBP intends to continue

allowing free public access to our trails and facilities, though doing so carries a significant ongoing financial burden each year for the park.

MBP invests hundreds of thousands of dollars each year maintaining, improving, and expanding our trail network, the majority of which is invested in our free access trail network. Support through our trail sponsorship program will allow us to continue maintaining, expanding, and improving our trail network to the highest possible standards.

The Trails

Sponsorship of individual trails is offered on a first come first serve basis. A map showing all trails can be found over the page.

EMERGENCY CONTACT

In an emergency within the park call:

0499 499 315

RIDER RESPONSIBILITY

RIDER RESPONSIBILITY CODE (MUST READ!)

All users of the Maydena Bike Park are bound by the park's rider responsibility code. Any park user not complying with the code will have their pass revoked, and may face long term bans from the park.

- Stay in control- you are responsible for avoiding objects and people.
- Know your limits- Ride within your ability. Start small and work your way up.
- Protect yourself- Use appropriate bike, helmet, and protective equipment
- Do not ride under the influence of drugs or alcohol.
- Respect and maintain your equipment- ensure your bike is in good, functional condition.
- Inspect trails and features- conditions change regularly.
- Obey signs and warnings- stay on marked trails only. Keep off closed trails. Ride only in the designated direction of the trail.
- Be visible- do not stop in unsafe areas, and look out for others when entering a trail.
- Co-operate- notify park management of incidents and/or accidents.
- Do not bring weeds and pathogens into our park- all bikes must be washed prior to entering the park.

SAFETY EQUIPMENT

All park users must wear an Australian Standards approved helmet.

Maydena Bike Park strongly suggests park users wear a full-face helmet, gloves, eye protection, knee and elbow protection, at a minimum.

TRAIL ETIQUETTE

- Stop only in constructed pull out areas and junctions! We are a gravity-based trail network, stopping in undesignated areas risks injury to yourself and other riders.
- Look before you begin your ride! Always look for other riders before pulling out to begin or recommence your ride.
- Respect slower riders! Do not tailgate or harass slower riders. Notify riders of your presence when approaching a suitable pull out area or junction. Do not pass riders without prior acknowledgement from the slower rider.
- Respect faster riders! If you have a faster rider behind you, please allow them to pass when there is a safe pull out bay or junction. Do not stop unless safe to do so.
- Respect your fellow riders! We are all at different stages of our mountain bike journey. Respect your fellow riders.

TRAIL DIFFICULTY

- GREEN CIRCLE**
These trails have a wider tread, a generally uniform surface and more moderate gradients.
- BLUE SQUARE**
These trails have changing surfaces, moderately difficult trail features, small drops and jumps, and feature steeper gradients.
- BLACK DIAMOND**
These trails are suitable only for advanced riders, and feature steep gradients, challenging trail features and larger drops and jumps.
- DOUBLE BLACK DIAMOND**
These trails are highly variable, featuring large jumps, drops, and very steep trail sections. These trails are only suitable for highly experienced riders.
- PROLINE**
These trails feature large gap jumps and drops, extremely steep terrain and highly variable surfaces. These trails are only suitable for professional-level riders.

TRAIL STYLES

- FLOW TRAIL**
These trails are machine-built and offer a wider trail tread, smoother surface, and generally feature larger bermed corners and flowing terrain.
- TECHNICAL TRAIL**
These trails are technical in nature and offer a generally narrower, more irregular trail surface. These trails may feature tight corners, rocks and other trail features.
- BLEND TRAIL**
These trails represent a diverse mix of flow and technical trail styles. Large bermed corners are typically still present with the addition of natural features such as roots, rocks, and other features.
- FREERIDE TRAIL**
These trails are machine-built and offer a wider trail tread, though offer a range of jumps and similar trail features. Jumping experience is required.

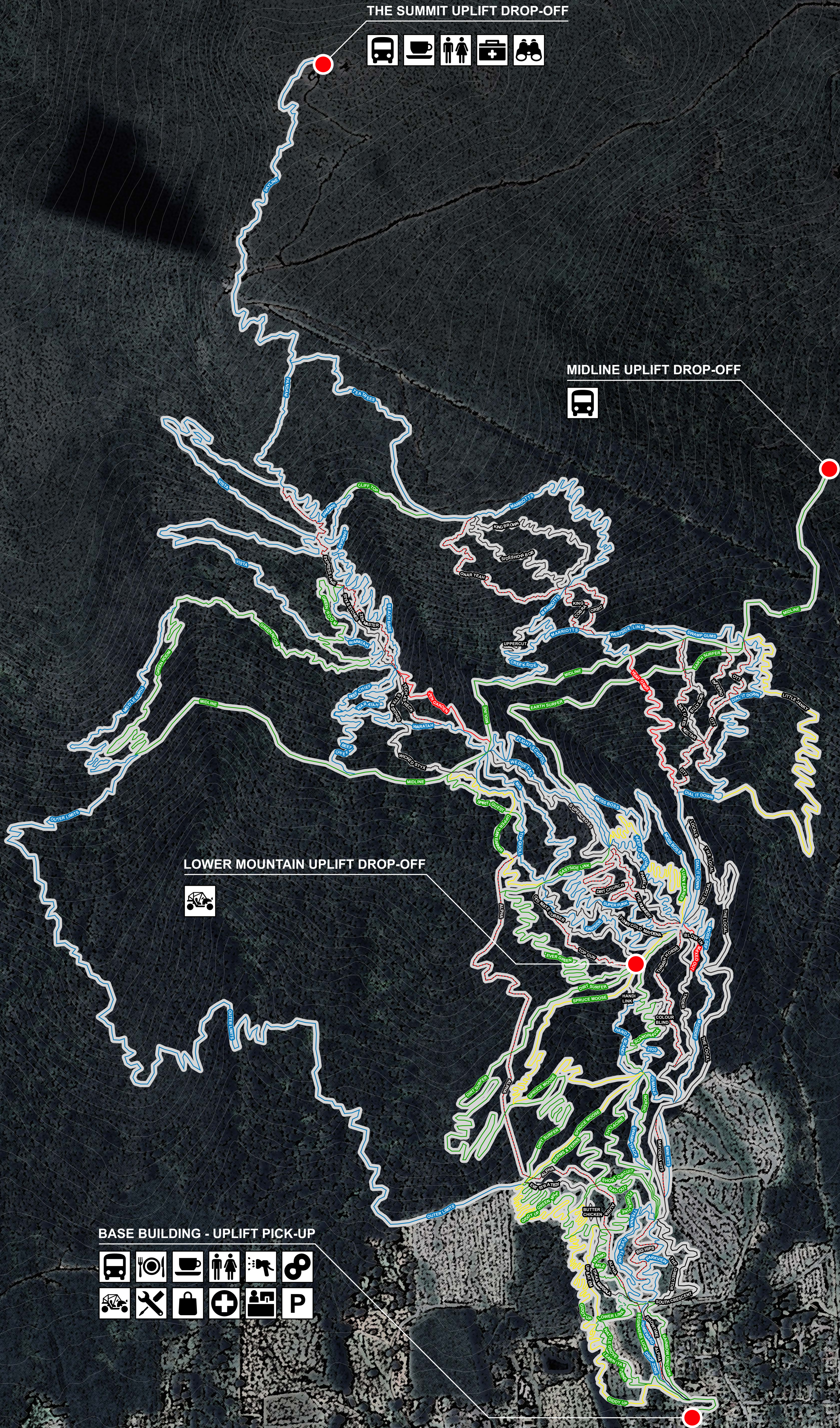
TRAIL FORMATS

- GRAVITY**
Mostly or entirely descending trail with little to no pedalling required.
- ENDURO**
Predominately descending trail with some climbing and/or contouring sections.
- LINK**
Predominately contouring link trail with some short climbs and descents.
- CLIMB**
Mostly or entirely climbing trail.

WET WEATHER

Due to the unique soil types and terrain at Maydena, some of the trails are better suited to wet weather riding. The suitability of trails to be ridden in wet conditions is denoted in the two symbols shown below:

WET SUITABLE NOT SUITABLE



TRAIL INFORMATION

STYLE	DIFFICULTY	NAME	FORMAT	WET SUITABLE
FLOW	[Green Circle]	Giddy Up	[Gravity]	[Wet Suitable]
		Midline	[Gravity]	[Wet Suitable]
		Short Circuit	[Gravity]	[Wet Suitable]
		Bail Out	[Gravity]	[Wet Suitable]
		Lower Link	[Gravity]	[Wet Suitable]
		Cliff Top	[Gravity]	[Wet Suitable]
		Rainbow Unicorn	[Gravity]	[Wet Suitable]
		Wattle Grove	[Gravity]	[Wet Suitable]
		Learn Ya Turns	[Gravity]	[Wet Suitable]
		Dirt Surfer	[Gravity]	[Wet Suitable]
		Earth Surfer	[Gravity]	[Wet Suitable]
		Evergreen	[Gravity]	[Wet Suitable]
		Upper Turn Earner	[Gravity]	[Wet Suitable]
		Thylacine	[Gravity]	[Wet Suitable]
		Berms and Ferns	[Gravity]	[Wet Suitable]
Green Mile	[Gravity]	[Wet Suitable]		
BLEND	[Blue Square]	Green Room	[Gravity]	[Wet Suitable]
		Eastside Link	[Gravity]	[Wet Suitable]
		Scandinavia	[Gravity]	[Wet Suitable]
		Nordic	[Gravity]	[Wet Suitable]
		Spirit Quest	[Gravity]	[Wet Suitable]
		Spuce Moose	[Gravity]	[Wet Suitable]
		Turn Earner	[Gravity]	[Wet Suitable]
		Swamp Gums	[Gravity]	[Wet Suitable]
		Even Flow	[Gravity]	[Wet Suitable]
		Bracken Lane	[Gravity]	[Wet Suitable]
		Keep it Natural	[Gravity]	[Wet Suitable]
		Dial it Down	[Gravity]	[Wet Suitable]
		Marriotts	[Gravity]	[Wet Suitable]
		Creekside	[Gravity]	[Wet Suitable]
		Westside Link	[Gravity]	[Wet Suitable]
TECHNICAL	[Black Diamond]	Middle Earth	[Gravity]	[Wet Suitable]
		Eastside	[Gravity]	[Wet Suitable]
		Waratah	[Gravity]	[Wet Suitable]
		Pandani	[Gravity]	[Wet Suitable]
		Vista	[Gravity]	[Wet Suitable]
		Beach Babe	[Gravity]	[Wet Suitable]
		Parkview	[Gravity]	[Wet Suitable]
		Skyline	[Gravity]	[Wet Suitable]
		Outer Limits	[Gravity]	[Wet Suitable]
		Little Janky	[Gravity]	[Wet Suitable]
		Up and at 'Em	[Gravity]	[Wet Suitable]
		Funky Cold Maydena	[Gravity]	[Wet Suitable]
		King Brown	[Gravity]	[Wet Suitable]
		Exit Strategy	[Gravity]	[Wet Suitable]
		King Cobra	[Gravity]	[Wet Suitable]
OTT	[Gravity]	[Wet Suitable]		
MIA	[Gravity]	[Wet Suitable]		
FREERIDE	[Orange Circle]	Jumanji	[Gravity]	[Wet Suitable]
		Swamp Track	[Gravity]	[Wet Suitable]
		Wedgetail	[Gravity]	[Wet Suitable]
		Moss Def	[Gravity]	[Wet Suitable]
		Tea Trees	[Gravity]	[Wet Suitable]
		Handi Scandi	[Gravity]	[Wet Suitable]
		Beef Chief	[Gravity]	[Wet Suitable]
		Moss Boss	[Gravity]	[Wet Suitable]
		Locale	[Gravity]	[Wet Suitable]
		Upper Cut	[Gravity]	[Wet Suitable]
		Pamela	[Gravity]	[Wet Suitable]
		Old Mate Cobber	[Gravity]	[Wet Suitable]
		Billy Bob	[Gravity]	[Wet Suitable]
		Wicked Styx	[Gravity]	[Wet Suitable]
		The Director	[Gravity]	[Wet Suitable]
Blow In	[Gravity]	[Wet Suitable]		
Sideshow Bob	[Gravity]	[Wet Suitable]		
Tinder	[Gravity]	[Wet Suitable]		
Handi Link	[Gravity]	[Wet Suitable]		
Sticks and Stones	[Gravity]	[Wet Suitable]		
The Nunnery	[Gravity]	[Wet Suitable]		
Natures Nectar	[Gravity]	[Wet Suitable]		
Thrash Horse	[Gravity]	[Wet Suitable]		
Zen Master	[Gravity]	[Wet Suitable]		
Tech as Heck	[Gravity]	[Wet Suitable]		
Express Lane	[Gravity]	[Wet Suitable]		
Gnar Yeah	[Gravity]	[Wet Suitable]		
Inferno	[Gravity]	[Wet Suitable]		
Top Gun	[Gravity]	[Wet Suitable]		
Orbit	[Gravity]	[Wet Suitable]		
Alpha	[Gravity]	[Wet Suitable]		
Yeah Gnar	[Gravity]	[Wet Suitable]		
Maxed Out	[Gravity]	[Wet Suitable]		
Zen Garden	[Gravity]	[Wet Suitable]		
Beginners Luck	[Gravity]	[Wet Suitable]		
Homeward	[Gravity]	[Wet Suitable]		
Mini Hits	[Gravity]	[Wet Suitable]		
Tyenna	[Gravity]	[Wet Suitable]		
Top Quoll	[Gravity]	[Wet Suitable]		
Flight School	[Gravity]	[Wet Suitable]		
Super Funk	[Gravity]	[Wet Suitable]		
Drop Zone	[Gravity]	[Wet Suitable]		
South Crescent 2020	[Gravity]	[Wet Suitable]		
Butter Chicken	[Gravity]	[Wet Suitable]		
Supercross	[Gravity]	[Wet Suitable]		
Showtime	[Gravity]	[Wet Suitable]		
The Local	[Gravity]	[Wet Suitable]		
Tikka Marsala	[Gravity]	[Wet Suitable]		
Big Hips	[Gravity]	[Wet Suitable]		
Maydena Hits	[Gravity]	[Wet Suitable]		
Dirt Church	[Gravity]	[Wet Suitable]		

Support our Trails

Trail sponsorship is available for \$25 per trail, per week (paid in a single annual advanced payment of \$1,200.00 due in September each year).

To register interest and secure a trail, email personal and company details, plus preferred trail/s to info@maydenbikepark.com. A member of our team will be back in touch soon after to confirm availability and payment details.

