



**MAYDEN A**

# **TRAIL SPONSORSHIP PROPOSAL**

SEASON 2023/24

## OVERVIEW

MBP has one of the largest and most diverse trail networks of any bike park in the world. With 90+ 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% Tasmanians, 30% mainland Australians, and 10% international visitors.

For the first time ever, MBP is 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 300mm placard on trailhead signage including any or all of the following; logo, business name, short bio, and QR code link to business web page
- Business recognition on MBP website (business name, bio, logo, and web link on 'trails' webpage)
- 1x Annual Mountain Pass - Provides unlimited access to the bike park utilising the climbing trail network for one person.
- Business recognition at park base area
- 'Shout out' annually on MBP social media channels

## WHY SPONSOR A TRAIL?

The trail sponsorship program gives you the chance to be the first thing any rider sees before dropping into their favourite trail. Beyond having your brand presence in the trail network, the trail sponsorship program allows us to continually reinvest in trail upgrades and maintenance across the bike park supporting the continued development of mountain biking in Tasmania. Thank you in advance for your consideration and contribution to the MBP riding community.

# THE TRAILS

Sponsorship of individual trails is offered on a first come first serve basis. A map showing all trails can be found over [HERE](#).

**EMERGENCY CONTACT**

In an emergency within the park call:

**0499 499 315**

**RIDER RESPONSIBILITY**

**RIDER RESPONSIBILITY CODE (RRC)**

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 park revocated 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 signage: 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 unconstructed 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 area or junction. Do not stop unless safe to do so.
- Respect your fellow riders! We are all 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 technical, featuring large jumps, drops, and very steep trail sections. These trails are only suitable for highly experienced riders.
- ▲ **PROLINE**: These trails feature large step 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 flows, and generally feature larger bermed corners and regular features.
- **TECHNICAL TRAIL**: These trails are technical in nature and offer a generally narrower, more irregular trail surface. These trails feature high corners, rocks and other trail features.
- **BLEND TRAIL**: These trails represent a diverse mix of flow and technical trail features. Large bermed corners are typically still present with the addition of natural features such as rocks, and other features.
- **FREERIDE TRAIL**: These trails are machine-built and offer a wider trail tread, rough 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**: Predominantly descending trail with some climbing and/or concerning sections.
- **LINK**: Predominantly contouring link trail with some short climbs and descents.
- **CLIMB**: Mostly or entirely climbing trail.
- **WALKING**: Shared use trail (links only for bikes).

**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	●	Griffy Top	○	○
		Medicine	○	○
		Climb Top	○	○
		Washdown Bottom	○	○
		Washdown Grove	○	○
		Dirt Barber	○	○
		Earth Barber	○	○
		Evergreen	○	○
		Upper Turn Eastner	○	○
		Upper Mosaic	○	○
BLEND	○	Green Room	○	○
		Eastside Link	○	○
		Scandinavia	○	○
		Nordic	○	○
		Spirit Quest	○	○
		Upper Mosaic	○	○
		Turn Eastner	○	○
		Even Flow	○	○
		Keep it Natural	○	○
		Dial it Down	○	○
TECHNICAL	◆	Manitoba	○	○
		Crestside	○	○
		Washdown Link	○	○
		Midline East	○	○
		Eastside	○	○
		Warpath	○	○
		Punchy	○	○
		Visits	○	○
		Beach Babe	○	○
		Paradise	○	○
FREE-RIDE	○	Slyline	○	○
		Outer Limits	○	○
		Little Jimmy	○	○
		Funky Cold Maydena	○	○
		King Brown	○	○
		King Cobra	○	○
		OTT	○	○
		MA	○	○
		Swamp Track	○	○
		Wedgetail	○	○
PUMP TRACK	○	Moss Def	○	○
		The Trees	○	○
		Handi Scandi	○	○
		Beef Chaf	○	○
		Moss Boss	○	○
		Upper Cut	○	○
		Parade	○	○
		Old Mate Cobber	○	○
		Billy Bob	○	○
		Wicked Boy	○	○
OTHER	○	The Director	○	○
		Blow In	○	○
		Slide Show Bob	○	○
		Tinder	○	○
		Sticks and Stones	○	○
		The Hammer	○	○
		Nature Nectar	○	○
		Thrash Horse	○	○
		Zan Master	○	○
		Express Lane	○	○
WALKING	○	Gnar Yeah	○	○
		Inferno	○	○
		Top Gun	○	○
		OKAY	○	○
		The Natty (Race Only)	○	○
		Yeah Gnar	○	○
		Mashed Dirt	○	○
		Zan Garden	○	○
		Homeward	○	○
		Dymex	○	○
SUPERCROSS	○	Top Quilt	○	○
		Flight School	○	○
		Super Park	○	○
		Colour Blind	○	○
		South Crescent	○	○
		3025	○	○
		Supercross	○	○
		Showtime	○	○
		The Local	○	○
		Big Hips	○	○
Dirt Church	○	○		

- CLIMBING TRAIL
- BLUE SQUARE
- ◆ BLACK DIAMOND
- ◆◆ DOUBLE BLACK DIAMOND
- ▲ PROLINE

- RETAIL STORE
- WORKSHOP
- FIRST AID
- RESTAURANT
- BIKE PATROL
- PARKING
- CAFE
- PUMP TRACK
- BIKE WASH
- SHUTTLE BUS
- GUEST SERVICES
- TOILETS
- LOWER MOUNTAIN SHUTTLE
- SUMMIT LOOKOUT
- SHUTTLE ACCESS POINTS

## 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](mailto:info@maydenbikepark.com). A member of our team will be back in touch soon after to confirm availability and payment details.