



# Principles for Sponsorship

## Introduction

Mountain Bike Ashburton is looking to continually improve, extend and upgrade the cycling and walking tracks and the scenery along the Ashburton River. We strive to give new and existing riders the best possible experience and to future proof the area for recreational activities. Our club has been running since 2010 and over this time members have put countless hours into building, shaping and maintaining the MTB Loop, River Walkway and Skills Park. We look after over 14km of track that is enjoyed by up to 1200 members of the public from Ashburton and Canterbury weekly. We host both social, training and competitive events with our annual 6 hour race attracting over 350 riders from around the South Island.

## Return on Investment

### 1 - Gold Supporter

#### Cost

- Donation of \$2000 and above  
or
- Ongoing significant discounts to the club for purchases (at committees discretion)  
or
- Donation of useful goods to the value of \$2000 or above (at committees discretion)

#### Entitlements

- Large logo and weblink on all pages of our website
- Large logo on our email footer
- Large logo on all our maps and brochures
- Offers of interest to club membership able to be posted on our Facebook page (by approval of club publicity person).
- Logo on one of our track markers
- Corflute sign display at the Skills Park (printed at your expense)

## 2 - Silver Supporter

### Cost

- Donation of \$500 and above  
or
- Ongoing discounts to the club for purchases (at committees discretion)  
or
- Donation of useful goods to the value of \$500 or above (at committees discretion)

### Entitlements

- Logo and weblink on all pages of our website
- Logo on our email footer
- Logo on all our maps and brochures
- Offers of interest to club membership able to be posted on our Facebook page (by approval of club publicity person).
- Logo on one of our track markers

## 3 - Bronze Supporter

### Cost

- Any smaller contributions to the club that doesn't meet the criteria of the other categories but the club feels needs acknowledging.

### Entitlements

- Logo and weblink on all pages of our website
- Offers of interest to club membership able to be posted on our Facebook page (by approval of club publicity person).

## 4 – Track Section Naming Sponsor

### Cost

- Funding to around 75% of the cost developing a new section of track (by negotiation)  
or
- Equipment hire or material supplied to develop new track at little or no cost (by negotiation)

### Entitlements

- Naming rights of the track you sponsor
- Logo on our track marker on your section of track
- Logo and weblink on all pages of our website

- Logo on our email footer
- Logo on all our maps and brochures
- Offers of interest to club membership able to be posted on our Facebook page (by approval of club publicity person)

## Period of Entitlements

All contributions that are not ongoing will expire to make room for newer sponsor logos except for track section naming sponsors. The club assesses sponsorships annually and organisations are given the opportunity to renew their sponsorship when they expire.

Gold - 5 Years

Silver - 3 Years

Bronze - 1 Year

## Payment Details

If you are able to assist, please contact - [info@mountainbikeashburton.co.nz](mailto:info@mountainbikeashburton.co.nz)

We will require a copy of your logo via email, in the most square form available and on white background if possible.

Payment can be made to:

Mountain Bike Ashburton

06-0837-0334774-00

Please use your organisation name and 'sponsorship' as reference.