

A mountain biker wearing a helmet and a backpack is riding down a dirt trail on a steep, grassy hillside. The trail is a mix of dirt and small rocks. In the background, a deep valley opens up, showing a winding road and a river. The valley is surrounded by steep, forested mountains. The lighting suggests it's either early morning or late afternoon, with warm sunlight hitting the right side of the mountains.

# THE GORGE NZ

SPONSOR PROPOSAL

Situated deep in the Wairoa Valley, 'The Gorge' is home to well over 70km of hand-built mountain

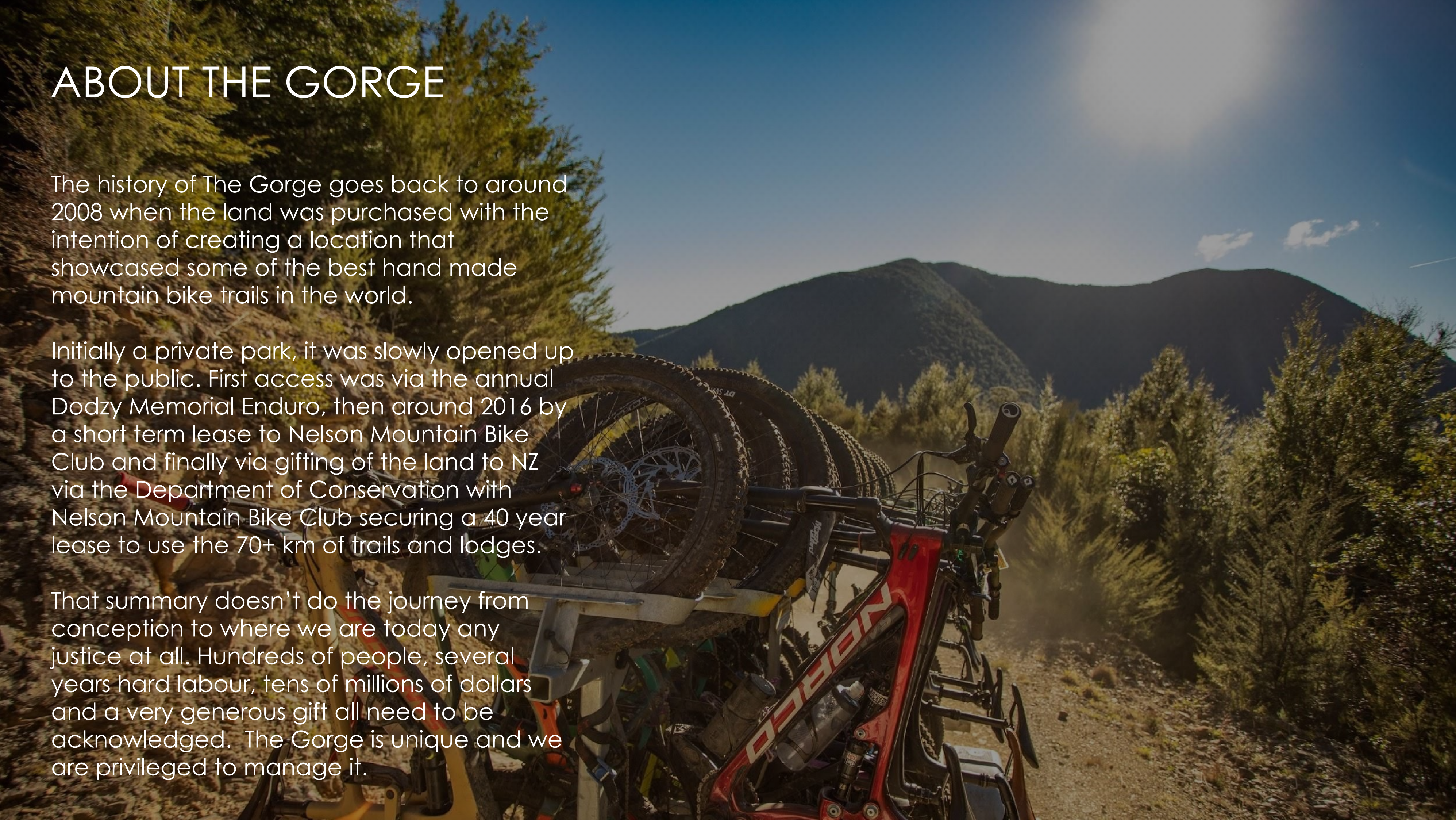


# ABOUT THE GORGE

The history of The Gorge goes back to around 2008 when the land was purchased with the intention of creating a location that showcased some of the best hand made mountain bike trails in the world.

Initially a private park, it was slowly opened up to the public. First access was via the annual Dodzy Memorial Enduro, then around 2016 by a short term lease to Nelson Mountain Bike Club and finally via gifting of the land to NZ via the Department of Conservation with Nelson Mountain Bike Club securing a 40 year lease to use the 70+ km of trails and lodges.

That summary doesn't do the journey from conception to where we are today any justice at all. Hundreds of people, several years hard labour, tens of millions of dollars and a very generous gift all need to be acknowledged. The Gorge is unique and we are privileged to manage it.





# The Numbers

## NMTBC

**Facebook:** 7841 Followers, Average organic reach per post 3370, Average Engagement per post 9.5%

**Instagram:** 4819 Followers, Average organic reach per post 2925, Average Likes per post 6.7%

**Website:** 15,281 page views per month, 2496 Unique users per month, Average time on site per user 2.16 mins.

**Mailchimp:** 5429 Subscribed Members. Email engagement. 43% Often engaged. 21% Sometimes engaged, 32% Rarely engaged.

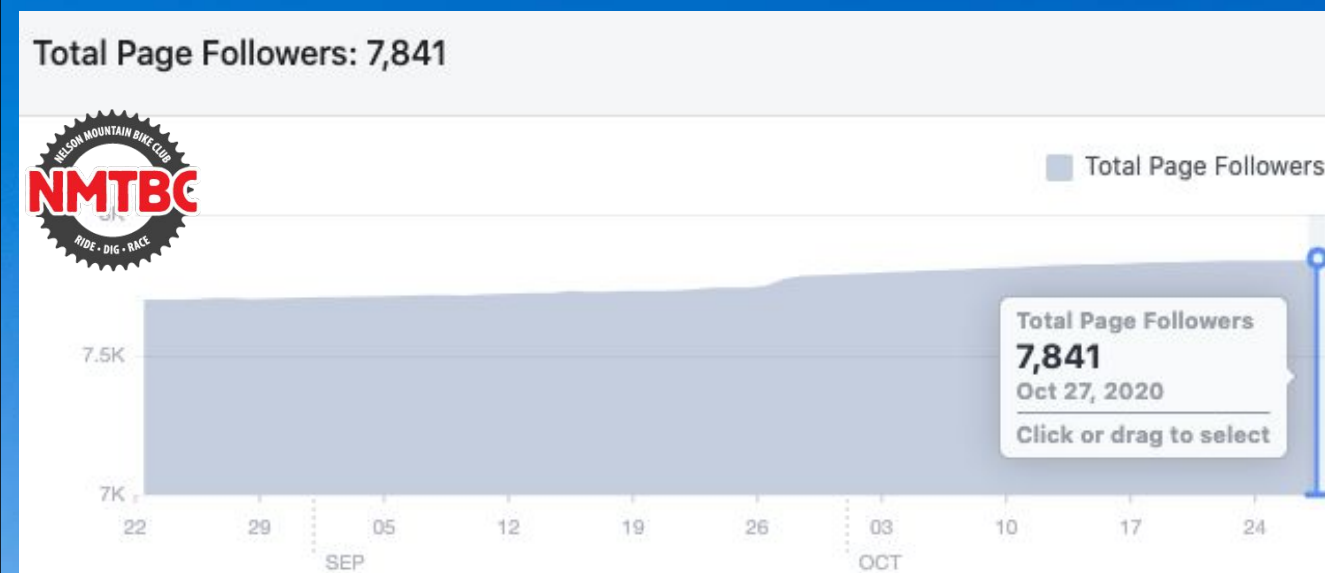
## GORGE

**Facebook:** 3123 Followers, average organic reach per post 2040, average engagement per post 8.5%

**Instagram:** 1731 followers

**Website:** 2388 page views per month, 1119 Unique users per month, Average time on site 1.12mins.

**Mailchimp:** as above + 1493 specific gorge rider group.





A circular inset image showing two mountain bikers on a dirt trail in a forest. The biker in the foreground is wearing a blue helmet, goggles, a red and black jersey, and is leaning forward on a blue and yellow bike. The biker in the background is wearing a black helmet and a dark jersey. The trail is surrounded by trees and greenery.

69% Local  
26% Nat  
5% Internat

**1500+**  
Riders  
Annually

“Everything  
about the Gorge  
was top notch -  
staff, trails, huts,  
transport - it was  
so bloody good”  
(Matt, Chch)

**40-49**  
Average Rider  
Age



# SPONSORSHIP OPPORTUNITY

## NAMING RIGHTS TO THE WAIROA GORGE

### INVESTMENT:

- \$50,000 + GST PER ANNUM (OR NEGOTIATED PRICE FOR THREE YEAR SPONSORSHIP)

### RETURN:

- THE GORGE WILL BE KNOWN AS THE [YOUR COMPANY NAME] GORGE
- LOGO WRAP UP INCLUDING YOUR LOGO ON ALL PROMOTIONS, SIGNAGE AND VEHICLES
- LOGO ON WEBSITE AND NEWSLETTER TO RIDERS
- PROFILE OF YOUR ORGANISATION IN NEWSLETTER - 5000+ SUBSCRIBERS
- UP TO 12 FACEBOOK AND INSTA POSTS PER ANNUM PROMOTING YOUR PRODUCT OR SERVICE
- A PRIVATE SHUTTLE FOR UP TO 8 PEOPLE TO BE USED BY YOUR COMPANY EITHER FOR YOURSELVES OR AS A PROMOTION. THIS IS A GREAT WAY TO ENTERTAIN CLIENTS!
- OPPORTUNITY TO RETAIL MERCHANDISE AT THE GORGE (MAINLY APPLICABLE FOR BIKE INDUSTRY)

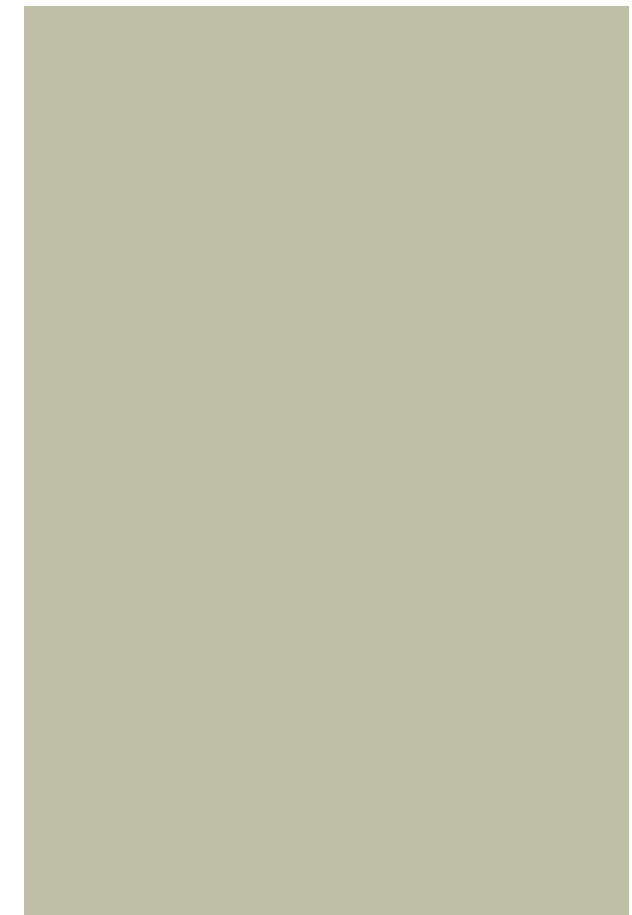
## KEY SPONSOR

### INVESTMENT:

- \$10,000 + GST PER ANNUM OR \$18,000 + GST FOR TWO YEARS

### RETURN

- YOUR COMPANY LOGO ON THE SIDE OF THE GORGE PASSENGER VEHICLES
- LOGO ON WEBSITE AND NEWSLETTER TO RIDERS
- PROFILE OF YOUR ORGANISATION IN NEWSLETTER - 5000+ SUBSCRIBERS
- UP TO 8 FACEBOOK AND INSTA POSTS PER ANNUM PROMOTING YOUR PRODUCT OR SERVICE
- OPPORTUNITY TO RETAIL MERCHANDISE AT THE GORGE (MAINLY APPLICABLE FOR BIKE INDUSTRY)





# SPONSORSHIP OPPORTUNITY cont...

## ROUTE SPONSOR (AVAILABLE ANNUALLY)

### INVESTMENT:

- \$500 + GST PER ANNUM OR \$1,000 + GST FOR TWO YEARS

### RETURN:

- YOUR COMPANY NAME AND LOGO ON ONE OF THE 16 RECOMMENDED ROUTES DESIGNED TO TAKE THE HASSLE OUT OF ROUTE SELECTION FOR RIDERS NEW TO THE GORGE. THE ROUTES ARE LISTED ON THE TRAIL MAP DISTRIBUTED TO ALL RIDERS.
- YOUR LOGO ON THE TRAIL SIGNS MARKING THE RECOMMENDED ROUTES



## “COMMUNITY HERO” SPONSOR (AVAILABLE ANNUALLY)

### INVESTMENT:

- CASH, PRODUCTS OR SERVICES THAT HELP THE GORGE

### RETURN:

- YOUR COMPANY LOGO AND NAME ON THE COMMUNITY HERO SPONSORSHIP BOARD
- YOUR COMPANY LOGO ON WWW.THEGORGE.NZ

TALK TO US TODAY AND BE PART OF THIS AMAZING PLACE. WE'RE OPEN TO IDEAS THAT WOULD MAKE YOUR SUPPORT WORK EVEN BETTER FOR YOU!

### CONTACT:

EMAIL: INFO@NELSONMTB.CLUB

PHONE: 021 489 065

<b>Route 1</b> Gorge Flow: Devils Armour, Bench a, Bermed as, Florence Quatro	<b>Route 2</b> No Stress: Tubuck Munch, Bermed as, Free Range, Quatro	<b>Route 3</b> TechFlow not TechNo: Creamed Rice, MPD, Sewer sidle, Kurtology, Kidnapper	<b>Route 4</b> Back to the Old Skool: PD Rate, Give it a Nudge, Road to No Where, Kurtology, Quatro
<b>Route 5</b> Hans Rey special: Goon Slapper, Mundy 500, Boulder Dash.	<b>Route 6</b> The Rootiest of routes: Cheesy Morts, Devils Armour link - Bench a, Slippery Weka, Bermed as, Steven, Red Line.	<b>Route 7</b> As nature intended: Up Peaking Out, Natural selection, Jumanji, Chase the Orange (Quarry pick up)	<b>Route 8</b> Jumps & Jank: (Cheesy Morts) Steel pancake, Mundy 500, Kurtology, Quatro & Kidnapper
<b>Route 9</b> Peaking Out: Up Peaking Out, Natural Selection, stop at Irvine's. (E Bike)	<b>Route 10</b> Peaking out +1: Up Peaking Out, Instant Kiwi, Cheese Morts, Happy Endings (E Bike)	<b>Route 11</b> Junior Dark Side: Broken Nun, Nigh Nighs, Kurtology, Gotten Rotten	<b>Route 12</b> Touch the Dark Side: Touching Base, Huhu, Bloody Priest, Devolution, Boulder dash.
<b>Route 13</b> Full Dark Side: Devils Armour, Dirty Deeds, DMT, Devolution	<b>Route 14</b>	<b>Route 15</b>	<b>Route 16</b>