

2025 SPONSORSHIP PACKAGE



Take to The Trails



What happened in 2024?

UROC members	2715
Most ridden region in North America	5th (Trailforks data)
Total distance ridden	> 2million km's recorded (Trailforks data)
Trails maintained	186
Trail crew hours	3,468 hrs
Trail volunteers hours	2,450 hrs
Major works projects completed	57 project days
UROC e-Event entries	Fiver 634 & Gravity Nines 114 (over 3600 rides)
UROC Live events	4x UROC / 10x 3rd Party events
UROC Instagram	4,990 followers 19k reach
UROC YouTube views	90,900 views
UROC Facebook	5,104 followers

What's going to happen in 2025?

Trail maintenance is back on the agenda and we hope that a well kept trail network will resonate through our community with hoots of joy, provide countless great experiences and be a huge part of enhancing our mental well-being.

2025 will see a full **'live' events calender** speaking to biking and trail running. **Group rides** will be in full swing, and **Trail Days and Ride-Dig-Ride** sessions will be many. We will also continue to facilitate the **trail-building volunteers** as they create and build their sanctioned new projects from last year and we watch the network evolve into a world class trail destination. We are also embarking on a 4yr project to **build an Epic Trail worthy of IMBA recognition.**

UROC has a renewed **Land access agreement** with the Landowners and we aim to continue to work with the Village of Cumberland, community groups, societies, organizations and interests sharing the access to the trail network.

We hope you will join us on this journey and support the organization with sponsorship for what looks like is going to be a very busy and exciting year.

2025 Sponsorship



	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Supporting Sponsor
Logo & Link on website	✓ On front page scrolling bar of UROC website as well as top slot on sponsorship page	✓ On website footer (all pages) and on sponsorship page	✓ On website sponsorship page	✓ On website sponsorship page
Announcement of sponsorship via social media & sponsorship email blasts	✓	✓	✓	✓
UROC Platinum sponsor front door sticker	✓			
Right to display UROC logo and use "UROC [sponsor level] Sponsorship 2024"	✓	✓	✓	✓
Logo on sponsors board displayed at all live events	✓			
Opportunity to offer UROC Members discounts	✓	✓		
Logo on 2 Membership newsletters per year and included hashtag & mentions on Social media posts	✓			
Trail Dig day opportunity with UROC trail crew	✓ Full day	✓ Half day	✓ Half day (as a named supporting sponsor)	
Fly a single Banner flag at UROC events	✓			

\$3,000 or more
*or split cash & in kind
(min \$1,800 cash contribution)

\$1,850 up to \$1999
*or split cash and in kind
(min \$1,500 cash contribution)

\$1,200
*cash

\$850
*or split cash and in kind
(min \$600 cash contribution)

2025 Event Sponsorship



Endemic Bike Brands

Non-Endemic Brands

Any Brand

	Live Event Prizing Sponsor x1 (or 2 non-conflicting)	Virtual Events	Membership year end draw	Live Event Presenting Sponsor x1 / 2	Live Event Supporting Sponsor
x1 Premium Draw Prize	✓	x1 Grand Prize Gravity Nines	2 year commitment / Prize value indicator \$5,000>		
x6 Draw Prizes	✓	x1 Second Grand Prize Gravity Nines			✓
x18 Podium Prizes	✓	x15 Fiver Series Prizes			
Cash Donation	\$1,000			\$2,500	\$1,000
Tent	x2			x2	x1
Course Flagging	✓			✓	
Title Logo Placement in Media Package	✓	✓	✓	✓	
Prize Giving Naming Rights	✓	✓	✓	✓	
Banner Flags	✓			✓	✓
logo placement on poster and registration platform	✓	✓	✓	✓	✓
Tagged in Social Media Posts	✓	✓	multiple year round	✓	

e.g., Shimano / Schwalbe / Forbidden / Noble

e.g., Raceface / Fox / Mt Washington bike park

e.g., Forbidden

TRAIL DONATION

Supporting a Trail Day

Support a maintenance day - \$500 per day

Businesses can now directly contribute to trail maintenance day through our Trail Boost tab. Fund a maintenance day conducted by our trail crew and volunteers and we'll tag your business on social media posts to our audience highlighting the awesome work you've supported. Or you can get a gang of people together and join us to build on the day.

Trails on Trail boost program in 2024

- Tunnel Canary
- That Dam Trail
- Hunky Dory extension
- Blue Collar - Queso Grande
- Crafty butcher - Two Shoes
- Double Pumper
- Upper Climax
- Replace or repair trail bridges and or trail features