

2026 SPONSORSHIP PACKAGE



Take to The Trails



What happened in 2025?

| | |
|-------------------------------------|--|
| UROC members | 2722 |
| Most ridden region in North America | 5th (Trailforks data) |
| Total distance ridden | > 2million km's recorded (Trailforks data) |
| Trails maintained | 192 |
| Trail crew hours | 3,554 hrs |
| Trail volunteers hours | 3,025 hrs |
| Major works projects completed | 62 project days |
| UROC e-Event entries | Fiver 612 & Gravity Nines 122 (over 3600 rides) |
| UROC Live events | 5x UROC / 10x 3rd Party events |
| UROC Instagram | 45,541 followers 32k reach |
| UROC YouTube views | 108,681 views |
| UROC Facebook | 5,495 followers |

What's going to happen in 2026?

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.

2026 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 close to finishing a 4yr project to **build the Epic 979m trail experience.**

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.

2026 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 2026" | ✓ | ✓ | ✓ | ✓ |
| 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)

2026 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 2025

- That Dam Trail
- Field of Dreams
- Blue Collar
- Crafty butcher
- Potluck
- Upper Climax
- Replace or repair trail bridges and or trail features