

## Sponsorship / Marketing Opportunity: The Flow-n-Five Fest

At SCUM we love riding mountain bikes. We love the thrill of competition, the mass start mayhem, the click of gears and the mashing of pedals. It's tackling the best racing lines and flying around flowing corners on epic singletrack. We'd also love to talk to suitable business about sponsorship and being associated with our upcoming event and our sport. For more information read on or contact us via [info@scum.asn.au](mailto:info@scum.asn.au).

### Who are we and what do we do?

South Coast United Mountainbikers Inc. (SCUM) is a community based, family friendly Mountain Bike (MTB) Club based in the Shoalhaven. The club has been operating since 2004 with volunteer members building and maintaining three mountain bike trails (soon to be four) under an agreement with NSW State Forest. The main aim of SCUM is to foster mountain biking at both competitive and social levels and as such we hold regular club events; as of 2019 SCUM have 168 members.

### What can you do to help?

Each year the club runs a massive two-day event to raise funds for the ongoing administration of the club. We also aim to have a load of fun. We're seeking help and are looking for suitable businesses to consider sponsoring the event via our *Platinum Partner Package* and / or *attending as a vendor*. We'd love to see your business or product take pride and place next to SCUM riders on the podium.

### About the event

The "**Flow-n-Five Fest**" is two events held over a weekend. In 2019 it's on **Saturday 21 and Sunday 22 of September**. This will be the third time SCUM have run the **Flow-n-Five Fest** attracting riders from Wollongong, Sydney, Canberra, Bega, Batemans Bay and as far as Dubbo. To date we have seen between 100 & 126 riders attend; for 2019 we expect rider numbers to exceed 150. Overall numbers should exceed 200 as family members and others often support riders. This also creates a mini village atmosphere in the forest (enhanced by food and beverage vendors), adding to the fun.

The events will be held at Currumbene and Nowra State Forests within the Shoalhaven some 15 – 20 minutes South of Nowra (just off Forest Road). Riders will choose one or both events, with the majority completing both. Some will also camp overnight in the forest. The two events are:

1. **The Flow** – A staged Cross Country (XC) race from 12:00noon to approx. 4:30pm Saturday.
2. **The Five** – A five (5) hour Cross Country event from 9:00am to approx. 3:00pm Sunday.

Whilst both events have vendor opportunities, **The Five** on the Sunday will be the main event and will attract the most riders. The times vendors attend is flexible, SCUM does not expect all vendors to stay for the whole time.

### What sponsorship packages are available?

The club has developed a number of packages. These can be stand-alone packages or can be combined with vendor opportunities. They include:

1. **Platinum Partner Package** – \$1,000 cash or product value donation (includes event naming rights) ... imagine, *Your Name Flow-n-Five Fest*
2. **Gold Event Sponsor** – up to \$500 cash or product value (prize pack giveaways)
3. **Silver Event Sponsor** – up to \$250 cash or product value (prize pack giveaways)
4. **Bronze Event Sponsor** – up to \$150 cash or product value (potential prize pack giveaways)

Prize pack giveaway could be anything, products, vouchers or similar ... the options are yours.

## Food / beverage vendor options

A vendor option is also available. Vendors are not required to participate as a sponsor, however sponsorship is encouraged to maximise the pre-event marketing options. Vendors can simply sell their products to riders and spectators. We anticipate having a coffee vendor, a food (BBQ) vendor and a snack and energy bar feed zone vendor so if you are interested to coming along as a vendor, we'd love to hear from.

## Sponsor benefits – What do you get for your sponsorship?

Sponsor benefits will vary depending on the level of sponsorship chosen (detailed below) but include pre-event marketing, at event marketing and post-event follow up; sponsors may also feature in any local press (Newspaper and Radio) coverage that occurs. We can already see our winning riders grinning when they see what is part of their prize pack.

- **Bronze Event Sponsors** (up to \$150 investment) receive:
  - Alphabetical listing (sponsor named) on the Event Page of the SCUM website.
  - A link to any one (1) social media or web page as specified by the sponsor.
  - Verbally acknowledged over the PA on each race day of the event.
  - Items included (if available) in prize packs\* or as random giveaways during the event.
- **Silver Event Sponsors** (up to \$250 investment) receive that of Bronze sponsors, plus ...
  - Logo placement as part of the listing on the SCUM Website (NB: jpeg logo to be provided by sponsor – size limitations will apply).
  - Links to additional social media or web pages (as specified by the sponsor)
  - Listed (named) on the individual race plates given to every rider for **The Five** (NB: no plates are given for **The Flow** on the Saturday).
- **Gold Event Sponsors** (up to \$500 investment) will receive that of Silver sponsors, plus
  - Direct 'shares' of the sponsors own social media content at least twice a week for each of the six<sup>#</sup> weeks prior to the event via the SCUM Facebook page and Instagram page.
  - Inclusion of the Sponsors Logo on Rider Race Plates for the Five (NB: a limit of 3 Gold Sponsor spots for logos placement – size and dimension conditions will apply).
  - Inclusion in major placing prize packs\* (depending on type of item/s provided).
- **Platinum Partner** (\$1,000 investment) will receive that of gold sponsors, plus
  - Exclusive event naming rights ... *"Your Name Flow-n-Five"*
  - Inclusion in all event marketing<sup>#</sup>
  - Inclusion in first place podium prize packs\* (depending on type of item/s provided).

\* Up to 20 Adult first prize packs will be available (and up to 60 prize packs overall) if all categories are entered.

# The marketing period will depend on the 'sign up' date of the sponsor, follow up promotion will occur post-event.

## About SCUM

SCUM is a Shoalhaven based Mountain Bike Club that has been active since 2004.

- 168 members, made up of 123 Adult members and 45 Junior members (NB: juniors are usually accompanied by one or two adults, many of whom are purely spectators)
- Over 650 subscribers to our 'newsletter' mailing list
- Affiliated with Mountain Biking Australia (our national governing body)
- Connections to other Mountain Bike Clubs, e.g. Southern Highlands Cycling Club; Wollongong Mountain Bike Club; Milton Ulladulla MTB Club; MTB Racing Sydney; Canberra Off Road Cyclists (to name a few) ...
- An active social media and web presence:
  - An up-to-date (and regularly updated) Website ([www.scum.asn.au](http://www.scum.asn.au))
  - Near 2000 **Facebook** followers **@scummtb**
  - Recently created **Instagram** presence with 248 followers **#scum\_mtb**

To discuss any particulars of this opportunity further please contact us via [info@scum.asn.au](mailto:info@scum.asn.au).