



2022
SUMMIT & FESTIVAL

*Sponsor
Packages*



WHEN

Thursday – Sunday / June 2nd – 5th, 2022

WHERE

Sugarloaf Bike Park, Atholville, NB

Join us for a 4-day celebration of mountain biking in Canada's East at the 2022 Mountain Bike Atlantic Summit & Festival.

Hosted at Sugarloaf Bike Park in New Brunswick, the summit will include workshops with industry leaders, sharing and networking opportunities, local culinary delights, an expo of vendors, and of course lots of great riding at Atlantic Canada's first lift-access bike park!

The Summit is for anyone looking to add to their knowledge of the growing mountain bike industry on the east coast. We've curated a series of workshops to facilitate conversations about mountain biking in Atlantic Canada and expand opportunities to further establish the region as a mountain bike destination.

This Festival is for all ages looking to ride and enjoy all the good energy that comes with celebrating the experience of riding bikes.



CONTACT

Sam Bosence

info@mtbatlantic.com

MOUNTAIN BIKE ATLANTIC

mtbatlantic.com

Mountain Bike Atlantic was established by local stakeholders in 2019 as a collaborative effort to promote the Atlantic region as a global destination for mountain biking.

Supported by an Advisory Committee of local experts from New Brunswick, Prince Edward Island, Nova Scotia, and Newfoundland & Labrador. We engage trail communities to collaborate on enhancing mountain biking products that help promote, improve the visitor experience & sustainability for residents and tourists alike.

At the core of this initiative is Friends of Fundy, a charitable non-profit organization that acts as the administrative support and local champion for Mountain Bike Atlantic.



SUMMIT & FESTIVAL

A celebration of Mountain Biking



The Mountain Bike Atlantic Summit and Festival is a celebration of mountain biking on the East Coast. It's where riders and industry partners come together to learn, network, collaborate and grow the sport.

RIDING

There will be plenty of time to ride! All sponsors are welcome to host a Group Ride or offer use of demo bikes, gear, and other products for participants looking to try out the newest and best demos! With exclusive Lift-Access to the Bike Park on Thursday and Friday for all registrants, this event will boast 4 days of riding!

Our Blue Sponsors will be supporting the Enduro and Fun Race! Participants are getting Teams of 2 together to enjoy a great introduction to the race scene with prizes awarded for slowest times, best costumes and of course those fastest down the hill!

Ride with Special Guest, Mark Matthews [@markymath](#)! Black Diamond+ sponsors will be invited to attend a group ride with Mark!

FOOD & DRINK

We've invited local stars from the culinary scene and members of our trail communities to host Crafty Chats – a networking opportunity post-ride enjoyed over local brews and snacks that pair well to provide a well rounded mountain bike experience. Opportunities for post-ride networking over a local brew and grub is a big part of this event.

VIP access to evening food & drink experience, Cheers to our Sponsors!

WORKSHOPS

We will be hosting speakers from across the Atlantic region in addition to guests from British Columbia and Quebec to provide insight on best practices from well-established Canadian cycling destinations. Topics include The Singlettrack to Success, Community Collaboration, and Creating a Destination for Mountain Biking.

VENDOR EXPO

This expo will feature clubs, associations, bike shops, and more from across Atlantic Canada!

A person wearing a helmet and a backpack is riding a mountain bike down a dirt trail in a forest. The image is overlaid with a semi-transparent orange filter. The text "Our Audience" is written in a white, hand-drawn style font across the center of the image.

Our Audience

DEMOGRAPHIC

Connect with the most engaged and growing audience of Mountain Bikers and outdoor enthusiasts in Atlantic Canada.

Data based on Nov 10, 2020–2021 full calendar year.

35%
Female



65%
Male



BY THE NUMBERS

Instagram

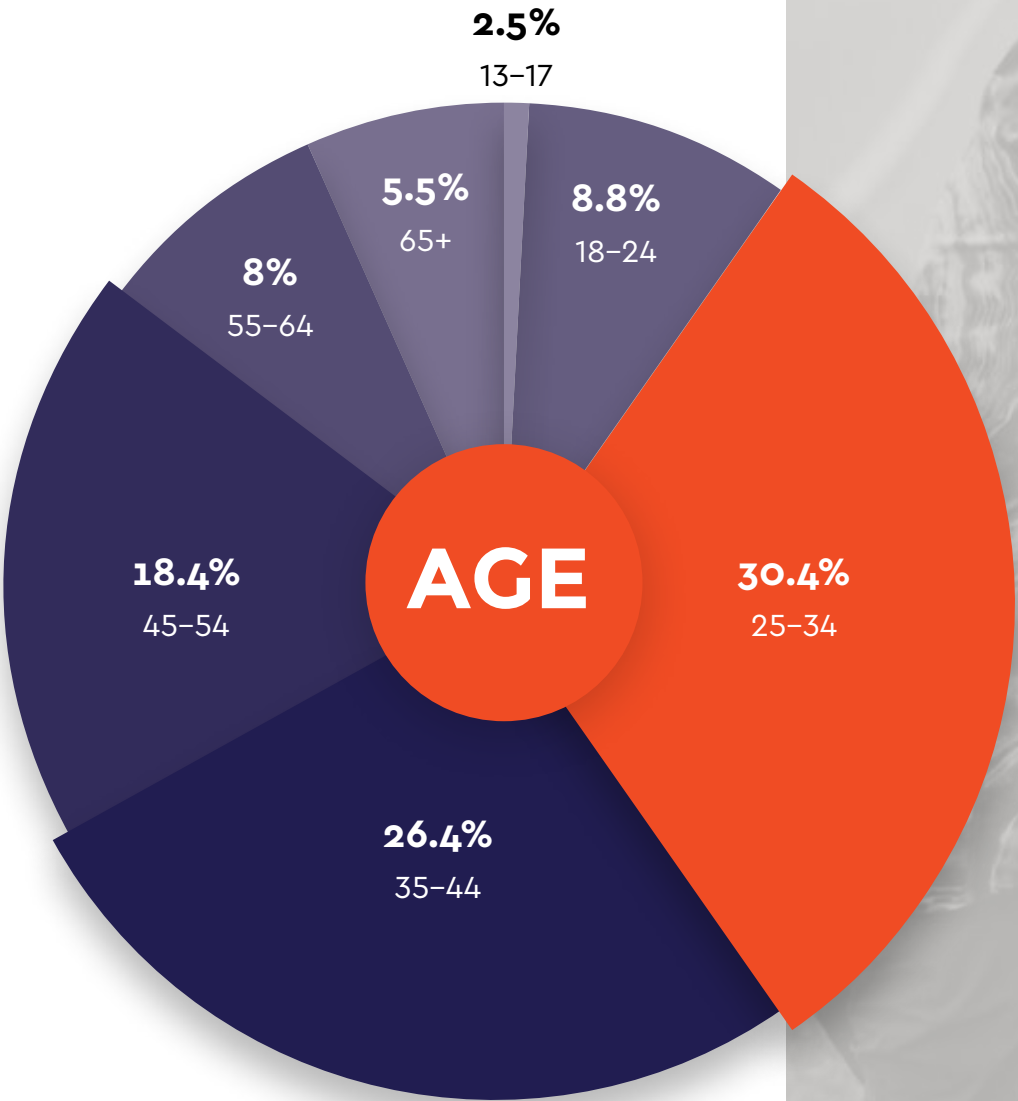
907,204 Impressions
38.9% Growth Rate

Facebook

339,689 Reach
610% Growth Rate

mtbatlantic.com

70,000 page views
140% Growth Rate



GEO



78% Atlantic Canada



MOUNTAIN BIKE ATLANTIC SUMMIT & FESTIVAL

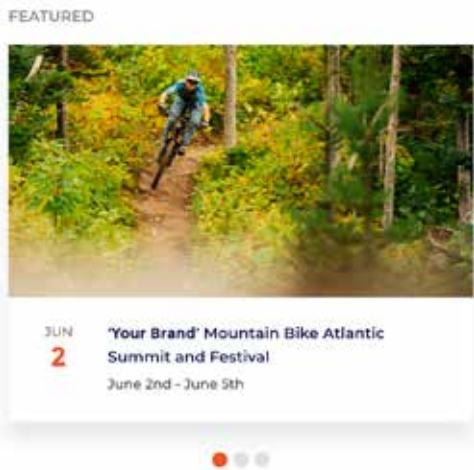
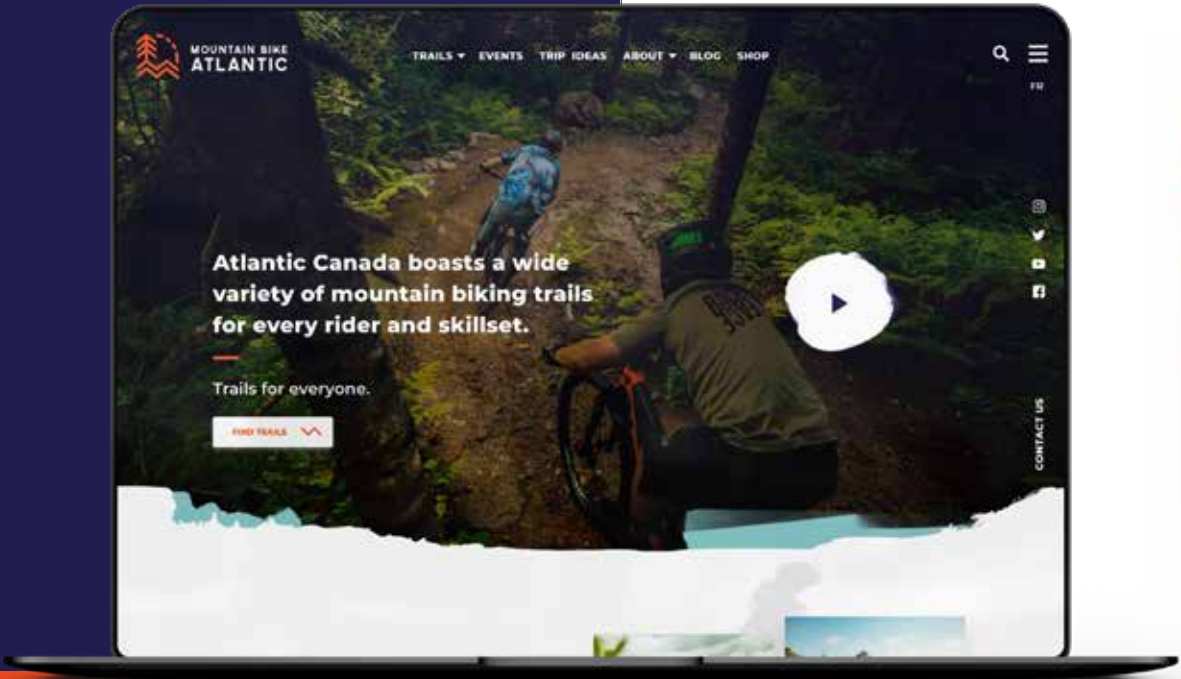
Sponsor Packages



TITLE SPONSOR

\$7500+

- Summit title sponsor 'Your brand' presents the 2022 Mountain Bike Atlantic Summit & Festival.
- Your brand featured in any mention of the summit and prominently featured on mtbatlantic.com as the presenting partner for 1 year.
- + All items included in packages below.



CONTACT

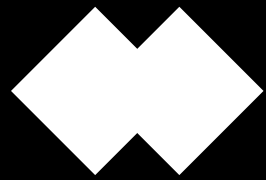
Sam Bosence

info@mtbatlantic.com



DOUBLE BLACK DIAMOND

\$5000+



Priority placement of company logo on all marketing materials and social posts associated with promoting the event:

- Logo displayed on any announcements or promotional posts
- Sponsor spotlight on Social Media
- Featured article post on mtbatlantic.com
- Keynote introduced by your company
- Opportunity to place company info and/or product samples in attendee swag bags for all delegates
- Vendor booth space at the social event open to the public on festival weekend
- Company information on sponsor recognition signage placed throughout the event
- Business listing on mtbatlantic.com for 1 year
- Chance to join the exclusive Group Ride with pro-rider Mark Matthews
- 4 Tickets to the Summit & Festival (valued at \$740)

CONTACT

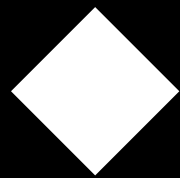
Sam Bosence

info@mtbatlantic.com



BLACK DIAMOND

\$2500+



Priority placement of company logo on all marketing materials and social posts associated with promoting the event:

- Logo displayed on any announcements or promotional posts
- Sponsor spotlight on Social Media
- Opportunity to place company info and/or product samples in attendee swag bags for all delegates.
- Vendor booth space at the social event open to the public on festival weekend
- Company information on sponsor recognition signage placed throughout the event
- 2 Tickets to the Summit & Festival (valued at \$370)

CONTACT

Sam Bosence

info@mtbatlantic.com



BLUE SQUARE

\$1000+



- Placement of company logo on marketing materials
- Social media posts
- Signage at the event
- Opportunity to place company info and/or product samples in attendee swag bags for all delegates.
- Company information on sponsor recognition signage placed throughout the event
- 2 Tickets to the Summit & Festival (valued at \$370)

CONTACT

Sam Bosence

info@mtbatlantic.com



VENDOR

\$750+

- Vendor booth space at the social event open to the public on festival weekend – Saturday and Sunday, June 4th and 5th
- 2 Tickets to the Summit & Festival (valued at \$370)

To bring the best of MTB Festivals to the east coast, we are offering spaces at our Vendor Expo on Saturday & Sunday! The Expo will be open to the public and be the place for your business, club, group, or association to set up a tent to display demos, sell products and services, and promote what you have to offer mountain bikers.

NON-PROFIT CLUB/ ASSOCIATION VENDOR

Contact for more information

Sam Bosence

info@mtbatlantic.com

