



St Helens MTB Trail Network

Trails Ambassador Program

Prospectus



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Overview

The St Helens Mountain Bike Trails offer a truly unique mountain biking and destination experience – where else can you literally ride *“mountains to the sea”*.

Before the trails even opened they attracted millions of dollars of investment to our area in the form of new accommodation and hospitality venues, further adding to the value of the destination.

The St Helens Mountain Bike Trails offer two mountain bike projects; An epic 40+km trail starting at the Blue Tier and meandering its way east ending in the internationally acclaimed Bay of Fires. This trail is sure to be a major draw card of the network and has already been featured by FLOW MTB.

The second project is a stacked loop network featuring 66km of trail of varying degrees of difficulty. The stacked loops offer plenty of green trail for families, blue trail for those wanting to push themselves and some exciting black diamond descents ready for the experienced shredder. The loop network also feature a large trail head area with all the amenities you would expect from toilets and bike wash down facilities to car parking and designated shuttle drop-off points.

The Trails Ambassador Program has been designed to provide ways to both connect with and leverage off the brand of the St Helens Mountain Bike Trails.

About the Trails Ambassador Program

The Trails Ambassador Program is designed to be a sponsorship model targeting businesses, individuals and organisations. All revenue raised through the program would go straight back to the trail network for maintenance, upgrades, etc. This means that as an Ambassador of the trails you will be ensuring the ongoing success and integrity of the St Helens Mountain Bike Trails.

The proposal includes a tiered structure to maximise the exclusivity of being associated with the trails in Break O’Day as well as a chance for businesses to connect and engage with trail visitors.

So what do you need to do to be a part of the program?

To become a Trail Ambassador (Platinum, Gold and Silver only), businesses, individuals and organisations will need to be willing to commit to a minimum of two (2) years (a longer agreement can be negotiated on an individual basis if desired), complete an Expression of Interest. This will require businesses to submit a proposal addressing the enclosed criteria.

Tiers of the Trails Ambassador Program

The tiered structure benefits and prices will be reviewed every two (2) years based on demand and return.

All funds raised through this program will be directly deposited into an account set up for the BOD Trails Collective Inc with the St Helens/St Marys Bendigo Community Bank specifically for the ongoing maintenance and management of the trail network.

		Platinum \$5,000pa	Gold \$3,000pa	Silver \$1,500pa	Trail BFF \$300pa
	Capped numbers to ensure exclusivity	✓ (Max 5)	✓ (Max 10)	Unlimited	Unlimited
	Exclusive updates	✓	✓	✓	✓
	Newsletter*	✓	✓	✓	✓
	Media Releases acknowledging Trail Ambassadors	✓			
	Notification of Significant Events*	✓	✓	✓	✓
Branding & Marketing	Trails Ambassador Branded Sticker to be displayed at your location	✓	✓	✓	✓ Trail BFF
	Mention on the St Helens MTB Trails website	✓ + link via your logo	✓ + link via your logo	✓ Text only	✓ Text only
	Promotion through the trails social media	✓ 4 Posts 1 x Welcome Post & 3 x Promotional Posts	✓ 3 Posts 1 x Welcome Post & 2 x Promotional Posts	✓ 2 Posts 1 x Welcome Post & 1 x Promotional Post	✓ 1 Post 1 x Welcome Post
	Use of Trails logo in authorised marketing material	✓			
Appreciation	Recognition/advertising on banners at special events	✓	✓	✓	
	Recognition/advertising on banners and/or relevant promotion at special events	✓			
	Advertising plate on Sponsors Board/s	✓ Full plate	✓ ½ plate	✓ 1/3 plate	
Events	VIP tickets to functions associated with events and the trails	✓ All functions	✓ Selected functions		
Merchandise	Opportunity to sell exclusive approved trail branded merchandise	✓	✓	✓	
	Opportunity to sell exclusive approved trail branded merchandise tailored to your business	✓	✓		

***NOTE – these items will also be circulated wider to those who have registered to be provided updated information via email.**

1. Trail BFF's (Best Friends Forever)

The option for "Trail BFF's" can be purchased by registering your interest, an EOI is not required for this level of the program.

- Aimed at individuals, groups and associations and/or businesses who want to invest a bit more
- Trail BFF's Sticker
- Exclusive updates
- Newsletter
- Mention on the website if requested (text only) - <https://www.sthelensmtbtrails.com.au/>
- Notification of significant events
- \$300 per annum

2. Silver Package

- Trails Ambassador Branded Sticker to be displayed in a prominent location at their business
- Exclusive updates
- Newsletter
- Mention on the St Helens MTB website advertising the business as a source of information (text only)- <https://www.sthelensmtbtrails.com.au/>
- Promotion through the trails social media
- Notification of significant events
- Recognition/Advertising on banners for special events
- Advertising plate on a Trail Ambassador Sponsors Board at the Trailhead and a location to be determined within the St Helens CBD*
- The opportunity to sell approved trail merchandise on a commission for their business.
- \$1500 per annum

3. Gold Package

- Capped numbers to ensure exclusivity.
- Trails Ambassador Branded Sticker to be displayed in a prominent location at their business
- Exclusive updates
- Newsletter
- Mention and link to business (via logo) on the St Helens MTB website advertising the business as a source of information - <https://www.sthelensmtbtrails.com.au/>
- Promotion through the trails social media
- Notification of significant events
- Recognition/Advertising on banners for special events
- Advertising plate on a Trail Ambassador Sponsors Board at the Trailhead and a location to be determined within the St Helens CBD*
- VIP tickets for selected functions associated with events and the trails

- The opportunity to sell approved trail merchandise on a commission for their business. This merchandise can be tailored (where possible) to suit and reflect your business
- \$3,000 per annum

4. Platinum Package

- Capped numbers to ensure exclusivity.
 - Trails Ambassador Branded Sticker to be displayed in a prominent location at their business
 - Exclusive updates
 - Newsletter
 - Mention and link to business (via logo) on the St Helens MTB website advertising the business as a source of information - <https://www.sthelensmtbtrails.com.au/>
 - Promotion through the trails social media
 - Media Releases acknowledging Trail Ambassadors which will be run in the MTB Newsletter, social media and local media outlets
 - Notification of significant events
 - Recognition/Advertising on banners and/or relevant promotion at special events
 - Advertising plate on a Trail Ambassador Sponsors Board at the Trailhead and a location to be determined within the St Helens CBD*
 - VIP tickets for all functions associated with events and the trails
 - The opportunity to sell approved trail merchandise on a commission for their business. This merchandise can be tailored (where possible) to suit and reflect your business
 - Use of Trails logo in authorised marketing material
 - \$5,000 per annum

***Advertising blade will be at your cost and installed free of charge – Council will arrange for the blade to be fabricated and installed following approval of design by you.**

Links

Website - <https://www.sthelensmtbtrails.com.au/>

Facebook - <https://www.facebook.com/StHelensMTB/>

EOI Criteria

Please provide responses to the criteria below (maximum of ONE (1) page).

1. Tell us about your business and what service you offer
2. Do you think the packages outlined above meet your expectations as value for money? If no, please explain
3. Do you see this investment as a one off thing for your business or ongoing?
4. How would/could you promote the St Helens Mountain Bike Network through your business?

Assessment Process

An Assessment Committee with appropriately skilled and qualified people (both internal from Council and external) will assess each submission on the criteria outlined above. If further information is required this will be sought as part of the assessment process.

If you are a local (Break O'Day) business you will be given priority with regard to being successful in participating in this program. This program is not designed to exclude any business from participating due to location, however it is about businesses, individuals and organisations of Break O'Day having an exclusive opportunity to participate.

Closing Date

There is no specific closing date for applications for the Trail Ambassador Program this program will be open all year round.

Submissions should be clearly marked "Trail Ambassador Program" and can either delivered or posted to the Council Offices at 32-34 Georges Bay Esplanade, St Helens, Tas, 7216 or emailed to admin@bodc.tas.gov.au

Submissions will not be made available to the public.

Further Information

For further information please contact Angela Matthews, Executive Assistant via email angela.matthews@bodc.tas.gov.au or Tim Gowans, Economic Development Officer via email tim.gowans@bodc.tas.gov.au alternatively you can call 6376 7900.