

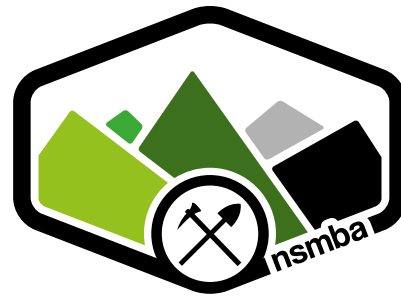


**PARTNERSHIPS  
PACKAGE**

[zahava@nsmba.ca](mailto:zahava@nsmba.ca)

# WE ARE THE PULSE OF THE NORTH SHORE MOUNTAINS

The North Shore Mountain Bike Association is a non-profit that builds and maintains trails to the highest standards, leading the way in community advocacy and sustainable trail access.



TRAILS FOR ALL,  
TRAILS FOREVER.

*The NSMBA acknowledges that the land we work on is the stolen and traditional lands of the Coast Salish peoples including the x<sup>w</sup>məθkwəyəm (Musqueam), Skwxwú7mesh (Squamish), and Səlílwəta?/Selilwitulh (Tsleil-Waututh) Nations.*





## LONG LIVE THE NSMBA

The North Shore is a world-renowned trail destination and a significant Vancouver tourism attraction. The vast trail network has been built and nurtured through thousands of hours of advocacy and volunteer work. Without the NSMBA and our ongoing dedication this network of incredible trails could be lost.

The NSMBA works collaboratively with land managers to ensure trails are safe, waterways are respected and our land is sustained for years to come.

The NSMBA is at the heart of the mountain bike community on the Shore and provides access to events, trail days and opportunities to give back.

We continue to work towards building relationships with local indigenous communities and creating opportunities for increased access for more diverse populations to enjoy the trails.



Mount Seymour has seen **17,000** unique riders in **2023**, the trails have been ridden over **1.2 million** times.

Rides on Mount Seymour alone increased **97%** between **2019-2021** and continue to show consistent growth.

*“Tens of thousands of people across the Metro Vancouver region and around the world visit the Fromme Mountain area, and those visitor numbers are increasing each year.” - DNV.org*

Increases in the number of hikers, trail runners and dog walkers have also been reported across the trails.

Note: not every rider tracks their ride using Trailforks and it doesn't account for users from other activities like trail runners or hikers. Therefore, the usage on the trails is more than reported.

**We maintain  
19 of the '100 Top Mountain  
Bike Trails in the World'**

(according to



**3,100+ ACTIVE MEMBERS (2023)  
+44% MEMBER GROWTH SINCE 2018.**

**23K+ INSTAGRAM  
13K+ FACEBOOK  
>1K YOUTUBE  
7K+ NEWSLETTER**

**19% FEMALE/ 81% MALE FOLLOWERS**

# BECOME AN OFFICAL NSMBA PARTNER



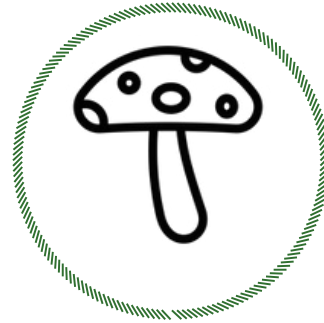
**CEDAR**  
+ \$50,000



**SOIL**  
\$49,999-\$20,000



**GRANITE**  
\$19,999-\$7,500



**FUNGI**  
\$7,499-\$4,000



**FERN**  
\$3,999-\$1,000



**LICHEN**  
Less than \$1,000



**FIVER**  
\$650+ Apres

# PARTNERSHIP BREAKDOWN



**CEDAR**

+ \$50,000



**SOIL**

\$49,999-\$20,000



**GRANITE**

\$19,999-\$7,500



**FUNGI**

\$7,499-\$4,000



**FERN**

\$3,999-\$1,000



**LICHEN**

Less than \$1,000



**FIVER**

\$650+ Apres

Trail Adoption Program (TAP) Sponsor	✓ 10 Trail Days	✓ 8 Trail Days	✓ 6 Trail Days	✓ 4 Trail Days			
Opportunity to customize sponsorship	✓	✓					
Dedicated social + IRL campaign	✓						
Event/hosting opportunities	✓	✓					✓
Trail Partner Marketing - Logo on Trailforks trail page - Name on trail signs at top of trail	✓	✓	✓	✓			Name on TrailForks route
Helping fund staff wages	✓	✓	✓	✓	✓		✓
Logo on NSMBA Promotional Material	✓	✓	✓	✓			✓
Logo on NSMBA Merch	✓						
Logo on Website with link to company page	✓	✓	✓	✓	✓	✓	✓
Logo in newsletter	✓	✓					✓
Option for member discount offer	✓	✓	✓	✓	✓	✓	✓
NSMBA Memberships	x10	x8	x6	x4			x4
Social media mentions	dedicated campaign + custom video of contribution + trail day posts	custom event posts + custom video of contribution + trail day posts	trail day posts	trail day posts	x2		x3
Free guest passes to NSMBA social events	x15	x10	x8	x4	x2	x2	x4
Right to display NSMBA logo	✓	✓	✓	✓	✓	✓	✓

# CEDAR

## NSMBA PARTNER

> \$50,000



The CEDAR partnership is NSMBA's most coveted opportunity to collaborate, engage and customize. With top-level promotional offerings, a customized social/IRL campaign, the most popular trails up for adoption, the biggest event opportunities, and access to all customizable options.

Trail Adoption Program - your funds help sustain and maintain the North Shore trail network in your organization's name. **10 trail days.**



### TAP Partner

Provide funding for trail maintenance days for your staff and/or public



### Custom campaign

Opportunity to create custom campaign e.g. dig series, education series, etc



### Custom Ideas

We're open to your ideas!



### Events

Option to host custom events (e.g. scavenger hunt on north shore trails, challenges, etc).



### Member Discounts

Offer a discount to NSMBA members to increase awareness and ROI

# SOIL

## NSMBA PARTNER

\$49,999 - \$20,000



The SOIL partnership is one of NSMBA's most collaborative options with opportunities for custom events, promotions and engagement with the community. Dedicated space for owning busy trails. Like healthy soil, this partnership provides a foundation for the community and trail network.

Trail Adoption Program - your funds help sustain and maintain the North Shore trail network in your organization's name. **8 trail days.**



### TAP Partner

Provide funding for trail maintenance days for your staff and/or public



### Custom campaign

Opportunity to create custom campaign e.g. dig series, education series, etc



### Custom Ideas

We're open to your ideas!



### Events

Option to host custom events (e.g. scavenger hunt on north shore trails, challenges, etc).



### Member Discounts

Offer a discount to NSMBA members to increase awareness and ROI





## GRANITE


### NSMBA PARTNER

\$19,999 - \$7,500

The GRANITE partnership has the opportunity to support our trails in full force. Granite partnership offers marketing opportunities, helps fund staff wages and acknowledges the importance of a thriving community on the shore.

Trail Adoption Program - your funds help sustain and maintain the North Shore trail network in your organization's name. **6 trail days.**

 **TAP Partner**  
Provide funding for trail maintenance days for your staff and/or public

 **Member Discounts**  
Offer a discount to NSMBA members to increase awareness and ROI




## FUNGI


### NSMBA PARTNER

\$7,499 - \$4,000

The FUNGI partnership allows NSMBA to keep our trail maintenance operations flowing while adding extra perks with marketing and community.

Trail Adoption Program - your funds help sustain and maintain the North Shore trail network in your organization's name. **4 trail days.**

 **TAP Partner**  
Provide funding for trail maintenance days for your staff and/or public

 **Member Discounts**  
Offer a discount to NSMBA members to increase awareness and ROI



## FERN

### NSMBA PARTNER

\$3,999 - \$1,000

The FERN Partnership recognizes the need for connection, and keeping the NSMBA trail crew going. Like a fern, this partnership supports trails and adds vibrancy to the forest.



#### Member Discounts

Offer a discount to NSMBA members to increase awareness and ROI



## LICHEN

### NSMBA PARTNER

< \$1,000

The LICHEN Partnership supports the trails and recognizes the importance of community, sustainability and maintenance. Like lichen, these partners are important for forest and trail health.



#### Member Discounts

Offer a discount to NSMBA members to increase awareness and ROI



## SOME CUSTOMIZED IDEAS

- educational trail maps
- work wednesdays
- wtnb events
- diversity equity and inclusion focused programs
- hide clues on trail for giveaway
- customized events - season opener, season closer, awards + recognition, scavenger hunts, best-dressed ride, social rides, etc.
- custom trail logo
- custom tool set at trailhead or top of trail junctions
- ride guide
- photo contest
- workshop series



# FIVER

## NSMBA PARTNER

\$ 6 5 0 + apres

Each Fiver is sponsored by a local business. There is a sponsorship fee and expectation to organize and host an apres for all Fiver participants and volunteers.

As a sponsor, you will be an integral part of an awesome community event and receive:

- Acknowledgement as the title sponsor in all communications
- Exposure on the NSMBA social media channels, e-news & website
- Name, logo and website listed on the Fiver website
- 4 NSMBA memberships
- 4 guaranteed entries into a Fiver (2 weeks notice before each Fiver)
- Name on Trailforks route





## WORK WITH US

Are financial contributions not in your budget? Here are a few other options. We're also open to your ideas, so let's connect.

## IN-KIND DONATIONS

We're always looking for in-kind donations whether it be food/bev for events, entertainment or product donations for raffles and giveaways. We're open to it all!

## PREFERRED SUPPLIERS

Be added to our preferred supplier list! We're always looking for delicious food and beverage suppliers for events and trail-building days that align with our brand and community.





# THE TEAM

Staff, directors and volunteers dedicated to pushing the NSMBA forwards.



**Deanne  
Cote**  
Executive  
Director



**Sarah  
McLeod**  
Trail Director



**Stephanie  
Taylor**  
Equity Diversity  
and Inclusion  
Manager



**Todd  
"Digger"  
Fiander**  
Trail Crew



**Marcus  
VanHeyst**  
Trail Crew



**Gareth  
Critcher**  
Marketing  
Manager



**Zahava  
Barwin**  
Partnership  
and Events  
Manager

## VOLUNTEER TRAIL BUILDERS



Volunteer builders are the backbone of mountain biking and the North Shore in general. Talented and humble, often letting the trails speak for themselves.





A top-down photograph of a dirt trail. On the left, a metal shovel is partially buried in the soil. Below it, a silver bucket is visible. The trail is bordered by lush green moss and ferns. The right side of the image shows a wide, smooth dirt path.

**LET'S CONNECT**  
zahava@nsmba.ca

The logo for nsmba, featuring a stylized mountain range above the lowercase letters 'nsmba'. Below the letters is the tagline 'TRAILS FOR ALL, TRAILS FOREVER.'

**nsmba**  
TRAILS FOR ALL, TRAILS FOREVER.