

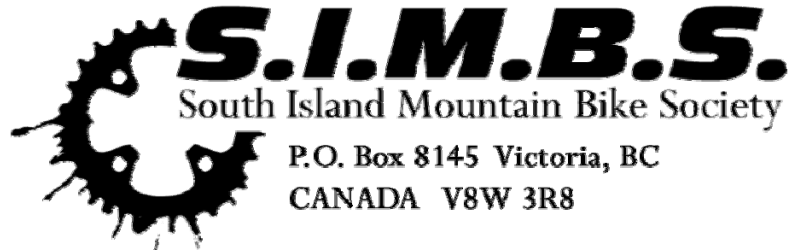
## 2013 Sponsorship Package

Dear Mountain Bike Enthusiast,

The South Island Mountain Bike Society (SIMBS) is the "Voice of Vancouver Island's Mountain Bike Community." We act to preserve and enhance responsible off-road cycling. Our regular activities include organizing volunteers to build and restore bike trails, ongoing advocacy efforts to expand sustainable trail development and use, and a variety of fun events to bring together and strengthen our community.

Sponsoring SIMBS provides direct access to a distinct group of consumers and unique benefits not available through typical advertising channels.

- SIMBS Members: 80% of our members are male, and the majority of our members are between 21 and 45 years of age. Over 85% live in the Capital Regional District, with those visiting from other areas spending up to \$500 when they come to ride. Almost 50% of SIMBS members have an annual income between \$36,000 and \$75,000, and most spend well over \$1,500 a year on bikes and cycling equipment.
- Mud News: Our newsletter is published bi-monthly. We distribute approximately 500 print copies of each issue to 50 bike stores across Vancouver Island. We also distribute each issue of Mud News to over 600 mountain bikers by email. New editions are announced via social media, and are permanently available on our website.
- Trail Maintenance Days: Occurring on the third Sunday of each month at 8:45am, these monthly meetings take place at the Hartland - Mount Work Regional Park. Twenty to thirty volunteers meet to build and maintain trails, following a three year plan to keep riders excited and challenged. Build your reputation with the mountain bike community through donated prizes, a corporate tent and signage, or even staff helping out.
- SIMBS Events: Whether it is our popular "Take A Kid Mountain Biking" or the infamous "Torpedo Run Throwdown," SIMBS regularly organizes events to promote off-road cycling and strengthen our community. Every event is an opportunity for sponsors to connect with SIMBS members. Raise awareness of your organization by donating the exceptional service / knowledge / products your company is known for.
- Website: The SIMBS website offers exceptional Search Engine Optimization, generating over 5,000 page views and more than 1,000 unique visitors monthly, with visitors spending an average of 2 minutes exploring our content. Sponsors receive premium placement of hyperlinked logos on our webpage.



## 2013 Sponsorship Package

- Support SIMBS Advocacy: We continue to maintain a strong relationship with the CRD to implement our three-year plan for the Hartland trail system. SIMBS also worked closely with the City of Victoria to develop the Cecelia Ravine Bike Park - now a very popular hangout. We also are building a relationship with the Cowichan Valley Regional District in order to promote trail development in the Cobble Hill and Shawnigan areas.

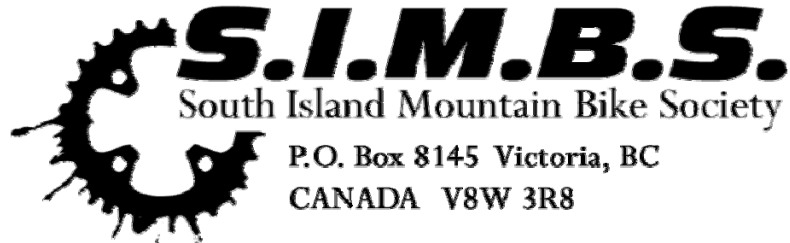
Sponsoring the South Island Mountain Bike Society is an opportunity to go beyond traditional marketing efforts, creating a bond between your organization and Vancouver Island's mountain bike community. Together we can accomplish not only a lot for mountain biking, but also for the success of your business!

Best regards,

The SIMBS Board of Directors  
 directors@simbs.com

### Platinum Sponsorship

<b>Sponsor Benefits:</b>	
Six insertions of a 2" x 3" advertisement* in the bi-monthly newsletter <i>Mud News</i> throughout 2013. *Artwork to be provided by sponsor in PDF format (300 DPI).	
Logo and company contact information listed under the Platinum section in the "Thank you to our Sponsors" article on the back page of <i>Mud News</i> for 2013.	
Colour logo placement on all promotional posters created by SIMBS.	
Colour logo placement with a hyperlink to your website in the Corporate Sponsors section of the SIMBS website.	
Preferential placement of corporate tent at all SIMBS events.* *Must contact SIMBS in advance for logistical purposes.	
Priority in sponsoring a monthly trail maintenance day at Hartland or Cobble Hill.	
<b>Sponsor Responsibilities:</b>	<b>Cost</b>
Cash donation	\$1,200
Contra donation (wholesale pricing)	\$800



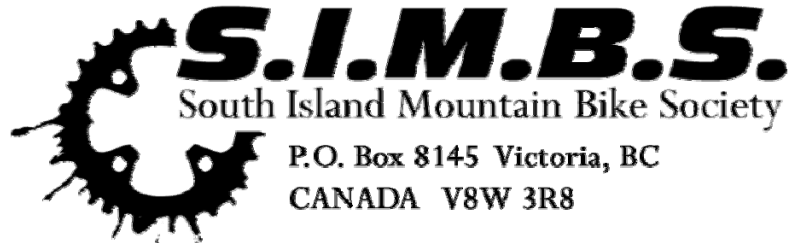
## 2013 Sponsorship Package

### Gold Sponsorship

Sponsor Benefits:	
Six insertions of a 2" x 2" advertisement* in the bi-monthly newsletter <i>Mud News</i> throughout 2013. <i>*Artwork to be provided by sponsor in PDF format (300 DPI).</i>	
Logo and company contact information listed under the Gold section in the "Thank you to our Sponsors" article on the back page of <i>Mud News</i> for 2013.	
Colour logo placement with a hyperlink to your website in the Corporate Sponsors section of the SIMBS website.	
Opportunity to place a corporate tent at all SIMBS events.* <i>*Must contact SIMBS in advance for logistical purposes.</i>	
Opportunity to sponsor a monthly trail maintenance day at Hartland or Cobble Hill.	
Sponsor Responsibilities:	Cost
Cash donation	\$600
Contra donation (wholesale pricing)	\$400

### Silver Sponsorship

Sponsor Benefits:	
Six insertions of a 1" x 2" advertisement* in the bi-monthly newsletter <i>Mud News</i> throughout 2013. <i>*Artwork to be provided by sponsor in PDF format (300 DPI).</i>	
Logo and company contact information listed under the Silver section in the "Thank you to our Sponsors" article on the back page of <i>Mud News</i> for 2013.	
Colour logo placement with a hyperlink to your website in the Corporate Sponsors section of the SIMBS website.	
Opportunity to place a corporate tent at all SIMBS events.* <i>*Must contact SIMBS in advance for logistical purposes.</i>	
Sponsor Responsibilities:	Cost
Cash donation	\$300
Contra donation (wholesale pricing)	\$200



## 2013 Sponsorship Package

### Bronze Sponsorship

Sponsor Benefits:	
Six insertions of a 1" x 2" advertisement* in the bi-monthly newsletter <i>Mud News</i> throughout 2013. <i>*Artwork to be provided by sponsor in PDF format (300 DPI).</i>	
Logo and company contact information listed under the Bronze section in the "Thank you to our Sponsors" article on the back page of <i>Mud News</i> for 2013.	
Sponsor Responsibilities:	Cost
Cash donation	\$150
Contra donation (wholesale pricing)	\$100

### Mud News Advertising

	Cost
Six insertions of a 1" x 2" advertisement*	\$150
Six insertions of a 2" x 2" advertisement*	\$210
Six insertions of a 2" x 3" advertisement*	\$270

*\*All artwork must be provided by January 1<sup>st</sup>, 2013 in PDF format (300 DPI).*