



**Sunday 18th March 2018**  
Aston Hill Bike Park  
[www.fircrestmtb.com/ricochet18](http://www.fircrestmtb.com/ricochet18)

## **Firecrest Mountain Biking - Aston Hill Downhills 2018 Sponsor, Partner, Trader and Exhibitor Opportunities.**

### **Overview**

Firecrest Mountain Biking returned to running the Aston Hill Downhills in 2017 after a 10 year break. Celebrating 20 years of racing on the Aston Hills infamous Black Run Downhill was enough to temp Ian and his Team back into race organisation and back to their roots on Aston Hill.



Firecrest Mountain Biking has a long association with Aston Hill. Having established the Mountain Bike Area in partnership with the Forestry Commission (one of the first of it's kind in the UK) back in 1997 Firecrest MTB ran Aston Hill through to 2007. Whilst continuing to deliver Mountain Bike Skills Courses on Aston Hill Firecrest MTB took a break from Race Organisation but assisted the Aston Hill Bike Park Volunteer Committee in running the popular downhill races on Aston Hill.

Firecrest MTB's first race of the 2017 took place on a very wet Sunday in March. Racing on Aston Hill's Ricochet Downhill over 250 racers and upwards of 300 spectators made it a day of racing to remember.

The Downhillers lined up again to take on Aston Hill's infamous Black Run in September joining Firecrest MTB to celebrate 20 years of Downhill Racing on Aston Hill on the track that it all started on back in 1997 with the Souther Area Mountain Bike Sereis (SAMS) Downhill.

### **Aston Hill Downhills 2018**

Building on the success of the downhill races on Aston Hill in 2017 Firecrest MTB are back in 2018 with two headline downhill races. The first takes place on Sunday 18th March and opens the season with racing on Ricochet.

The second is on Sunday 10th June when the Mash Up Downhill Format returns to Aston Hill. Racers will take on a combination of the most popular Downhills on Aston Hill, including Surface to Air, Root Canal, and Ricochet.

## Your Chance to get Involved Sponsorship and Partner Opportunities

Firecrest Mountain Biking have a range of Sponsorship and Partner Opportunities for the 2018 Downhill Races. Ranging from Title Sponsor to Category Sponsor to Trading or Exhibiting in the Race Village.

Sponsoring and Partnering the Downhill Races on Aston Hill presents a unique marketing opportunity to not only put your company in front of hundreds of racers and spectators, but to reach a much wider audience through Firecrest MTB's promotion of the event through specialist and local news websites [firecrestmtb.com](http://firecrestmtb.com) and Firecrest MTB's Social Media Platforms.

## What we know about our Racers 2017 Racer Survey Results

At the end of the 2017 season we asked our competitors to feed back on the 2017 Aston Hill Downhill Races. This feedback has enabled us to make even more improvements to the races in 2018 and to understand the benefits that Sponsoring and Partnering the Events on Aston Hill bring.

I've summarised the highlights of the feedback below.

Over 90% of the racers think that the races on Aston Hill are value for money.

Over 97% would recommend the races to Friends, Family and Colleagues.

Competitors join the conversation post event through their own social media channels, with posts to Facebook and Instagram being the most popular.

The Sponsors and Partners in 2017 gained valuable brand exposure and awareness through sponsoring and partnering the Aston Hill Downhills. Many of the racers went on to purchase Products or Services from the Race Sponsors and Partners.

## Here's what our Racers said about the Races on Aston Hill

*"Very well organised and excellent tracks used"*

*"Friendly atmosphere, with great encouragement from fellow mountain bikers"*

*"Good technical tracks for grass root racing"*

*"Cheap entry, good vibes from riders and crowd, good pits and support from sponsors"*

*"The amount of people of all ages who make the effort to come and race"*

*"Fun, accessible, vital for younger riders"*



## Market, Website Statistics and Social Media Reach

The Downhill Races on Aston Hill attract a broad range of competitors from first timers through to seasoned racers.

Firecrest MTB advertises the races across a range of media channels. Utilising Google's Pay Per Click (PPC), Facebook and Instagram's Post Boost to maximise advertising prior to the Event.

The Race Report and Race Results are also sent out to the leading specialist press, websites and shared across social media. Many of the racers share their experiences through their own social media channels with Facebook and Instagram being the most popular.



Here are some 2017 race statistics:-

- Ricochet - March 2017 (255 Racers)
  - 30% of the racers raced for the first time.
  - 30% of the racers were under the age of 18 years.
  - 40% of the racers were aged over 30 years of age.
  - 17 female competitors raced, one of the biggest female entries in Downhill Races in 2017.
  - In the month of March [www.firecrestmtb.com](http://www.firecrestmtb.com) website had 4000 page views
  - Social Media reached 30,000 on Instagram and 36,000 on Facebook.
  - The Race Report featured on the front page of Pinkbike the World's leading MTB News Site which averages 3m site visitors per month.
- Black Run - September 2017 (185 Racers)
  - 24% of the racers raced for the first time.
  - 50% of the racers were under the age of 18 years.
  - In the month of September the [firecrestmtb.com](http://firecrestmtb.com) website had 3000 page views.
  - The Race Report featured on the front page of Pinkbike the World's leading MTB News Site which averages 3m site visitors per month.

The races are also promoted through the Aston Hill Bike Park Website and Social Media Channels with nearing 8000 likes on Facebook. Enabling sponsors to tap into the reach provided through one of the leading Bikeparks in the South of England.

## Sponsor and Partner Opportunities

We are excited to be able to offer range of Sponsor and Partner Opportunities to meet the needs and requirements of your marketing and promotional budget. We understand that these budgets are limited and that it's important to ensure the biggest return for your marketing spend. The opportunities outlined below can all be fine tuned to meet your requirements or we can draw together a range of packages to ensure that you are maximising the reach of your marketing spend.

## Tier 1 Sponsor - Race Title Sponsorship

Title Sponsorship gives you the Branding Rights for the Aston Hill Downhill Races. The Races will become known as the “your company name” Aston Hill Downhill.

Branding Rights on the following:-

Online Elements:-

- Event Web Page - Pre Event
- Pre Event Marketing and Promotional Materials
- Pre Event Video Promotion
- Pre Event Social Media
- Number Boards
- Event Web Page - Post Event
- Event Results

Onsite Elements:-

- Trade Pitch in the Race Village
- Branding opportunities across the Aston Hill Bike Park for the duration of the Event.
- Number Boards
- Race Tape
- Event Merchandise

**Call to discuss options and pricing.**

## Tier 2 Sponsor - Race Sponsor

Becoming a Tier 2 Sponsor includes branding on the Number Boards and Race Tape.

Online Elements:-

- Event Web Page - Pre Event
- Pre Event Marketing and Promotional Materials
- Pre Event Video Promotion
- Pre Event Social Media
- Number Boards
- Event Web Page - Post Event
- Event Results

Onsite Elements:-

- Trade Pitch in the Race Village
- Branding opportunities across Aston Hill Bike Park for the duration of the Event.
- Number Boards

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## Tier 2 Sponsor - Race Category Sponsor

Race Category Sponsorship is our most popular Sponsorship Package. Supporting a Race Category gives you a broad reach and it enables you to target a specific market if you require.

Categories available include:-

- Ripper - Available
- Juvenile - Available
- Youth - Available
- Junior - Available
- Senior - Available
- Master - Available
- Veteran - Available
- Women Under 18 - Available
- Women Over 18 - Available

Branding on the following:-

- Event Web Page - Pre Event
- Pre Event Marketing and Promotional Materials
- Pre Event Video Promotion
- Pre Event Social Media
- Branding opportunities across Aston Hill Bike Park for the duration of the Event.
- Event Web Page - Post Event

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## Event Partner - Retailing in the Race Village

The Race Village on Aston Hill is the hub of the Event buzzing from practice through to the podiums, Trading in the Race Village puts you and your product in front of your target market. With the races on Aston Hill attracting first time riders through to seasoned racers if you're want to retail your Product or Service this is the place to be.

Branding on the following:-

- Event Web Page - Pre Event
- Pre Event Social Media
- Retail Pitch in the Race Village
- Event Web Page - Post Event

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## Event Partner - Exhibiting in the Race Village

The Event Village on Aston Hill is the hub of the event buzzing from practice through to the podiums trading in the Race Village puts you and your product in front of your target market. With the races on Aston Hill attracting first time riders through to seasoned racers if you're looking to exhibit your product or service this is the place to be.

Branding on the following:-

- Event Web Page - Pre Event
- Pre Event Social Media
- Retail Pitch in the Race Village
- Event Web Page - Post Event

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