



MT MCKAY TO BOGONG

SNOW.
DIRT.
ROAD.



EVENT SPONSORSHIP PROSPECTUS

“So much potential to evolve and grow into an iconic event on the Australian Calendar”

Paul Van Der Ploeg - 2015 McKayos Winner

FALLS CREEK is one of the leading players in the Australian ski industry. One of 5 major resorts, it is the largest in Victoria for ski terrain and attracts over 360,000 visitor days in the average snow season.

Falls Creek has a rapidly growing reputation as a year round resort. As a popular tourist destination the key green season activity base is driven off its proximity to the Alpine National Park, Australia's highest body of water Rocky Valley lake (250ha), 100km of trekking and running trails, world class road cycling and an aggressively emerging mountain bike park.

Resort Management, in collaboration with operators and sponsors, has a dedicated action strategy committed to building the summer tourism base. An ever expanding series of recreational and lifestyle events, set amongst a vibrantly stunning and unique alpine environment contributes to continued growth in summer visitation.

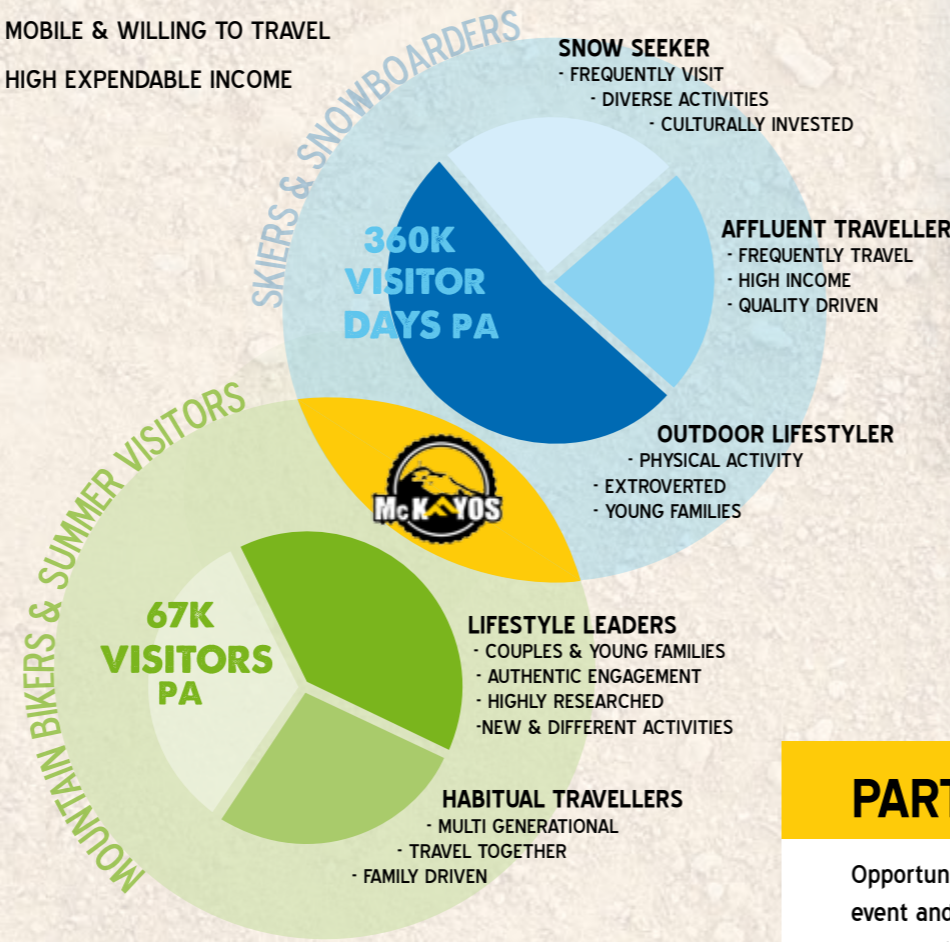
FALLS CREEK MOUNTAIN BIKE PARK

Mountain biking presents a significant opportunity for Falls Creek. The resort is currently in the 4th and final stage for development of its mountain bike park which has already established over 25km of singletrack trails amongst the ski terrain and village.

Falls Creek Resort Management is engaged with a number of stakeholders at the resort prioritising mountain biking as a key non-winter tourist attraction. Central to this has been developing partnerships with new stakeholders such as Blue Dirt Mountain Biking who now provide dedicated bike shuttles to the resort trails across key visitor periods from Spring through Autumn.

OUR VISITORS

- VALUE LIFESTYLE
- SEEK NEW EXPERIENCES
- LOVE NATURE & ACTIVITY
- MOBILE & WILLING TO TRAVEL
- HIGH EXPENDABLE INCOME



MCKAYOS 2015

75 riders left Mt McKay Summit in the inaugural event including Chris Panozzo and 2011 World Cup winner Paul Van Der Ploeg.

EVENT VIDEO - 7.8K VIEWS

PARTNERSHIP OPPORTUNITY

Opportunity exists for partnership and sponsorship of the 2016 event and beyond. This includes Major and Supporting partner sponsorships plus Expo and Rider Pack sponsors.

The Major Partner will hold exclusive naming rights and first right of response for future events, plus branding and exposure across an all-encompassing promotional suite. Supporting Partners will enjoy a strong level of exposure via the official Falls Creek website and event promotional media.

In 2016 a MTB-based expo will be held during event registration for exhibitors to engage competitors and support crew. Rider Pack sponsors will enjoy direct access to the competitor segment by way of an included insert to the rider's registration kit.

PARTNER BENEFITS

- PROMOTE & ASSOCIATE YOUR BRAND AT A UNIQUE EVENT TO A DEDICATED MTB MARKET
- PARTNER WITH AN EMERGING MTB DESTINATION DURING KEY PERIOD OF MARKET GROWTH
- EXPOSURE BENEFITS FROM WEB & SOCIAL MEDIA AUDIENCE OF 450K+ USERS
- DIRECT MARKETING OF KEY BRAND MESSAGING THROUGH FALLS CREEK COMMUNICATIONS & COLLATERAL

MCKAYOS GRAVITY ENDURO

McKayos is a unique event that brings together snow-capped mountains, dirt trails and alpine roads in an extreme racing format that is challenging as it is aspirational.

This event is unique, fun and importantly resonates with mountain bikers.

McKayos adopts a style similar to the “Megavalanche” format popularised in European resorts. A mass start at the summit of Australia's highest driveable point leads riders through late season snow onto dirt fire trails and bitumen of the Bogong High Plains Road. After 18km of riding and 1300m descent the event finishes on the banks of Lake Guy in nearby Bogong Village.



The mass start is chaotic and creates huge appeal for spectators and competitors alike. Hosting on the final day of the snow season, it is the perfect segue between winter visitation and the steadily growing MTB market at Falls Creek Mountain Bike Park.

Taking on-board competitor feedback, 2016 is set to introduce a more challenging course with the inclusion of singletrack and village features. After securing 75 riders in its inaugural year, projections are strong to reach the 250 maximum for the event's sophomore appearance.



	MAJOR PARTNER \$25,000 LIMIT 1	SUPPORTING PARTNER \$5,000 LIMIT 4	EXPO PARTNER \$500 LIMIT 4	RIDER PACK PARTNER \$250 LIMIT 5
LOGO ON PROMOTIONAL MATERIAL				
WEBSITE EXPOSURE				
SOCIAL MEDIA EXPOSURE				
ADVERT IN WINTER 2016 INSIDERS GUIDE				
EDM EXPOSURE (INCLUDING PARTNER SPECIALS)				
PRESENT AT RIDERS BRIEFING & PRIZE CEREMONY				
MC MESSAGE DURING EVENT				
RIDERS PACK INSERT				
TRAIL SPONSORSHIP RIGHTS				
FEATHERS AT START & FINISH LINE				
EXPO SPACE AT REGISTRATION				
COMPLIMENTARY ENTRIES	x5	x2	x1	
LOGO ON TROPHIES				
PRIZES / GIVEAWAYS				
MEDIA EXPOSURE (PRINT, DIGITAL, TV, RADIO)				
ACCESS TO EVENT FOOTAGE & PHOTOGRAPHY				
BRAND RECOGNITION QUESTION IN POST EVENT SURVEY				



**“Falls Creek is the next big thing in
Australian mountain biking”**

Glenn Jacobs - World Trail

Visit us Online At falls creek.com.au/Partnership For Applications And Expo Details or Contact Direct



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