

# CASE STUDY



## Scottish MTB Awards:

A joint event, organised by the Mountain Bike Centre of Scotland and Developing Mountain Biking in Scotland, to celebrate the progression, development and sheer good fun of being involved in the Scottish mountain bike scene. The awards profile a range of achievements from our world class riders to our key grassroots volunteers to our most innovative businesses.

2016 - the inaugural Scottish Mountain Bike Awards, hosted at Developing Mountain Biking in Scotland's biennial conference in Aviemore, attracted over 150 attendees who clapped, cheered and heckled their way through a great evening.

2017 - the awards were held in Glasgow at the Drygate Brewery.

## 2016

- 152 attendees
- 8 application categories
- 47 Applications
- 3 public vote categories
- 2752 Public Votes

## 2017

- 161 attendees
- 13 application categories
- 58 Applications
- 3 public vote categories
- 2806 Public Votes



"The show was a great opportunity to meet key players who could potentially make a big difference to our business. Proposals have been sent and we await the outcomes of those.."

Alan Mason - SussMyBike Ltd

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