

2025



PINE NEEDLE

M O U N T A I N B I K E &
M U S I C F E S T I V A L



SPONSORSHIP
PACKAGE



May 13, 2025

RE: Sponsorship for the 12th Annual Pine Needle Mountain Bike & Music Festival

The 11th Annual Pine Needle Mountain Bike & Music Festival was a banner event! The 11th Annual was our highest attended event with 179 participants in the mountain bike event, besting our 2019 event that had 160 participants. We attribute the success of the event to the Festival format: inclusive to all ability levels, family friendly, no cost to enjoy the live music, a fun and exciting kids running event and great food. Plus, money is raised and donated back to our community and to Little Red River Park.

What is the Pine Needle Mountain Bike & Music Festival? The Festival is day full of activities. A 6-hour mountain bike relay/event open to all abilities. On the stage we have 6 amazing bands that play throughout the day. In addition to the mountain biking and music, MNP will once again be hosting the fun and challenging youth running event called the Wilderness Run. Festival goers will be able to purchase some amazing food from The Knotty Pine Bistro. We see an estimated 1000 Festival goers attend the Festival throughout the day.

Over the past 11 events, the Festival has raised over \$75,000 which has been donated to the community for local projects. For the 9th consecutive year the money raised will be donated to another project in Little Red River Park.

Participants of the 6 hour mountain bike event have the option of entering a 4, 3, or 2 person team, or have the option of riding the event solo. We have also added 2 e-bike categories, individual and team. The mountain bike portion of the Festival is advertised as a non-competitive fun event and mountain bikers of all ability levels are welcome. Because of the amazing trails in Little Red River Park and the format of the Festival, we attract participants from all over the province.

We are looking for local sponsorship and support to offset Festival expenses and help grow this amazing community event in Little Red River Park.





Below are the various level of sponsorship offered:

Stage Sponsor \$2000 1 - Available

The Stage Sponsor level of sponsorship is only available to one sponsor. This sponsor will receive an ***exclusive large backdrop*** on the stage, logo on Festival website and social media, plus numerous name mentions throughout the day. The Stage Sponsor will commit to a 3 year stage sponsorship with at \$2,000 per year. Payment due on June 1st of each year.

Number Plate Sponsor \$1000 - 2 Available

The Number Plate Sponsor is only available to two sponsors. These sponsors will receive exclusive logo representation on the number plates, one stage front banner, logo on the Festival website and social media, plus numerous name mentions throughout the day. Each participant in the mountain bike event receives a number plate which they take home.

Athlete Zone Sponsor \$1000 - 4 Available

The Athlete Zone Sponsor is available to four sponsors. These sponsors will have exclusive signage in the area that mountain bike event participants use as their staging and transition area as well as one stage front banner. The Athlete Zone is where team members wait while a teammate is out completing a lap of the course. Most teams set up tents, chairs and is an area for them to socialize and enjoy their time off of the bike.

Silver \$500-\$999

The Silver level of sponsorship will include: Silver recognition on the event website, one custom made banner that will be located at the stage front, logo and recognition on our Facebook page and name mentions throughout the day on the stage.

Bronze \$250-\$499

The Bronze level of sponsorship will include: Bronze recognition on the event website, and name mentions throughout the day on the stage, logo and recognition on our Facebook page and name mentions throughout the day on the stage.

Cheques can be made payable to the Pine Needle Mountain Bike Festival.

I look forward to hearing from you regarding your sponsorship. If you have any questions or would like more information on providing a non-cash donation, I would ask that you contact me directly during work hours at (306)922-1400, on my cell phone (306)940-8930 or by email at mike@freshairexperience.com

Yours truly,

A handwritten signature in black ink, appearing to read "MH" with a stylized flourish.

Mike Horn
Chair, Pine Needle Mountain Bike & Music Festival

