



**Scottish Mountain Bike
Conference 2024**

Think Global, Act Local



**Developing
Mountain Biking
in Scotland**



**MACDONALD
HOTELS & RESORTS**



BE AN EVENT PARTNER

7th–9th November. Macdonald Cardrona Hotel, Tweed Valley

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Think Global, Act Local

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THE SCOTTISH MOUNTAIN BIKE CONFERENCE

The award-winning biennial conference has for years brought together some of the most influential figures in mountain biking, industry leaders, academics and sector experts alongside the mountain bike community, and is now the second largest global mountain bike conference.



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KEY AIMS OF THE CONFERENCE

The key aims of the conference are as follows:

- Highlight Scotland's mountain biking success stories and the growing number of opportunities for sustainable growth with major strategic investment from the public and private sectors into our sport.
- Spotlight the Tweed Valley and the wider Scottish Borders reputation as a world class mountain bike destination and Scotland as a global leader in mountain biking development.
- Learn from global leaders in mountain biking development to help take best practice and apply it locally within Scottish mountain biking.
- Showcase how a wide variety of partnership projects that are, or will, improve mountain biking in Scotland. Profile the new 'Fresh Cuts' – Creating the next generation of MTB & Adventure Content Creators; programme, launch a new MTB Disability Programme and the UK Trail Project Year 1 Report.
- Engage with decision-makers at national, regional and local government to ensure politicians are aware of how mountain biking contributes to their objectives and targets.
- Imagining a restart for the bike industry globally with a more sustainable future.
- Facilitate an international press visit, providing the opportunity for global brands and Scottish businesses to have their products tested and showcased to a UK and international audience.



CONFERENCE ORGANISER

The conference will be organised by Developing Mountain Biking in Scotland (DMBinS).

Developing Mountain Biking in Scotland is responsible for overseeing the delivery of the Scottish Mountain Bike Strategy and delivering many of the actions within it. We are proud to be part of Scottish Cycling.

We bring the mountain bike community together with the Scottish Government, national agencies and landowners, driving forward the **Scottish Mountain Bike Strategy** (the MTB strategy) with the ambition and vision that Scotland will be recognised as the leader of European mountain biking.

Our work links the MTB strategy's key themes, focusing on where we

can add the most value and have the most significant impact across Trails, Destinations, Health and Innovation. The project aims to provide a strategic approach to development, coordinate activity, ensure best practices are shared and maximise the potential of mountain biking in Scotland.

Our work is coordinated by the MTB Consortium, whose membership consists of Cycling Scotland, Cycling UK, EventScotland, Forestry and Land Scotland, Glenmore Lodge, Highlands & Islands Enterprise, NatureScot, Scottish Cycling, Scottish Enterprise, Scottish Government, Scottish Land & Estates, sportscotland and Visit Scotland.

Further information check out [DMBinS.com](https://dmbins.com)



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THE VENUE – MACDONALD CARDRONA HOTEL

The Macdonald Cardrona Hotel, Golf & Spa is situated in stunning Scottish Borders countryside centrally positioned between Peebles and Innerleithen. This four-star hotel is a stones throw from the River Tweed and the valleys best riding spots with Glentress, Innerleithen and the Golfie - a short pedal away, off road, via the multi use path. The wider valley's many trails and hidden gems are also close enough to explore from this prominent central location.

The Macdonald Cardrona Hotel, Golf & Spa is a versatile destination that works equally well for a leisure stay, golf trip, corporate event or a wedding. With 99 comfortable and spacious bedrooms, plus top-notch golf, spa and leisure facilities, the hotel's spectacular natural surroundings are the icing on the cake.



MEDIA COVERAGE

Previous Scottish MTB conferences have received global media coverage, including articles in the US, Europe and across the mainstream domestic media and in the MTB/Cycling specialist media. We expect the conference coverage to reach over 4m unique individuals.

The coverage will take the form of articles and imagery from the main conference days and the international media trip, where invited media will join us for the three days prior to the conference. We will provide unique experiences, showcasing the destination and Scottish mountain biking. The media will also have access to products provided by event partners to test and then write about. They will also join us for the main conference days

We will also utilise our range of partners to engage our audience via social media platforms to promote the conference and your brand by association.

Benefits Of Sponsorship

- Showcase your brand/business to the most influential people in mountain Biking with an estimated 250 delegates from over 15 different countries
- Reach 4m unique of your core market
- Broker introductions to the key individuals within mountain biking and the Scottish Government
- Ensure that your brand is at the forefront of the development of mountain biking in Scotland
- Opportunity to present product/service to international journalists
- Exhibition space at Conference, during day and evening events (package-specific)
- Opportunity to present product/service to international journalists (package-specific)
- Distribution of promotional material in conference material (package-specific) and more...



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PARTNERSHIP PACKAGES

The following packages are suggestions of the various levels of partnership with which we can engage with your brand or business. We can vary any package to suit your brand or business objectives.

In addition to paid partnerships, we may be interested in exploring value-in-kind partnerships.

Platinum

- Option to present to journalists on a media trip
- The brand will feature in all relevant press releases in the conference build-up
- Brand to feature prominently in media trip photography
- Opportunity to sponsor & present an award at the Scottish Mountain Bike Awards
- Stall – double stand in a prime location (floor plan will be provided) with option for further single stall in main event space
- Logo on all marketing materials
- The prominent placing of logo & links to your brand on the conference website – part of DMBinS.com
- Brand to feature on event holding slides – seen by all 250 (expected) delegates
- Prominent branding on delegate information pack
- Add in advertising space in ‘break out’ rooms
- Flyer or other material to be distributed in the delegate pack
- Three nights accommodation & meals across the conference for two people
- Attendance to both conference days and evening events for two people

Gold

- Option to present to journalists on a media trip
- The brand will feature in relevant press releases in the build-up to the conference
- Brand to feature in media trip photography
- Stall – single stand in a prime location (floor plan will be provided)
- Logo on event programme
- The prominent placing of logo & links to your brand on the conference website – part of DMBinS.com
- Prominent branding on the delegate information pack
- Advertising space in ‘break-out’ rooms
- Two nights accommodation & meals across the conference for two people
- Attendance to both conference days and evening events for two people

Silver

- Option to present to journalists on a media trip
- Stall – single stand (floor plan will be provided)
- Brand may feature in media trip photography
- The brand will feature in some of the press releases in the build-up to the conference.
- Logo on event programme
- Logo & links to your brand on the conference website – part of DMBinS.com
- Attendance to both conference days and evening events for two people

Bronze

- Option to present to journalists on a media trip
- Stall – single stand (floor plan will be provided)
- Attendance to both conference days and evening events for one person
- Logo and links to your brand on the Conference website part of DMBinS.com

