2027 Sponsorship Opportunities

MTB east has been running grassroots mountain bike racing across the east of England since 2014. What started as a small local series has grown into a welcoming, family-friendly race circuit for riders of every age and ability, from Under 7s to Elite — and is now transitioning into MTB east CIC, a not-for-profit community interest company reinvesting in the sport regionally.

For 2027 we're keeping sponsorship simple and sustainable: season-long and event-long partnerships only, with no one-off round sponsorship. Your branding stays up for the whole season or event rather than a single round — less admin for both of us, and no banners printed and used just once.

180–230	400+	2014	U7–Elite
riders per League round	riders across the season	running since	every age & ability welcome

Sponsorship levels

MTB east Community Partner

Accessible — for local trades who want to give back

£100 per season

What's included

- Name (and logo, if supplied) on a single shared Community Partners board, displayed at every League round — no individual banner to produce
- Listed on the Community Partners page of the MTB east website
- Included in one group thank-you post at the end of the season

Reach: Every League round, all season

Built for sole traders and small local businesses who want to support grassroots family cycling without a marketing budget. Proceeds go toward keeping racing accessible, including our rider hardship fund. In-kind support (discounts, prizes, materials) welcome in place of cash — get in touch to discuss.

MTB east Sportive

August

£400 per season

What's included

- 2x banners (3ft x 6ft) in the finish straight
- Branding on promotional material (“supported by”)

Reach: Open sportive event from Gallows Green

MTB east Festival

Held at Gallows Green

£500 per season

What's included

- 2x banners (3ft x 6ft) in the finish straight
- Branding on promotional material (“supported by”)

Reach: 100–250 riders on the day, plus coverage of the Sunday Gallows Green league round

MTB east League — Title Sponsorship

Our flagship grassroots race series

£700 per season

What's included

- 2x banners (3ft x 6ft) in the finish straight at every round
- Branding banner on sign-on information
- Branding banner on the results sheet
- Branding banner on website results
- A mid-season and an end-of-season blog + Facebook feature welcoming and thanking you
- First refusal to renew your slot for the following season

Reach: 180–230 riders per round across the season

The U7/U9/U12 category within the League is already sponsored separately by SHYRE (£300/season) — get in touch if you're interested in a similar category-level package. Sector exclusivity (no other business from your trade sponsoring the League) is available at this level on request.

MTB east Season Partner

The full 2027 season, bundled

£1,400 per season — save £200 on buying separately

What's included

- Everything included in League Title, Festival and Sportive sponsorship, combined
- Banners in the finish straight at every League round, the Festival and the Sportive
- Branding on sign-on info, results sheet, website results and all event promotional material
- Mid-season and end-of-season blog + Facebook features
- First refusal to renew for the following season, and sector exclusivity on request

Reach: Every MTB east event across the 2027 season

For businesses who want to back the whole season in one go, with one invoice instead of three.

League Leadership Jersey

MTB east League Leadership Jersey

Elite Male & Female League Leader — worn like the yellow jersey

Each round, the overall points leaders in the Elite Male and Elite Female categories wear the League Leadership jersey — the most visible and most photographed riders in the series, all season.

£600 / £250 main sponsor (1 slot) / minor sponsor (2 slots)

What's included

- **Main Jersey Sponsor — £600 (1 slot):** logo placed centrally on both the Elite Male and Elite Female League Leader jerseys, for the full season
- **Minor Jersey Sponsor — £250 each (2 slots):** smaller logo placement on both jerseys, alongside the main sponsor

Reach: Worn at every round by both League leaders — front and centre in every podium photo, video and results post

Jerseys are produced by our existing kit supplier. We'll need your artwork/logo in advance and will send a proof before anything goes into production. Strictly limited to 1 main and 2 minor slots, allocated first come, first served.

Product & In-Kind Partners

Product & In-Kind Partners

Not every partnership needs to be a banner

By arrangement

What's included

- Credit on the results sheet, the website and one thank-you post
- Your product handed out at sign-on, a feed point, or as finish-line/finals prizes for riders and marshals — whatever suits what you make
- A rider discount code, if that fits your business better than free product

Reach: Shaped around what you can offer — from a single round to the whole season

For nutrition, tools, apparel, services or anything else our riders and volunteers would genuinely use. No fixed price or package — get in touch and we'll figure out a fit together.

At a glance

Level	Price	Banners & branding	Approx. reach
Community Partner	£100	Name on shared Community Partners board at every round, website listing, one season thank-you post	All League rounds & website visitors
MTB east Sportive (Aug)	£400	2x banners, “supported by” on promo material	Open sportive event
MTB east Festival	£500	2x banners, “supported by” on promo material	100–250 riders / day + Sunday league round
MTB east League — Title	£700	2x banners, sign-on, results sheet, website results, mid- & end-of-season features	180–230 riders / round
Season Partner (bundle)	£1,400	All League + Festival + Sportive benefits combined, one invoice	Every event, all season — save £200
Leadership Jersey — Main (1 slot)	£600	Logo centrally on both Elite League Leader jerseys	Every round, on both League leaders
Leadership Jersey — Minor (2 slots)	£250	Smaller logo on both Elite League Leader jerseys	Every round, on both League leaders
Product & In-Kind Partners	By arrangement	Credit on results/website + product handed out or a rider discount code	Flexible — one round to the whole season

How it works

- Partnerships run for the 2027 season (League rounds March–August, plus the Festival and Sportive on their event dates) and renew by agreement each year — no rolling contracts or surprise admin.
- We supply and print all banners (6ft x 3ft) and put them up at every round — you supply your logo or artwork, and we'll send a proof before anything goes to print.
- Invoiced on confirmation, payable before your first event of the season.

Get in touch

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