PINJAR MOTORCYCLE AREA SPONSORSHIP PROGRAM

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The Recreational Trailbike Riders' Association of WA is offering the opportunity for businesses and organisations to have their name and brand associated with the Pinjar Motorcycle Area in Neerabup. Revenues raised from this project will be directly reinvested in improving and maintaining the area and ensuring safety for all trail bike riders and their families.

Background

The Recreation Trailbike Riders' Association and the Department of Biodiversity, Conservation and Attractions (DBCA, formerly DPaW) work in partnership to develop and maintain the Pinjar Motorcycle Area. This is a free and publicly available area that provides trail bike riders the opportunity to ride on a network of one-way trails aimed at different ability levels with maintained vehicle and trailer parking.

Whilst there are occasionally grants to enable the construction of new trails, generally grants are not available for trail maintenance work. Professional maintenance, critical to keeping trail standards and riding enjoyment, requires funding and time.

The popularity of trail bike riding at Pinjar and the unique nature of the soil means that Pinjar trails need regular maintenance beyond that which can be provided by volunteers alone.

This Sponsorship Program is a means to achieve this, providing both increased community ownership and professional trail maintenance to ensure the trails are maintained to highest standards. The Program has been developed to meet the needs of the trails and area, the riders and the sponsors.

The RTRA looks forward to working with our sponsors to provide value and successful outcomes for all.

Trails and Facilities

Traffic counters indicate an annual average of nearly 128,000km of riding across the major trails:

Pee Wee Trail

Family Trail

Short and Curly

North Loop

South Loop

Family Car Park

Advanced Car Park

MAP

Sponsorship Packages

BENEFITS	450cc	250cc	125cc
Annual Cost	$2,000	$1,250	$750
Individual trail marker signage (DBCA standard 95 x 205mm)	4	2	1
Information Bay sponsor signage (DBCA standard 95 x 205mm)	4	2	1
Naming rights to a section of the park	2	1	
Hold one event at the park per year[1]	✓		
Logo and link on the Pinjar Facebook Page	✓	✓	✓
Membership to the RTRA for the Organisation	✓	✓	✓
Logo and link on RTRA website	✓	✓	
Logo and link on RTRA facebook page	✓	✓	
Poster to display "Proud sponsor and supporter of Pinjar and the RTRA"	✓	✓	✓
Promotion on the RTRA e-newsletter	✓	✓	
Booth space at the Pinjar Open Day	✓	✓	
Marketing and advertising at the RTRA AGM	✓	✓	
Sponsorship opportunity meetings with RTRA	Quarterly	2 x per year	Annual

Whole of trail sponsorship

There is also the opportunity to sponsor an entire trail or facility - cost and benefits by negotiation.

Area Naming Rights

Sponsor the entire area and obtain naming rights "The {Your Name} Pinjar Motorcycle Area". Cost and benefits by negotiation.

[1] Subject to DBCA approval and legal requirements.

Terms & Conditions

Please note: These trails are on DBCA managed lands and while DBCA and the Recreation Trail Riders' Association constructs and maintains the trails, in some instances trails may be closed due to other operations, such as bushfire suppression, fire weather warning days, and maintenance works etc. The Recreation Trail Riders' Association will be advised by DBCA prior to this occurring and we will pass on this information to our members and sponsors as and when this happens.

I. Contribution - The total contribution provided by the Sponsor must be paid in full within 14 days of signing the contract to secure package benefits.
II. Promotion and signage will take place not more than 4 weeks after the sponsee receives full payment of the sponsorship amount.
III. Term – This contract will terminate automatically upon completion of 12 month duration or multiple years if purchased.
IV. The sponsee agrees to invite the sponsor to renew this agreement and will consider the sponsors offer to renew this agreement prior to considering offers from other parties so long as the sponsor makes an offer no later than/ at least 30 days before this agreement expires.
V. The sponsor agrees to provide:
    A. A high resolution electronic copy of the logo to be used for advertising purposes, in a format suitable to be used to produced the trail signage and for web based promotion.
    B. A statement of 100 words or less describing the sponsor and why the sponsor wants to sponsor the trail.
    C. Prompt payment of the sponsorship fee in accordance with the relevant trail prospectus.
VI. Sponsorship agreements are between the RTRA and the sponsor. DBCA is not a party to these agreements.
VII. Changes / Cancellations – any changes made to this must be made in writing and signed by all parties.
VIII. Damage, Vandalism and Maintenance – in the event of damage to signage the sponsee may replace the signage, or RTRA may do so for the replacement cost of the sign.

More Information

For more information about the Pinjar Sponsorship Packages or to discuss how to get involved with Pinjar and/or the RTRA contact the RTRA via info@rtra.asn.au