

## HOW ELSE CAN I BE INVOLVED?

If you want to go beyond the financial sponsorship options, your business/group can also participate in trail work days. How that works is that you will be partnered with our club Trail Builder and he will help create a Work Plan for a section of trail.

If you choose to go beyond the financial option, we will make sure you are recognized publicly for your great work!

As a Trail sponsor, you are able to use this sponsorship initiative to proudly boast in your business/organization promotions. Let others know about the good work you are doing! Tread The Thunder wishes to thank our sponsors and Adopters for their support.



To become a Sponsor or Trail Adopter, please call Rob Ter Horst at 204.731.1393 (Club President) or email [treadthethunder@gmail.com](mailto:treadthethunder@gmail.com) for more information.

## TREAD THE THUNDER MEMBERSHIP FEES

Annual Membership fee is \$10.00 per participant or \$25.00 per family.

## TREAD THE THUNDER MEMBERSHIP BENEFITS

- Membership helps the club purchase much needed trail maintenance equipment
- Plans for the 2016 season include organized regular group trail rides (Saturdays @ 7 p.m.). All skill levels welcome.
- Participation in the IMBA 'Take Your Kid Biking' Day happening Oct 1<sup>st</sup> at Thunderhill
- Join the club Facebook Page 'treadthethunder' to connect with the group, get training tips, and find riding times.
- 10% off regular priced bike parts and accessories at Rumors
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- Insurance during group rides through IMBA

## TREAD THE THUNDER ADOPT-A-TRAIL & SPONSORSHIP INITIATIVE



ADOPT-A-TRAIL at Thunderhill! Tread the Thunder Bike Club is seeking businesses and local groups to help maintain and improve our trail network at Thunderhill.

With your participation in the adopt-a-trail initiative or sponsorship we are hoping your support will help keep our trails among the best in Manitoba.

**As Swan Valley's only cycling club, our purpose is to promote and develop interest and participation in cycling within the Swan Valley area of Manitoba.**

**HOW IT WORKS:** There are three levels of sponsorship available:

**BRONZE:** Your business/organization can be a friend of the club for \$100 (lifetime). This level of sponsorship will get your business listed in print on the trail head sign located at the top of thunderhill.

**SILVER:** Your business/organization can sponsor the club for \$500 (3-year term). With this level of sponsorship, you will receive recognition of signage at the trail head (1ft x1ft logo). Brochure sized trail maps will also be distributed throughout the valley with sponsorship logos placed on the map.

**GOLD:** Your business/organization can adopt-a-trail section for \$1000 (5-year term). There are a limited number of trails, so adoption is given to companies who sponsor first. You will receive recognition of signage at the trail head for the five-year term (2ft x 2ft logo), as well as signage throughout the section of trail your business has adopted (2ft x 2ft logo). Brochure sized trail maps will also be distributed throughout the valley with sponsorship logos placed on the map.

## WHAT ARE WE USING THE MONEY FOR?

We have 3 initiatives this year:



1. We are hoping to purchase a brush trimmer which will help maintain the trails and reduce the volunteer hours needed to keep the trails accessible. Money raised will be used for trail maintenance equipment such as the trimmer, lumber for bridges on the trails, and trail signage.



2. We are working on developing a more user-friendly trail map that will help make these trails useable by bikers, hikers, and sightseers in the summer, as well as snowshoe users in the winter. These maps will be promoted throughout the valley.



3. We are hosting our first ever 'take your kid biking' day on Oct. 1<sup>st</sup>, which is a worldwide event promoted by IMBA (International Mountain Biking Association). We are hoping to invite people of all ages to come up to Thunderhill and walk/bike/hike the trails as well as support our bbq fundraiser luncheon.

## TREAD THE THUNDER FUTURE CLUB INITIATIVES:



1. One long term goal is to foster healthy, active interest in year-round recreational and tourist activities at Thunderhill for children, youth, and adults of the Swan Valley Community.



2. Our next long term goal is to create opportunities as a club for children and youth to participate in biking who may not have that opportunity due to a number of barriers (i.e. finances, transportation, supervision). We hope to purchase several bikes as a club and make them accessible for children/youth to use with our club for regularly scheduled group rides in the summer months. We want to engage students in a healthy, life-long activity where they not only learn biking skills, but they are given opportunities to care for community trails and connect positively with community members.

*"By engaging the students in preserving and protecting the places they play, they better understand community connectivity."*

-IMBA Youth Initiative