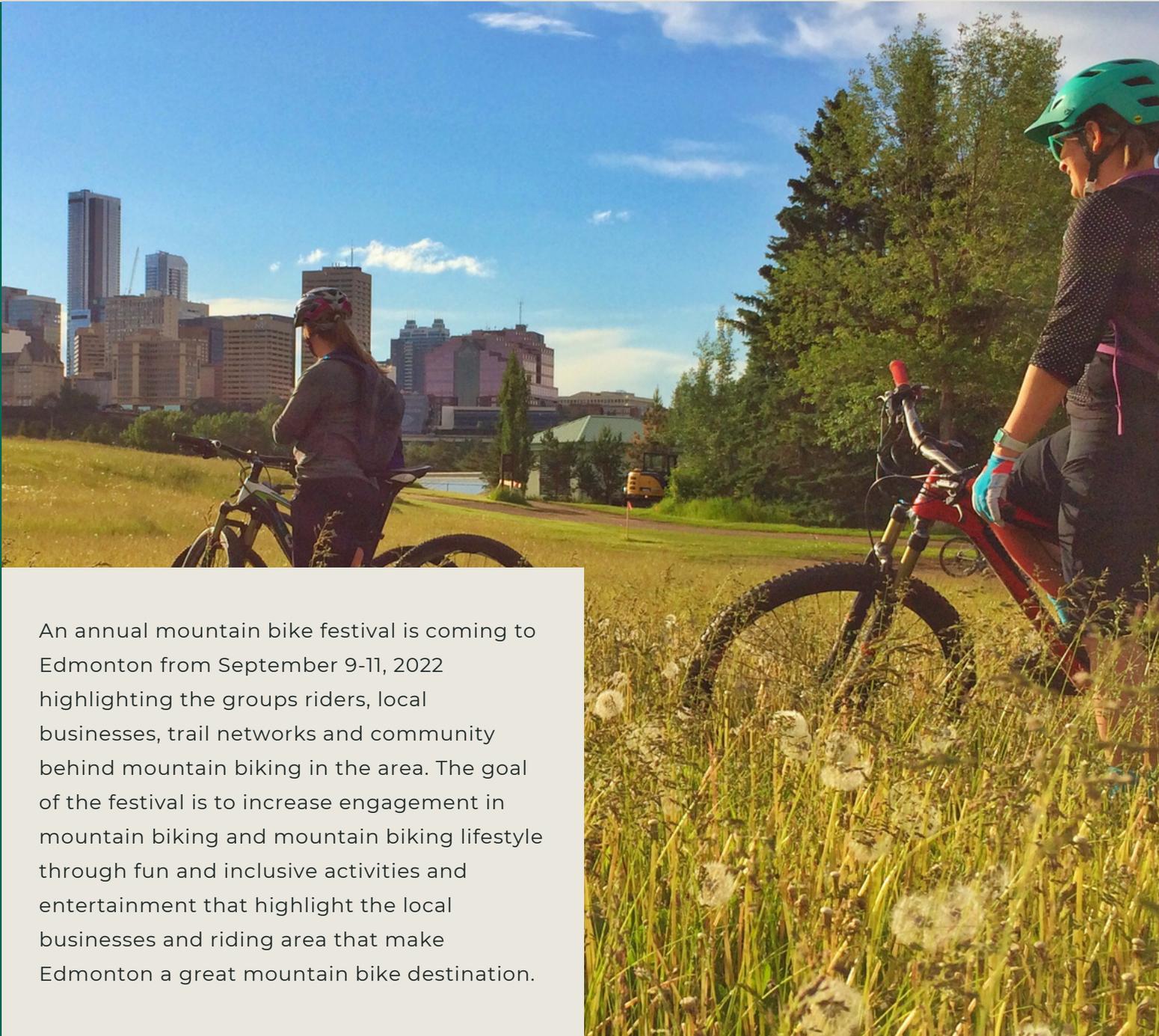




Edmonton Mountain Bike Festival



An annual mountain bike festival is coming to Edmonton from September 9-11, 2022 highlighting the groups riders, local businesses, trail networks and community behind mountain biking in the area. The goal of the festival is to increase engagement in mountain biking and mountain biking lifestyle through fun and inclusive activities and entertainment that highlight the local businesses and riding area that make Edmonton a great mountain bike destination.



ABOUT

OFFBEAT.

ENTERTAINMENT

FESTIVAL PRODUCER

Offbeat Entertainment specializes in professional, high quality event production and music management services of all sizes to help grow brands and local business.

Offbeat Entertainment spawned from the goal to create events and experiences that are different from the ordinary, usual or expected. The company drives the behind the scenes work to create the best all round experience for everyone.

VISION

Turning ideas into realities in unique, innovative ways.

MISSION

Professional high quality event production and music management.

EMBFest AT A GLANCE

FESTIVAL OVERVIEW

The year 2022 will mark the first annual Edmonton Mountain Bike Festival ("EMBFest") at Queen Elizabeth Park, the site of the planned bike park. The festival is to occur over three days annually on the second weekend of September. This year, the festival will run from September 9-11.

The festival will highlight mountain biking in Edmonton and also feature a variety of ride locations around the city. These locations and the activities available will rotate each festival.

ACTIVITIES

The festival will feature a number of fun and inclusive activities each and every year to engage the Edmonton mountain bike community. The year 2022 will feature the following base of activities:

- Group Rides and Instructional Sessions
- Live Music Mainstage
- Local Business and Food EXPO
- Fun, Entertaining Mountain Bike Events
- Craft Beer Hub
- Kids Activity Area
- EMBA Trails and Bike Park Fundraisers



Goals

The goals of 2022 EMBFest are as follows:

- Align with the interests of the Edmonton mountain biking community
- Showcase Edmonton mountain bike groups, local businesses and trail networks
- Highlight mountain biking in Edmonton for enthusiasts and the mountain bike curious
- Deliver a family friendly, fun, inclusive, high quality and professional festival year over year

Objectives

The following objectives will help to achieve the goals laid out above:

- Highlight mountain biking and mountain biking lifestyle in all aspects of the festival
- Successfully market local businesses delivering quality goods and services to Edmonton
- Provide entertainment, education, and engaging interaction and networking
- Have tangible benefits for local businesses, ride groups, sponsors, partners and attendees of the annual festival
- Be adaptable and proactive in regards to changing industry trends and market demands

SPONSORSHIP OPPORTUNITIES

There are a variety of ways to show your support for the Edmonton mountain biking community: Options are laid out here. All sponsorship levels include the base of the following (additional benefits are discussed):

- A booth and branding at the Local Business EXPO
- Minimum of 3 festival wristbands
- Brand exposure to a dedicated audience
- The opportunity to engage with the mountain bike community
- On site and online branding



ACTIVITY SPONSORSHIP

\$5,000 +

Sponsor an EMBFest Activity:

- Light the Trail project
- Kick-Off Bike Parade
- Kids Activity Area
- Events: Bike Rodeo OR Big Wheel Race
- Craft Beer Hub/Afterparty

SCHOLARSHIP PROGRAM

\$2,500 +

Allow people to attend EMBFest who may not be able to. The base level of sponsorship in this category provides 25 less fortunate individuals weekend passes. Every additional \$100 provides another individual the opportunity.

FESTIVAL SUPPORT

\$1,000 +

Provide general support for the festival to help the longevity of mountain biking in Edmonton. Sponsorship here goes directly towards activities that enhance the overall experience for attendees and ensures the longevity of EMBFest.



BRAND PERKS

Contact us and let's chat about how we can work together to best showcase your brand through EMBFest with logo placement, signage, marketing exposure, giveaways, on site presentations, showcases and more

EMBFest has a dedicated and engaged audience from the Edmonton area mountain bike community, including the "mountain bike curious." We aim to be a fun, family friendly, and inclusive festival that highlights the groups, riders, local businesses and trail networks that makes Edmonton a great bike riding destination.

CONTACT

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