



Sponsorship

The UK's National Governing Body for the sport of Mountain boarding SEEKS SPONSORS FOR THE INTERNATIONAL CHAMPIONSHIP SERIES 2010

ATBA-UK seeks sponsors for the 2010 International Championship Series which attracts many of the best national and international riders in the country. The International Series is uniquely placed to cater for a broad range of riders and, in 2010 three out of four events will count towards the overall rankings. The ATBA-UK will be working in partnership with its host venues in order to ensure that spectator, rider and the sponsors' expectations are met in full.

Sponsorship Opportunities 2010

The ATBA-UK National Championship Series 2010 offers tremendous opportunities to promote a wide range of products and services and should be of interest to businesses in all sectors. Mountain boarding has an ever-growing level of participation in this country and thousands of boards are sold every year. With over 10 years of experience, the ATBA-UK has successfully put on more than 40 national and international events since 1997.

Photo from Game Fair 09



Association with this young and growing sport provides access to large numbers of outdoor and extreme sports enthusiasts along with their friends, families and the spectators. Centres, working with other local businesses to benefit their local economy will also make sure that publicity extends beyond the event itself. Even in tough economic times, youngsters still want and need to get out and do things, and mountain boarding is a low cost, family sport, accessible to boys, girls and adults who enjoy the challenges and thrills which it offers.

Each event in the International Series will attract around 200 competitors accompanied by others, many of whom are also riders from other centres who enjoy the atmosphere of the event. Spectator numbers can vary depending on the weather conditions, but a well publicised event will bring in another 500 - 1000 people on both days. Events always feature in the sports sections of local

and regional media, who will generally accept material with photographs for features aimed at younger audiences. Top riders will also be generating regular press releases in their home areas ensuring that many thousands of people across the country are kept informed.

Photo from Game fair 09

ATBA-UK had stands at several of the major shows in 2009, including the Outdoor show at the NEC, the Games Fairs and at White Air, Brighton, each of which will provide enormous exposure for all aspects of the sport, manufacturers, traders, centres, riders and sponsors. In



addition, the ATBA-UK is a founder member of the International MountainBoarding Association (IMA).

[Return to top](#)

Timetable for ATBA-UK Events

Friday

- 14:00hrs REGISTRATION OPENS
- 21:00hrs REGISTRATION CLOSES
- (Note: Centres are open for riding as normal on Fridays).

Saturday

- 08:00hrs - 1 HOUR FINAL PRACTICE
- 09:00hrs - QUALIFICATION FOR UNDER14s & UNDER18s
- 11:30hrs - QUALIFICATION FOR OPEN, LADIES & MASTERS
- 14:00hrs - HOUR BREAK FOR LUNCH
- 15:00hrs - KNOCKOUT RACING COMMENCES
- 17:00hrs - BOARDERCROSS FINALS
- 18:00hrs - PRIZE GIVING FOR BOARDERCROSS
- 19:00hrs - EVENING ENTERTAINMENT COMMENCES

Sunday

- 09:00hrs FREESTYLE REGISTRATION OPENS
- 10:00hrs FREESTYLE REGISTRATION CLOSES
- 10:30hrs FREESTYLE QUALIFICATION BEGINS
- 12:00hrs HOUR BREAK FOR LUNCH
- 13:00hrs FREESTYLE FINALS FOR U14 & U18
- 14:00hrs FREESTYLE FINALS FOR U30, LADIES & MASTERS
- 15:30hrs FREESTYLE FINALS FOR OPEN CLASS
- 17:00hrs PRIZE GIVING FOR FREESTYLE

Dates and locations of events in the UK International Series 2010

- ROUND 1 - 1st and 2nd May 2010.
- ROUND 2 - 30th and 31st May 2010
- ROUND 3 - 17th and 18th July 2010.
- ROUND 4 - 28th 29th August 2010.

[Return to top](#)

Boardercross (BX)

Photo from National Series 09

Boardercross racing is where 4 riders race down a purpose-built track giving their all to win. The tracks are usually about 400-800 meters long and consist of various features including rollers which are used to create speed, jumps and berms (corners which are raised to allow riders to turn sharper and carry more speed). With track building becoming ever more advanced racing is getting better and better since the newer tracks are allowing more room for



overtaking and more of an opportunity for riders to gain more speed. The format of the Boardercross competition at ATBA-UK events is as follows: Saturday morning the competitors each get 2-3 (depending on weather and time) qualifying runs, then after a break for lunch the racing commences with the top fastest qualifiers, 32 in all age groups, going through to the 4 rider racing. This then operates on a knockout basis with the top 2 from each race going through to the next round before all the finals are run at the end of the day, with the Open final being run last.

Freestyle/Slopestyle (FS/SS)

Photo from National Series 09



Freestyle/Slopestyle will usually follow racing and happens on the Sunday, with the top 16 riders qualifying for the Elite category. The idea in freestyle and slopestyle is for a rider to go over a series of jumps and be marked on their technical ability, style, amplitude and control. In Freestyle competitions, riders follow a single route, whereas in on a slopestyle park they choose the best routes to impress the judges.

Just as with Boardercross, the standard and size of the jumps are improving year on year as is the general level of riding ability, and most riders now competing in the freestyle are able to pull rotations, with many going onto the next level of front and back flips, and multiple rotations. The standard of riding now on display is extraordinary, especially in the Open freestyle jam which consists of a 30 - 45 minute session where the top 16 competitors are allowed as many runs as they can manage within that time. This inevitably leads to the riders pushing

each other further and further creating a fantastic atmosphere which is always enjoyed by people from outside the sport and provides the final spectacular highlight to the weekend.

[Return to top](#)

Guide to sponsorship options

Platinum

Sole sponsor for one, or more events, or for the whole series.

Exclusive control of all publicity, promotional opportunities and prizes associated with each event, or the series.

Gold

Headline sponsor for one, or more events, or for the whole series.

Banners and other promotional materials at start gate, finish line and behind the podium at the event. Most prominent logo on publicity for an event, or for the series.

Silver

Publicity materials for one, or more events, or for the whole series.

Logo and other details on materials distributed to members, riders, sports outlets, and, either local press and media before each event, or national press and media across the UK throughout the series.

Bronze

Hillside and podium banners Publicity throughout the day, in the background to still and moving images, and the focus of attention as prizes are awarded.

Prizes

Prizes, which make up around 50% of the total cost of the events in the national series, have generally been sponsored by numbers of different traders and manufacturers. This will depend on the value of the prizes but will include some, or all of the following: banner on website, company logo on national posters and leaflets, free pitch for a trade stand at one, or more events, announced during the events, scrolling banner on the bottom of results' screen and announced at the prize giving

Contact the ATBA-UK

To discuss the options and take advantage of these sponsorship opportunities, please contact: The Secretary, ATBA-UK Ltd, 16 Churchill Way, Cardiff, CF10 2DX. TEL: 01794 399916

The ATBA-UK aims for excellence and a secure future for the sport of mountain boarding.

www.atbauk.org/sponsorship.html