



Building trails and community.

Our non-profit organization is currently seeking long term partnerships and financial support to develop mountain biking culture and trails in Niseko.





Who We Are

The Niseko Area Mountain Bike Association (NAMTBA) was conceived in spring of 2021 after a group of 6 local riders came together seeking to improve and advocate for mountain biking in Niseko.

Fast forward one year, this group and its momentum have grown from 6 local folks having casual cafe chats to an accredited Non Profit Organization (NPO), 20+ members strong with funding and approval to commence trail construction in summer of 2022.



Who We Are

NAMTBA is now embarking on multiple projects in collaboration with the Niseko community and government bodies and our once lofty vision is now achievable:

“A united Niseko area with a common mission to create a world class sustainable mountain bike community, and ecosystem.”



Who We Are

Our NPO board consists of 24 members, among our ranks you'll find the GMs of two ski resorts, town council members, local business leaders, the president of the local tourism association and the president of Hokkaido's largest forestry company.

You'll also find equitable representation of nationalities, genders and rider experience levels.



Our Leaders



Colin Hackworth, NAMTBA President
Nihon Harmony Representative Director

"NAMTBA is a truly exciting development for the Niseko area. Resort towns the world over have recognized the success mountain biking can bring to their communities and local businesses – looking forward to making the vision a reality & seeing Niseko's continued transformation into a year round destination."



Shunichi Kimura, NAMTBA Vice President
Kimura restaurant Owner & Yotei Cycling Vice president

"With the advent of e-MTBs, mountain biking is set to become even more accessible and fun for all. The development of Niseko's trail network will expand the winter backcountry culture into Niseko's lush & mild summers. Looking forward to bringing the community & our visitors trails that are close to local towns and ski resorts enabling everyone to enjoy themselves and the natural environment."



Ross Carty, NAMTBA Vice President
NOASC Adventures Founder / Owner & Niseko's Foreign Business Pioneer

"I first came to Niseko 30+ years ago and have personally witnessed Niseko's growth from a sleepy farmtown to one of the world's premier winter destinations. Mountain biking is the area's new frontier; the sport's potential here is truly untapped and has the power to do for summer what snowsports have done for winter."



Our Mission

To grow and unify the Niseko area mountain bike community towards the common goals of creating, enhancing, maintaining, and protecting great places to ride in Niseko and the surrounding area.

To seek harmony with the greater Niseko community and with the natural environment of Hokkaido in NAMTBA's quest to transform Niseko into Asia's premier mountain bike destination.



Our Goals

- 👉 Building trails that are accessible for all levels and all ages to enjoy.
- 👉 To advocate, encourage all forms of Mountain Biking within the community through various events, races, group rides, etc., for all to enjoy and have fun.
- 👉 Promote equality and inclusion in mountain biking.
- 👉 Promote a mountain biking code of conduct.
- 👉 To be proactive in sourcing funding to support our goals.
- 👉 Promote the establishment of an integrated network of world class Mountain Bike trails in Niseko and surrounding areas.



Our Goals

- 👉 Ensure that trails are sustainable and add value to the environment in which they are built.
- 👉 Be fiscally responsible, accountable to our members and the wider community.
- 👉 Work with local and regional governments, national parks, developers, resort operators, utility companies, private landowners, the community forestry services and other stakeholders to keep our trails open and accessible.
- 👉 To offer supporting individuals, companies, organizations, donators, clear and quantitative benefits for their support.



Our Board Members

 Colin Hackworth (President)
Nihon Harmony
Representative Director
(Hanazono Ski Resort)

 Shunichi Kimura (Vice President)
Kimura restaurant Owner
Yotei Niseko Cycling Association
Vice President

 Ross Carty (Vice President)
NOASC Adventures Founder /
Owner
Niseko's Foreign Business Pioneer

 Ben Kerr
Niseko Tourism & Kuchan Tourism
Association Director
Niseko Real Estate Founder / Owner

 Miles Zeorlin
Vacation Niseko Owner Relations

 Tom Mortiboy
Software Engineer

 Angharad Mortiboy
Nutritional & Lifestyle Coach

 Chika Lund
Niseko Powderlife Magazine
Director

 Yui Spragg
Rising Sun Guides General Affairs

 Paul Butkovich
H2 Group Director of Real Estate
Sales

 Makoto Namikata
Kuchan Council Member
North Sled Snowmobiles Owner

 Kazue Iijima
Accountant

 Andy Meadows
Rhythm Japan Head of Operations

 Yukihiko Tochigi
Chitose Ringyo Forestry President
Large-scale forest owners in
Hokkaido

 Mayumi Honda
Niseko Black General Manager

 Manabu Mizuno
Mizuno Bikes Owner

 Yoshihito Tanaka
Kuchan Council Member. Kuchan
Tourism Association Director
Niseko Resort Service Founder

 Shinji Furuya
Kuchan Council Member
Niseko Environment Management
Office Manager

 Ashley Nicholls
Holiday Niseko KK Managing
Director / Owner
Niseko Tourism Director

 Chie Seino (Administration Officer)
Kaba Niseko Property Manager

 Riccardo Tossani
Riccardo Tossani Architecture
Founder / Owner

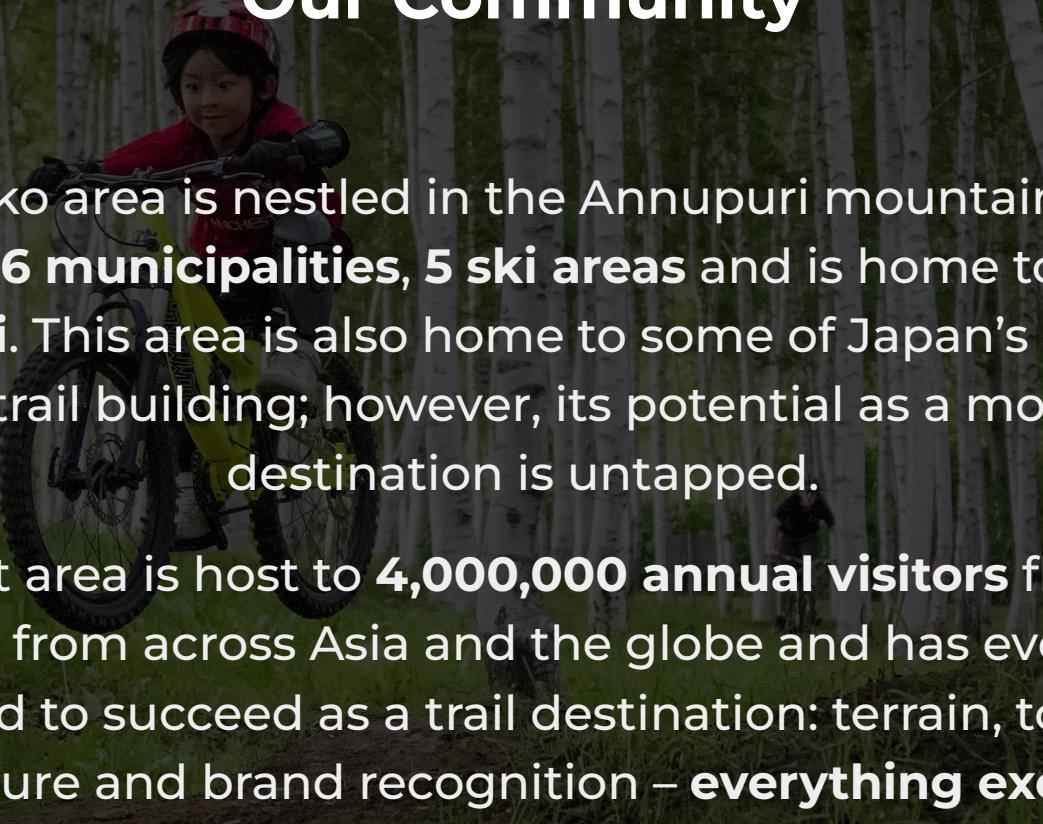
 Hiroshi Yamada
Kuchan Tourism Association Vice
President.
North Design KK Founder / Owner

 Masaya Yoshimura
Niseko Moiwa Ski Resort General
Manager

 Satoshi Yoshida (Auditor)
Kuchan Tourism Association
President. Mina-Kamuy Legal
Services Founder / Owner



Our Community

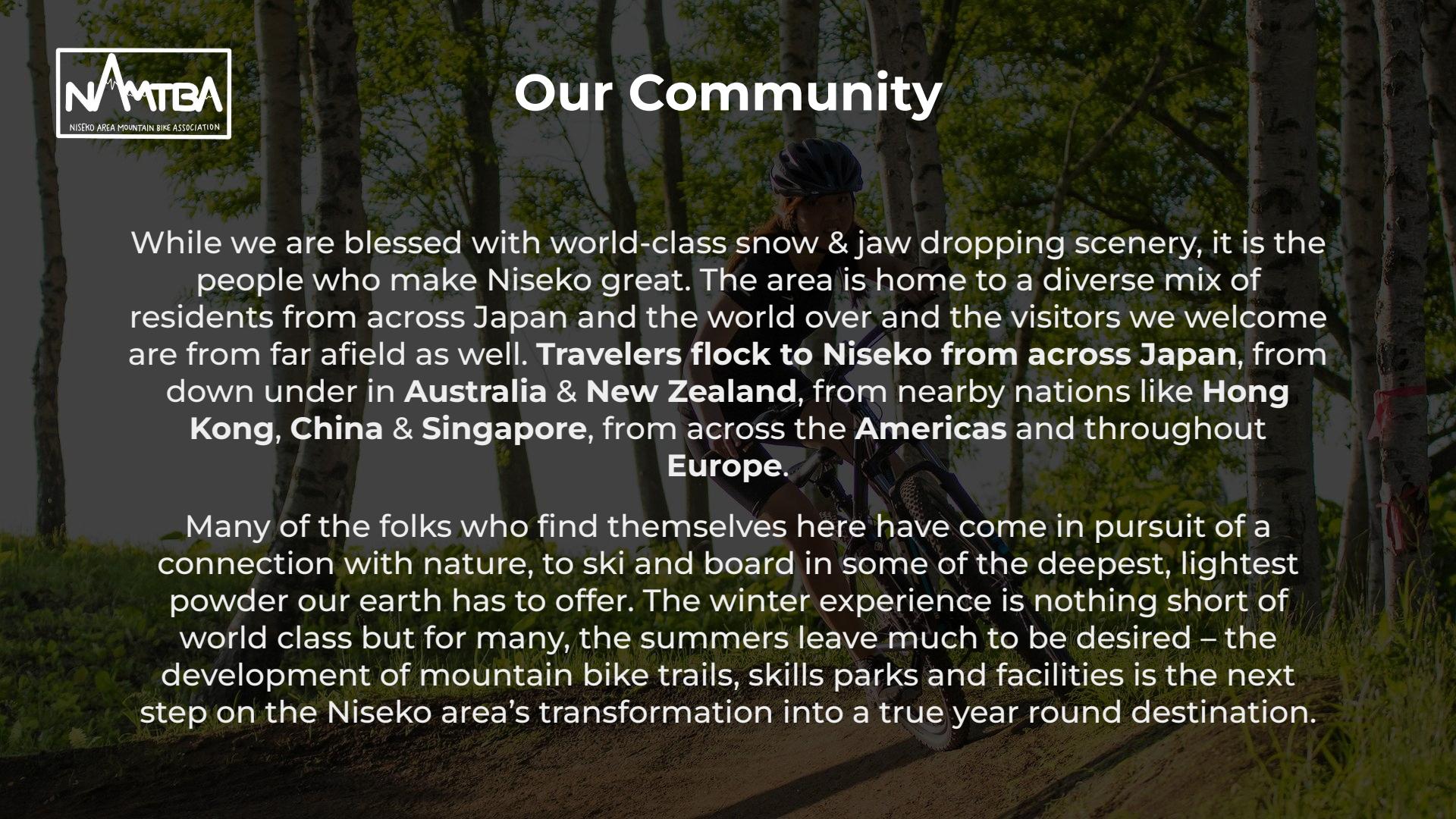
A photograph of a young person wearing a red helmet and a red and yellow jacket, riding a mountain bike through a dense forest of tall, thin trees. The person is looking towards the camera. The background is a blurred forest scene.

The Niseko area is nestled in the Annupuri mountain range & consists of **6 municipalities, 5 ski areas** and is home to the iconic **Mt Yotei**. This area is also home to some of Japan's greatest terrain for trail building; however, its potential as a mountain bike destination is untapped.

The resort area is host to **4,000,000 annual visitors** flocking to the area from across Asia and the globe and has everything needed to succeed as a trail destination: terrain, tourism infrastructure and brand recognition – **everything except trails!**



Our Community

A photograph of a person wearing a blue helmet and dark clothing, riding a mountain bike on a dirt trail. The trail is surrounded by tall, slender trees with light-colored bark and green leaves. The person is positioned in the center-right of the frame, facing towards the left.

While we are blessed with world-class snow & jaw dropping scenery, it is the people who make Niseko great. The area is home to a diverse mix of residents from across Japan and the world over and the visitors we welcome are from far afield as well. **Travelers flock to Niseko from across Japan**, from down under in **Australia & New Zealand**, from nearby nations like **Hong Kong, China & Singapore**, from across the **Americas** and throughout **Europe**.

Many of the folks who find themselves here have come in pursuit of a connection with nature, to ski and board in some of the deepest, lightest powder our earth has to offer. The winter experience is nothing short of world class but for many, the summers leave much to be desired – the development of mountain bike trails, skills parks and facilities is the next step on the Niseko area's transformation into a true year round destination.



Our Projects

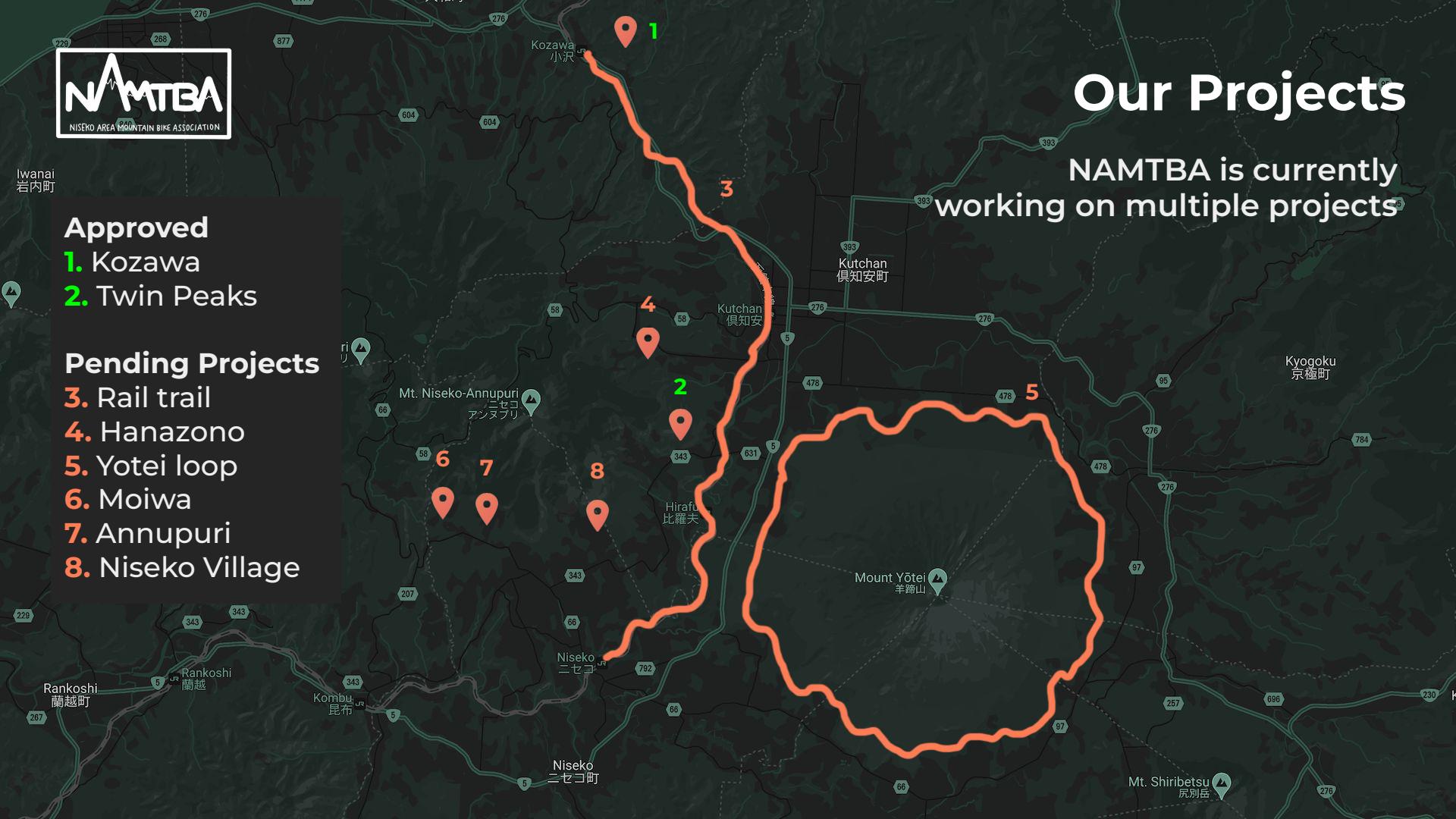
NAMTBA is currently working on multiple projects

Approved

1. Kozawa
2. Twin Peaks

Pending Projects

3. Rail trail
4. Hanazono
5. Yotei loop
6. Moiwa
7. Annupuri
8. Niseko Village





Twin Peaks Bike Park

We are now fundraising our first project; Twin Peaks Bike Park, which has official approval from Kutchan Town!

Planned and designed in collaboration with Swiss trail experts Allegra, Twin Peaks will be a beginner friendly, free-to-use park with 20-30 kms of trails.

Twin Peak's prime location (situated between Niseko's Grand Hirafu and Hanazono ski areas) plays a key role in our masterplan as a development pipeline for future riders and a link between these two resorts.



Twin Peaks Bike Park



Designed by
ALLEGRA

NAC アドベンチャー
パーク
Gym

NISEKO ADVENTURE
CENTRE
Sports complex

Kosai Dot

Gondola-Zaka St
Asajiki Ave

Hokkaido Denryoku
Network Yamada...
北海道電力ネットワーク
網 山田支電所

343

Shiribetsu River
釧路川

河川本線

343

631



Partnership & Membership

Mountain biking is all about keeping the wheels turning, all about momentum – **NAMTBA has momentum.**

We've got an all star team serving on our board and strong relationships with area stakeholders and municipalities.

We've got all the ingredients needed to succeed, **but we cannot do so without your support.** Supporting or partnering with NAMTBA helps us to continue breaking trail & brings us nearer to realizing our mission; to transform Niseko into Asia's premier mountain bike destination.

We would greatly appreciate your support and hope to show how partners & members can benefit in return.



Partnership Benefits



Exposure

Your brand or business will be recognized as a supporter of NAMTBA no matter how much you sponsor or donate.



Improved infrastructure

The infrastructure we will be contributing to will include trails, skills parks, viewing stations, walking trails, running trails, signage, and snowshoe trails.



Tangible assets

Your contribution will go towards something that will continue to be used for years to come, something that will grow, evolve and improve.



Participation

All members will receive information on dig days, ways to participate and contribute.



An increase to summer & shoulder season tourism

The use of the trails in spring can start a short time after the snow melts on each zone or area and carry on until the snow fall in late Autumn.



Partnership Levels

	One-time donation	Tanuki	Shika	Higuma
	¥			
Availability	Unlimited	Unlimited	Unlimited	10
Annual cost	NA	¥50,000	¥250,000	¥500,000+
Mountain bike trails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on our homepage		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on NAMTBA marketing material			S	L
Recognition of your support in newsletters			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media post			1	2
Logo on website banner				<input checked="" type="checkbox"/>
Logo included on trailhead signage and map				<input checked="" type="checkbox"/>
5 NAMTBA memberships, limited edition seed funder t-shirts and sticker packs				<input checked="" type="checkbox"/>
Mention on our list of donors	<input checked="" type="checkbox"/>			



Partnership Levels



Sponsor a trail

Pay for the building of a specific trail
and 5 years of maintaining the trail.

Decide the name of the trail *

Have the sponsor's name on the trail head sign.
e.g. "You only live once brought to you by _____"



All of Higuma's partnership benefits.

Please contact NAMTBA for further details



Sponsorship a trail element

such as; trails, loops, hubs, elements, obstacles,
or individual segments of trail.

Decide the name of the feature *

Have the sponsor's name on the trail head sign.
e.g. "A bridge too far by _____"



All of Shika's partnership benefits.

Please contact NAMTBA for further details

* The name must be in line with the spirit of mountain biking, and to the approval of the NAMTBA directors.



Membership

Child



Youth



Adult



Family



	Child	Youth	Adult	Family
Availability	Unlimited	Unlimited	Unlimited	Unlimited
Age	3 - 12	13 - 18	19+	3+ (up to 6 people)
Annual cost	FREE	¥2,500	¥5,000	¥9,000
Mountain bike trails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital membership card		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exclusive discounts		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



Thanks legend



ありがとうございます！

Thanks for your interest in partnering with NAMTBA.

Questions? Wanting to support our mission? Reach out to us below:

namtba.com

info@namtba.com

[@nisekomtb](https://www.instagram.com/nisekomtb)

[@nisekoareamtbassociation](https://www.facebook.com/nisekoareamtbassociation)

[linkedin.com/company/nisekomtb](https://www.linkedin.com/company/nisekomtb)