



**Building trails and community.**

**Support NAMBA - for the benefit of your  
business, and our community**

# Building Community

Shape and connect with NAMBA's community, story and audience



## 268 volunteers

10 dig days held; each saw the community turn out in force to help open Twin Peaks to the public

## Community buzz

Opening was met with incredible reception from cycling community and media from across Japan



## 1000 attendees

3 free events held with total attendance of 1000 people, and coverage from many media streams



## Fundraisers

2 raffles and 2 bike giveaways held to fundraise for NAMBA, and to give back to the community



## Massive growth

Social media following grew by 200%, reach increased by 280%, and interactions and link clicks up by 100% YOY

A wide-angle photograph of a dirt trail winding through a dense forest. The trail is made of packed earth and is surrounded by lush green grass and fallen leaves. In the background, many tall, thin trees stand in a forested area. A large tree trunk is visible on the right side of the frame.

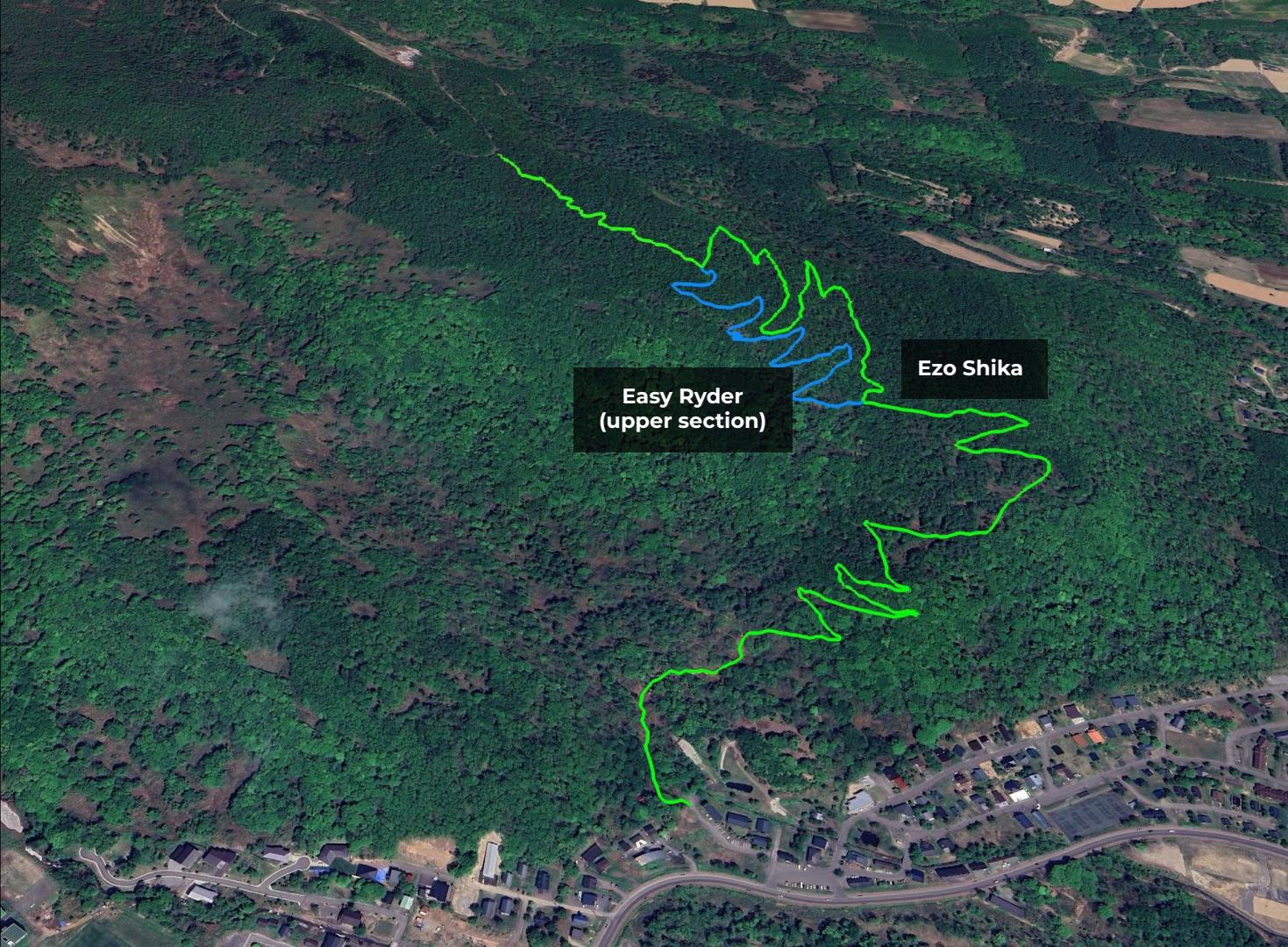
# Building Trail

Transforming Niseko summers, forging a destination, delivering unforgettable experiences

# 2022

**4.7km of new trail**  
completed during the  
Twin Peaks Bike Park's  
inaugural year of trail  
building

**Total trail distance: 4.7km**

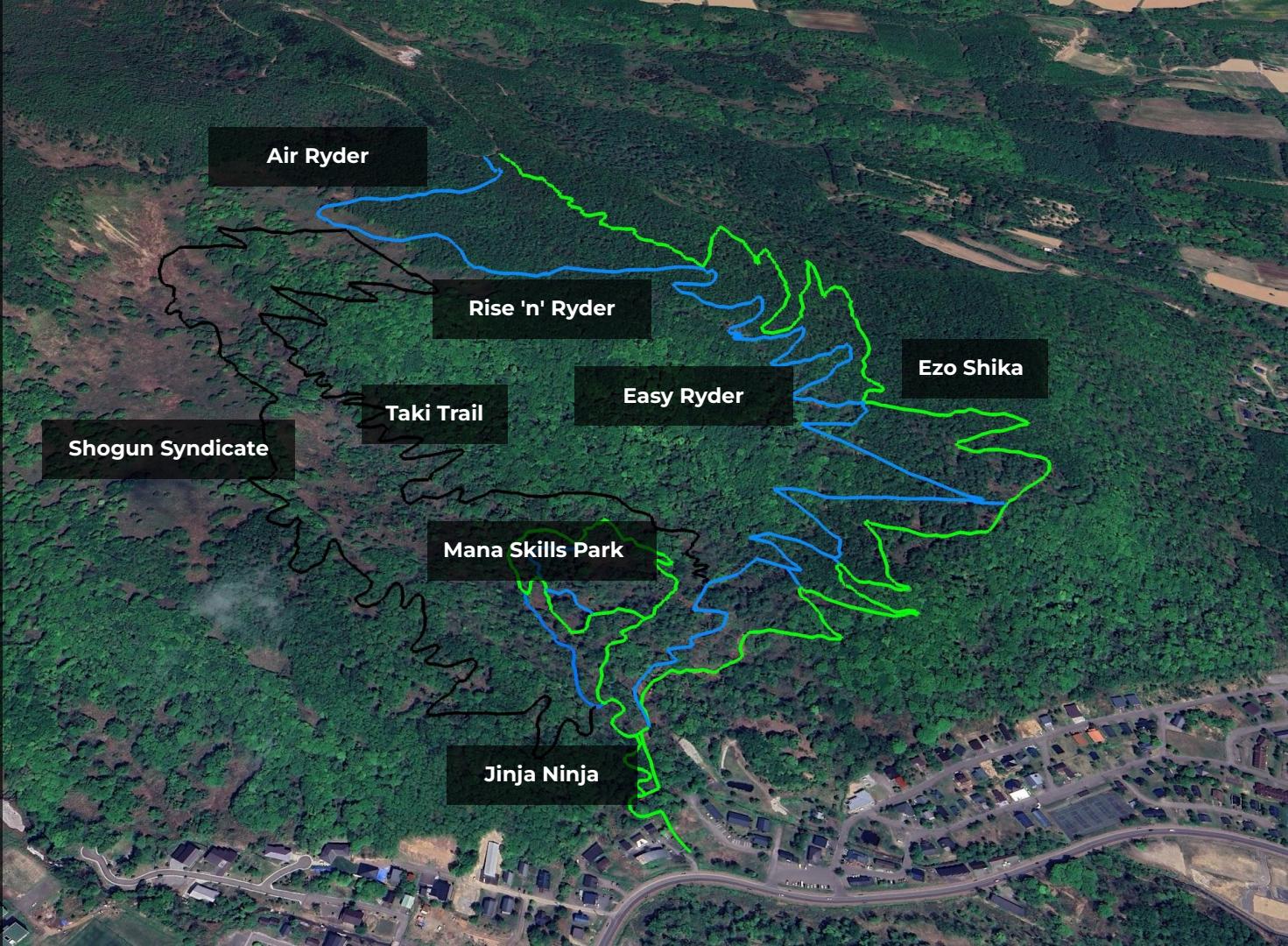


# 2023

## 9.5km of new trail

completed, Twin Peaks  
Bike Park is opened to  
the public

Total trail distance: 14.2km

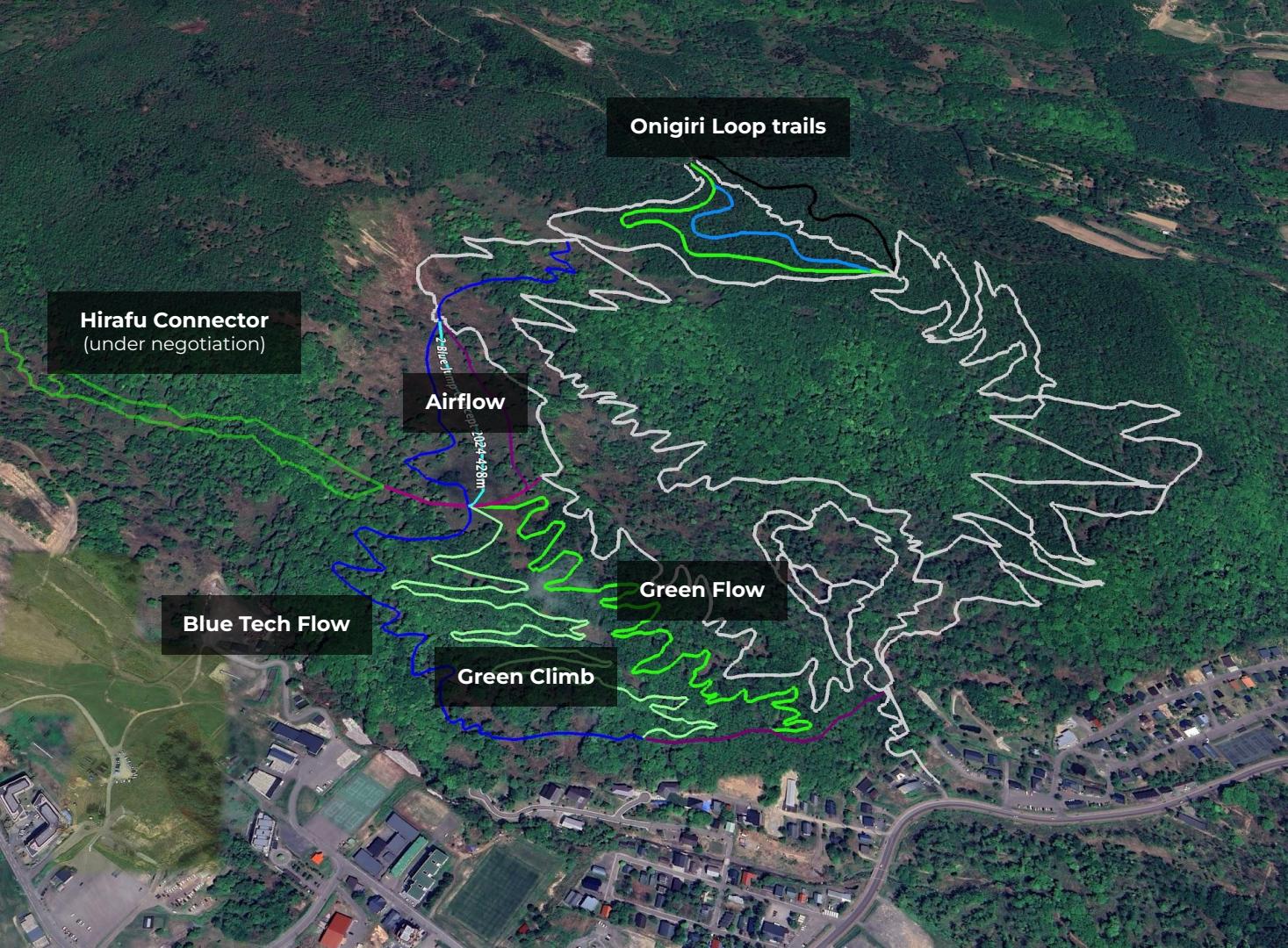


# 2024

(concept)

**11.8km of new trail**  
planned, including  
connectors to Hirafu  
Bike Park, and new  
beginner terrain

Total trail distance: 26km





# 2024 Road map



Phase 3 planning is well underway, marking a major expansion with up to 11.8km of new trails in 2024



Finalizing talks with Tokyu for connector trails between Grand Hirafu & Twin Peaks, highlighting destination status of Twin Peaks, and promising increased ridership and sponsor brand exposure



More events planned for 2024 in collaboration with major bike brands with large audiences



# How you can support

Help build trails, communities, summer tourism and the sport of mountain biking



## Annual Sponsorship Options

	 Tanuki	 Shika	 Higuma
Availability	Unlimited	Unlimited	15
Annual sponsorship commitment	¥50,000	¥250,000	¥500,000+
Logo on NAMBA homepage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on NAMBA select marketing material		S	L
Recognition of your support in newsletters		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition of your support with annual social media post		1	2
Logo on NAMBA website banner			<input checked="" type="checkbox"/>
Brand logo placed on large trail map signs scattered throughout the park acknowledging your generosity and awesomeness			<input checked="" type="checkbox"/>
Commercial operator pass included (details coming in Spring 2024)			<input checked="" type="checkbox"/>
5 Twin Peaks limited edition seed funder T Shirts and membership to NAMBA for all employees			<input checked="" type="checkbox"/>

Trail Sponsorship Options	Community trail sponsor	Full trail sponsor
Increased brand awareness in Niseko, including affluent visitors from around the world, and with the burgeoning local Japanese mountain bike community	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Boost summer tourism in the region benefiting the local community, Niseko businesses, developers, the bike industry and other stakeholders	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Brand logo placed permanently on large trail map signs scattered throughout the park acknowledging your generosity and awesomeness	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Brand logo permanently displayed on all trail start and end signs of sponsored trail	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Regular brand logo placement on all trail posts along sponsored trail, including all intersections		<input checked="" type="checkbox"/>
Logo on NAMBA homepage, website banner, web based trail information, and marketing material	Web based trail information only	<input checked="" type="checkbox"/>
Recognition of your support in NAMBA media channels, including special announcement		<input checked="" type="checkbox"/>
Commercial operator pass included (details coming in Spring 2024)		<input checked="" type="checkbox"/>
5 Twin Peaks limited edition seed funder T Shirts and membership to NAMBA for all employees		<input checked="" type="checkbox"/>

# Exposure

## In the park



Your brand logo will be displayed throughout the park; not just on trail signs, but on large trail map signs throughout the park. All signage is strategically placed for high visibility, and are seen by all who visit the park.



Pictures of the signs (including sponsor logos) are featured in online and print media (eg **Cyclowired**)



# Exposure

## In Media



NAMBA's website includes logo in special sponsors section, and a footer banner with logo on all other pages



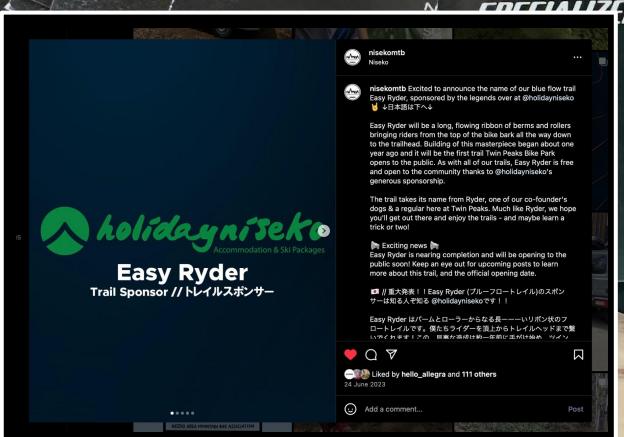
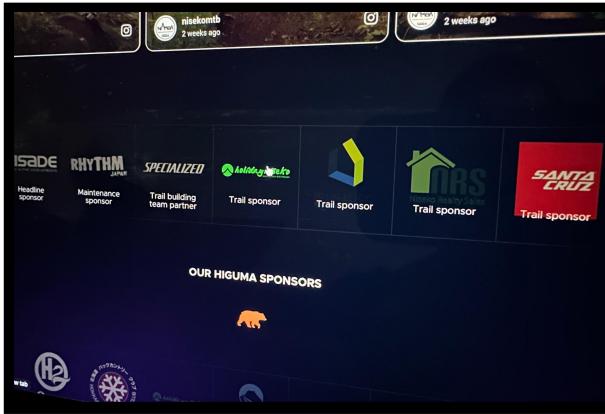
Web based trail information, including including global sites such as Trailforks



Printed marketing material, such as flyers & pamphlets



Special announcement campaign on SNS, and recurring posts in recognition of your support





# Operations

## Commercial operator passes

The Twin Peaks Bike Park is, and will remain, free for public *non-commercial* use.

Guiding, instructing, and tour operators requires a Commercial Operator Pass – included for life as a benefit full trail sponsorship. This pass is required for all operators, including hiking, mountain biking and other groups.

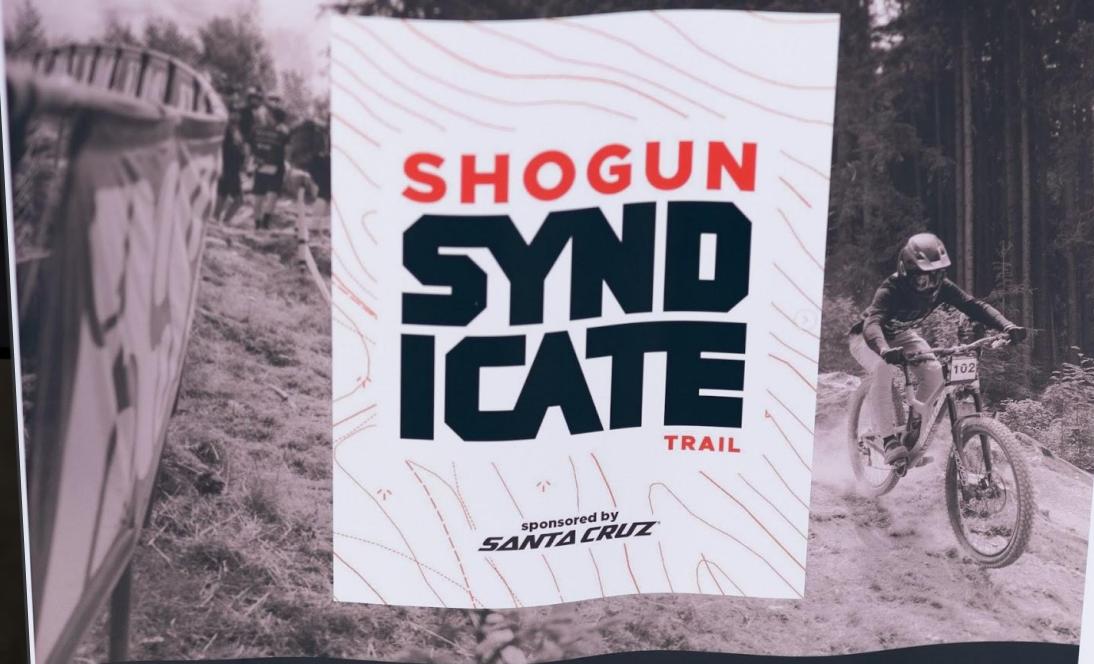
NAMBA's website will include a web page listing operators with contact links to each for bookings.

# Trail Sponsorship Options

Trail	Estimated Length	Sponsorship Cost	Notes
Jinja Ninja	200m	✓ SPONSORED ✓	High vis. trail used by all to enter & exit trail network
Green Uphill	2,000m	¥11,500,000	Multi-use climb (open to mtb, foot traffic, etc.)
Green Flow	1,700m	¥7,800,000	First green downhill, fun for all ages & multi-use
Green Uphill & Flow combo	3,700m	¥19,000,000	Discount combo for Uphill & Flow loop
Blue Tech Flow	2,000m	✓ SPONSORED ✓	Trail incorporating technical sections w/ fun flow
Airflow	800m	¥5,000,000	First jump line, dirt roller coaster w/ rollers & jumps!
Onigiri Loop short trails	500m	¥2,500,000	3 trails available for sponsorship
Community trails	N/A	¥1,000,000	Per-sponsor cost for trails w/ multiple sponsors

*"We are proud to have sponsored the Shogun Syndicate trail and to be part of NAMBA's vision of building a world class mountain bike destination in Japan."*

**Chris Selig**  
**Santa Cruz Japan**





# ありがとうございます！

(Thanks legend)

 [namba.ngo](http://namba.ngo)

 [sponsorship@namba.ngo](mailto:sponsorship@namba.ngo)

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

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

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