



STROMLO
FOREST PARK
CANNBERRA AUSTRALIA



STROMLO FOREST PARK

NAMING RIGHTS OPPORTUNITY

2022



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ABOUT US

Stromlo Forest Park (Stromlo) is situated in the heart of the Molonglo Valley in the nation's capital, Canberra. Free to the public and open 365 days per year (conditions permitting), Stromlo is a unique multi-purpose facility attracting both recreational and professional sporting visitors throughout the year.



670,000 VISITORS
Annually

OPEN 365 DAYS

OVER 10 UNIQUE USER GROUPS/SPORTS REPRESENTED

OVER 50km OF DEDICATED MOUNTAIN BIKE TRAILS

SET ON 1200ha



OPENED 2007

HOSTING NATIONAL & INTERNATIONAL SPORTING EVENTS

Stromlo is set on 1200 hectares of bushland, is surrounded by spectacular views and contains pristine waterways. It is located only 15 minutes from the city centre, providing easy access for more than 670,000 annual visitors.

and over 50km of mountain bike trails suitable for riders of all abilities. Both the Centenary Trail and Bicentennial National Trail pass through Stromlo, and there are kilometres of shared trails for those wanting to explore on foot as well.

Boasting an onsite purpose-built event pavilion, a 1.2km criterium cycling circuit, a 2.5km grass cross country running track, a network of equestrian trails, pump track





OUR STORY

Stromlo Forest Park (Stromlo) as we know it was born out of the ashes of the 2003 Canberra Bushfires, however the land's history stretches back to the Ngunnawal people, the First Nations people in the Canberra region. Stromlo Forest has a rich sporting history and has long been home to many sporting and recreational groups, from equestrian users through to mountain bikers and international runners.

Stromlo is a world-class multi-use, recreational sporting facility available to both recreational and professional users. In 1999, the "original" Stromlo Forest hosted the first ever Australian 24 hour mountain bike race, and has been home to numerous national championships. Since opening in 2007, the facility has hosted:

- A Mountain Bike World Cup,
- Mountain Bike World Championships,
- Many national and international level mountain bike events,
- Cross Country National Championships,
- High level cycling events,
- Many local events and more.

Large recreational and competitive events call Stromlo home, and the recently constructed Stromlo Leisure Centre attracts large visitation numbers, providing additional brand exposure on entry to Stromlo for the whole of park naming rights partner.

Today, Stromlo is also home to an award-winning shuttle bus service catering for gravity riders of all abilities to the top of Mt Stromlo, as well as a popular onsite café and bar operating during peak periods. The future includes implementing approved plans for recreational sporting fields that will attract additional sports users and spectators onsite.

OPPORTUNITY: WHOLE OF SITE NAMING RIGHTS

We are looking for businesses and individuals interested in sponsoring the whole of site naming rights at Stromlo Forest Park (Stromlo) Canberra's premier multi-use recreational facility.

This sponsorship opportunity awaits a progressive company who knows its next move. Stromlo's naming rights sponsor will have clear branding rights from the main entrance and along Dave McInnes Road (the only road in and out of the park), potential marketing activations, key signage, brand exposure, selected annual venue hire opportunities, sponsor acknowledgement across Stromlo digital assets plus a whole lot more!

The naming rights partner will also have the addition of their brand signage being seen by the busy Stromlo Leisure Centre traffic who enter through the park's main entrance, and by all Stromlo onsite visitors including venue hire clients such as clubs, schools, and private event organisers.





GREAT TRAILHEAD FACILITIES - SHUTTLE BUS FOR MOUNTAIN BIKE RIDERS AND A POPULAR ONSITE LICENSED CAFÉ



WHO VISITS SFP?

Stromlo attracts local and interstate visitors annually, including equestrian riders, runners, road cyclist, mountain bikers and many more! Stromlo is the gateway to cycling in Canberra and its visitor base includes:

- international and national tourists,
- riders making their way from Sydney and surrounding areas for the weekend,
- diverse local communities.





SPONSORSHIP NAMING RIGHTS BENEFITS

- Significant brand recognition with the Stromlo being Canberra's key sporting and tourist destination and with more than 670,000 visitors annually and growing.
- Brand visibility at the Park's main entrance and along Dave McInnes Road (the site's main access road) with international, national and local runners, cyclists, equestrians, triathletes and active families.
- Access to site to entertain clients, business prospects, reward current/new staff, customers and other stakeholders.
- The ability to deliver on your business objectives including: acquisition of new business, retention of current clients/customers, improved brand recognition, increased brand exposure and the opportunity to leverage a major national and international tourism/visitor market.
- The opportunity to be mentioned with onsite media coverage.
- Your brand mentioned in Stromlo marketing material including website, social media, digital screens etc.
- Potential corporate hospitality and marketing activations based on financial contributions, and brand fit.
- The ability to offer new or innovative partnership opportunities.
- Potential free venue hire, onsite marketing activations, onsite brand signage, advertising and digital branding opportunities available for naming right sponsors, reflecting the investment amount.
- The opportunity to attach your brand to a highly visible, widely recognised, institution that is Canberra's only 'multi-purpose' gateway for recreational sport.

WANT TO KNOW MORE?

We are looking for businesses or individuals who see a value fit with Stromlo to undertake naming rights for the park.

Sponsorship proposals will be assessed by a panel with key selection criteria, including but not limited to:

- reviewing sponsorship offers on a 'first come, first served' timeline,
- prioritising local/Australian sourced partnerships, but welcome all offers
- terms of agreement (favouring longer multiple year naming right partnerships of 5-10 years plus),
- naming rights partner brand compatibility with Stromlo reputation,

- sponsorship company fiscal viability/value for money,
- reviewing companies with multiple brands, but we are ultimately seeking a single sponsor name to add to current assets,
- Stromlo maintain the right to enter into non-exclusive sponsorship agreements.
- Open to considering new or innovative opportunities and offers.

SFP is currently offering multiple naming right sponsorship opportunities for the whole of SFP site from 1 August 2022 to 31 October 2022.

Stromlo maintain the right to enter into non-exclusive sponsorship agreements.

Please contact Lisa Morisset for more information or to send your letter of sponsorship intent.

Lisa.Morisset@act.gov.au
0403 874 223

Additional sponsorship opportunities:

Stromlo Forest Park has a number of sponsorship asset naming opportunities available to suit a range of budgets. These include:

- The Pump Track
- The Playground (mountain bike skills)
- Mountain bike trails
- The event Pavilion
- The Stephen Hodge Criterium Cycling Circuit
- The Robert de Castella Cross Country Running Track

If any of these are of interest to you, please contact Lisa.Morisset@act.gov.au for more information. Stromlo is committed to working with a variety of companies who share similar values and interests with Stromlo.



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