

## Sponsorship Proposal - The Dirt Dashes



Yorkshire Dirt Dash (Press Trip) - Picture: Markus Stitz

### About the events

The Dirt Dashes are organised by Dirt Dash Ltd, established in 2019. Director Markus Stitz, has a proven track record in the events, outdoor and adventure cycling community.

If not working on Dirt Dashes, Markus runs [Bikepacking Scotland](#), developing bikepacking and gravel bike routes in cooperation with destination marketing organisations across the UK and internationally. He is also the author of the books '[Great British Gravel Rides](#)', '[Big Rides](#)' and '[Bikepacking Scotland](#)', and produces video, photo and written content for various clients across the world.

The Dirt Dashes are inspired by the Dorset Gravel Dash, credited as the UK's first gravel event. The Dorset Gravel Dash was part of Dirt Dash events for the last four years. For 2024 the [Dorset Gravel Dash](#) is organised again by Charlie Hobbs of Bum Butter Ltd.

The Dirt Dashes are grassroots happenings, with fun and inclusivity at heart. They are two-day self-supported gravel bikepacking overnights. All events are held in scenic locations and in close proximity to populous areas in the UK.

As bikepacking and gravel riding are popular and fast-growing strands in cycling, the Dirt Dashes are aimed at novices and experienced riders alike, but run at a small capacity of 150 entries. Entry fees range from £90 to £95 with a discount offered to Cycling UK members.

The Dirt Dashes start and finish at a pub, cafe or hotel. Riders have to navigate around a pre-planned route which is supplied as GPX. We provide a scenic campsite and locally

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sourced food and refreshments on the evening of the first day. The Dirt Dashes are individual time trials but not races - very sociable happenings held in stunning locations.

We actively work with local partners to reduce negative impacts on the environment and communities and encourage people to take public transport to the events.

The dates for 2024 are the following:

- Cateran Dirt Dash - 4/5 May 2024 - Start/finish in Alyth
- Yorkshire Dirt Dash - 13/14 July 2024 - Start/finish in Whitby
- Dunoon Dirt Dash - 21/22 September 2024 - Start/finish in Dunoon

### What our riders say

In 2023 we conducted rider surveys after all events. These are the key findings:

- On a scale of 1 (not enjoyable) to 5 (very enjoyable) our participants rated the events between **4.7** (Dorset 100) and **4.82** (Dunoon).
- On a scale of 1 (not enjoyable) to 5 (very enjoyable) our participants rated the event routes **4.4** (Dorset 100) and **4.73** (Dorset 5050).

Here is a selection of individual comments we received from the surveys:

*'Great event overall and I will be back for more.'*

*'Loved the whole chilled outness of the event. Very friendly as usual, and an excellent opportunity to visit an area completely new to me.'*

*'Such a friendly, well organised event with a lovely sociable vibe. Met and chatted with lots of interesting people. enjoyed the event – it delivered everything that I expected.'*

*'Great routes'*

*'What a great event! Excellent route, nice campsite, great food. And good company all round. My son and I will be back for more Dirt Dashes.'*

*'An excellent, fun and friendly event which I enjoyed immensely.'*

*'Keep showing us more of these amazing places to ride bikes.'*

*'An enjoyable introduction to the Cateran Trail.'*

We also offer our participants to rate the Dirt Dash events on our website, and have achieved a rating of 4.9 out of 5 based on 14 reviews. You can read the individual comments at [dirtdash.cc/about](https://dirtdash.cc/about).

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Dunoon Dirt Dash - Picture: Markus Stitz

### Media coverage for 2024 events

- [Off-road.cc](https://off-road.cc)
- [Yellow Jersey Blog](https://yellowjerseyblog.com)
- Cyclist Magazine (Issue 150)

### Media coverage for 2023 events

#### Cateran Dirt Dash - Online

- [Gravelunion](https://gravelunion.com)
- [STV News](https://stvnews.com)
- [STV YouTube](https://stv.com)
- [Scotsman Online](https://scotsmanonline.com)
- [Midlothian View](https://midlothianview.co.uk)
- [Strathspey Herald](https://strathspeyherald.co.uk)
- [Sportive.com](https://sportive.com)
- [Advnture.com](https://advnture.com)
- [Fiona Outdoors](https://fionaoutdoors.co.uk)
- [Yahoo](https://yahoo.com)
- [The Courier](https://thecourier.co.uk)

#### Printed - saved [here](#)

- The Scotsman (Frontpage and inside spread) 30/08/2023
- Blairgowrie Advertiser 22/08/2023 & 03/10/2023
- Perthshire Advertiser 22/08/2023 & 03/10/2023

#### Dunoon Dirt Dash - Online

- [Global Cycling Network](https://globalcyclingnetwork.com)
- [Gravel Union](https://gravelunion.com)
- [Scottish Field](https://scottishfield.co.uk)
- [Cycling Weekly](https://cyclingweekly.co.uk)
- [Helensburgh Advertiser](https://helensburghadvertiser.co.uk)



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Cateran Dirt Dash - Picture: Markus Stitz

### Media quotes from previous events

*'The Dirt Dash weekends are sociable and friendly, but to crystallise that into a community takes time and repetition ... putting like-minded people together, and forging a community around an otherwise individualistic part of our sport.'* **James Howell-Jones, Global Cycling Network**

*'I wasn't expecting much from the Surly Dunoon Dirt Dash beyond some people riding bikes on endless gravel roads and if I'm being honest, I was worried that I'd have little to write about. Thankfully the experience was much more than that.'* **Jason Miles, Singletrack**

*'The pace of the ride was not important and neither were the average speeds. We all knew that we would reach the end together and that was what was important.'* **Graham Cottingham, Mostly By Bike**



Yorkshire Coast Dirt Dash (Press Trip) - Picture: Markus Stitz

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### What can a sponsorship of the Dirt Dash events provide for your brand?

We see sponsorship of our events as an opportunity for your brand to enhance visibility, credibility and sales in the fast growing adventure cycling market. We are also looking for partners that we can actively work with to enhance the experience our riders have before, during and after the events, to make our events more inclusive and achieve positive impacts for the communities we stage the events in.

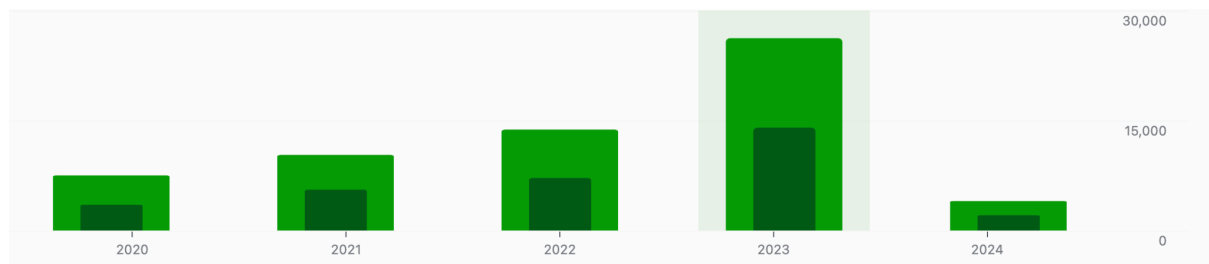
We are interested in long term partnerships and not quick gains. Inclusiveness and sustainability are the key pillars on which our events are built, and we want to see those reflected in our sponsors' brand values.

### Marketing channels

The event will be promoted through the Dirt Dash channels and websites, as well as Markus' personal and Bikepacking Scotland social media channels and websites, as listed below.

#### *Dirt Dash*

- Email list: 1,550 subscribers
- Facebook page: 1,000 followers
- Instagram: 2,050 followers
- Website (2023): 26,246 views, 14,022 visitors



Dirt Dash website stats

#### *Bikepacking Scotland*

- Instagram: 4,683 followers
- X: 4,158 Followers
- Facebook page: 5,700 followers
- Email list: 5,600 subscribers
- Media list: 580 subscribers

#### *Markus Stitz/Bikepacking Scotland*

- Instagram: 37,500 followers
- X: 8,260 followers
- YouTube: 6,200 subscribers
- Facebook page: 3,400 followers



## Sponsorship Proposal - The Dirt Dashes

### Marketing plans for 2024

In 2022 and 2023 we captured high quality images and video at the events, which will be used for promotional activities in 2024, and can be shared with sponsors. For media attendance we secured great coverage in 2023 and will continue to do so in 2024. Regular newsletters to Dirt Dash and Bikepacking Scotland databases and individual promotional activities in cooperation with sponsors will round up this next year's marketing activity.



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### Sponsorship packages

Title sponsor	Supporting sponsor
<ul style="list-style-type: none"><li>Prominent logo on all publicity material, on and offline, exclusive naming rights for all four events</li></ul>	<ul style="list-style-type: none"><li>Logo on all publicity material, on and offline</li></ul>
<ul style="list-style-type: none"><li>Logo at the beginning of reels and other video content</li></ul>	<ul style="list-style-type: none"><li>Logo at the end of reels and other video content</li></ul>
<ul style="list-style-type: none"><li>Space for gazebos at start and finish and at the campsite, opportunity for branding at registration and finish, opportunity to provide product to test for riders</li></ul>	<ul style="list-style-type: none"><li>Space for gazebos at campsite, opportunity to provide product to test for riders</li></ul>
<ul style="list-style-type: none"><li>6 free entries for staff &amp; promotions for each event (opportunity to buy additional entries at 50% discount)</li></ul>	<ul style="list-style-type: none"><li>4 free entries for staff and promotions for each event (opportunity to buy additional entries at 50% discount)</li></ul>

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<ul style="list-style-type: none"><li>• Inclusion of title sponsor in headline, mention of title sponsor in press releases &amp; inclusion of boilerplate in editor's notes</li></ul>	<ul style="list-style-type: none"><li>• Mention of sponsor in press releases &amp; inclusion of boilerplate in editor's notes</li></ul>
<ul style="list-style-type: none"><li>• Provision of free images and video content for publicity purposes from all events</li></ul>	<ul style="list-style-type: none"><li>• Provision of free images for publicity purposes from all events</li></ul>
<ul style="list-style-type: none"><li>• Creation of written content tailored to the sponsors products in advance of the events</li></ul>	
<b>Cost: £3,000 (no VAT)</b>	<b>Cost: £1,500 (no VAT)</b>

*Based on our experience in 2023 we would split up the sponsorship amount in several instalments, before and after the event delivery.*



Dunoon Dirt Dash - Picture: Markus Stitz

### Interested?

As with every proposal, this is just a starting point to hear your ideas. Please get in touch to discuss any sponsorship opportunities with us, we can tailor packages to your individual brand needs.

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