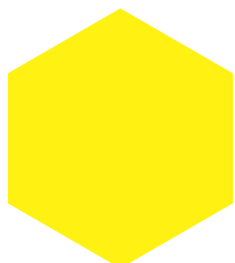




NORTHERN BMX

SPONSOR OPPORTUNITIES 2025





CLUB PROFILE

Northern BMX Club represents the best that BMX Racing has to offer and the home of BMX in Melbourne's North.

Northern BMX Club (formerly Lalor BMX Club) is a proud and historic cornerstone of Australian BMX racing. Established as the very first BMX club in Victoria, we have played a pivotal role in fostering the sport's growth and success. Over the years, our club has proudly hosted prestigious events, including state championships, national level racing, international exhibitions, and even World Cup racing.

In 2018, Northern BMX Club underwent a major redevelopment, breathing new life into our facilities and community. This reinvigoration has positioned us as one of the largest and most active BMX clubs in Victoria. We are also the only home of BMX racing in Melbourne's Northern Suburbs, attracting riders from across the region to experience our vibrant club atmosphere and top-tier track.





OUR COMMUNITY

160+

CURRENT MEMBERS

20+

2025 RACES SCHEDULED

Northern BMX Club is more than just a racing venue; it's a thriving club and community where riders of all ages and abilities can develop their skills, confidence, and passion for BMX. Our club proudly welcomes families, recreational riders, and elite competitors alike, fostering a supportive and inclusive environment for everyone who shares our love of BMX.



WHY PARTNER WITH US?

As a valued sponsor, your business will be showcased to a broad audience of athletes, families, and spectators both locally and statewide. With regular race meets, major events, and consistent social media engagement, Northern BMX Club offers excellent exposure opportunities.

Supporting us aligns your brand with healthy, active lifestyles, youth development, and community spirit.

OUR REACH

Sponsoring Northern BMX Club provides your business with access to over 3,500 social media followers, 180+ email subscribers, and exposure to potential customers both locally and statewide through racing announcements and more than 250 monthly website visitors.

Our location is ideal for advertising signage, with heavy club usage up to four times per week, and high-volume public traffic at all other times!



2025 SPONSORSHIP PACKAGES



SPONSOR PACKAGES

MAJOR SPONSOR

TWO YEAR MINIMUM PACKAGE

\$4,000
ANNUALLY

An exceptional sponsorship opportunity to elevate your brand's visibility and community engagement. As our major sponsor, you'll secure Bronze Event Naming Rights, ensuring prominent branding across awards, media, social posts, entry forms, and race reports, alongside dedicated commentary. You'll also have the option to host a pro-shop, vendor, or information booth at the event. Enjoy permanent branding with "Your Business Hornet's Nest" naming rights for our club member marquee, including social media promotion on race days. Your logo will feature on the annual Stinger Series and club awards, race materials, and promotional posts. Permanent signage on our start hill, social media thank-you posts, newsletter inclusions, website presence, and reserved trackside tent space further enhance your exposure, providing unparalleled access to our dedicated BMX community.

ONE ONLY!

SPECIAL
OFFER

LOCK IN FOR 2025 AND SAVE!

Sign on as our Major Sponsor for 2025 and receive 10% off your sponsorship package, PLUS free signage supply!

SPONSOR PACKAGES

KEY SPONSORS

TWO YEAR MINIMUM PACKAGE

\$2,000
ANNUALLY

Become a Key Sponsor of the Northern Hornets BMX Club and enjoy premium exposure! Your brand will be prominently featured on all race entry forms, flyers, and technical guides, as well as across our social media channels. Your company will be recognized with dedicated signage on the start hill retaining wall, and your logo and links will be included in our monthly newsletters and on our club website. Enjoy complimentary commentary promotion during races and secure reserved trackside tent space at events and club racing. Partner with the Northern Hornets and connect with a passionate community of riders and families.

5
AVAILABLE

SPECIAL
OFFER

LOCK IN FOR 2025 AND SAVE!

Sign on as a Key Sponsor 2025 and receive 10% off your sponsorship package, PLUS free signage supply!

SPONSOR PACKAGES

2025 PARTNER

\$1,000

Partner with the Northern Hornets BMX Club and gain prominent visibility within our vibrant community. Your business will be showcased with permanent signage on our start hill retaining wall, ensuring consistent exposure. Benefit from dedicated social media promotions, logo and link inclusion in our monthly newsletters, and live commentary mentions at all racing events. Furthermore, your logo and links will be featured on our club website's sponsor page, and you'll enjoy reserved trackside tent space at all events and club racing, providing direct access to our members and attendees.

6
AVAILABLE

2025 SUPPORTER

\$300

Support the Northern Hornets BMX Club and become part of our exciting community! As a Supporter, your business will receive valuable exposure through commentary mentions at all our racing events. Your logo and links will be prominently featured on our club website's sponsor page, and you'll gain access to reserved trackside tent space (BYO marquee) at all events and club racing, providing direct engagement with our members and attendees.

EVENTS AND ADD ONS

START GATE SPONSOR

\$500

Place your business in the sights of every race attendee with a coveted start gate sponsor position! Feature as a lane sponsor with your logo proudly displayed on the barrel gate at every event, race, training session, and coaching class. Only 8 positions available so don't miss out!

HORNET HAVOC CLASS SUPPORTER

\$100

Sponsor a class at the 2025 Hornet Havoc and gain targeted exposure to a passionate BMX racing audience! Benefit from direct traffic and valuable exposure driven by the following inclusions:

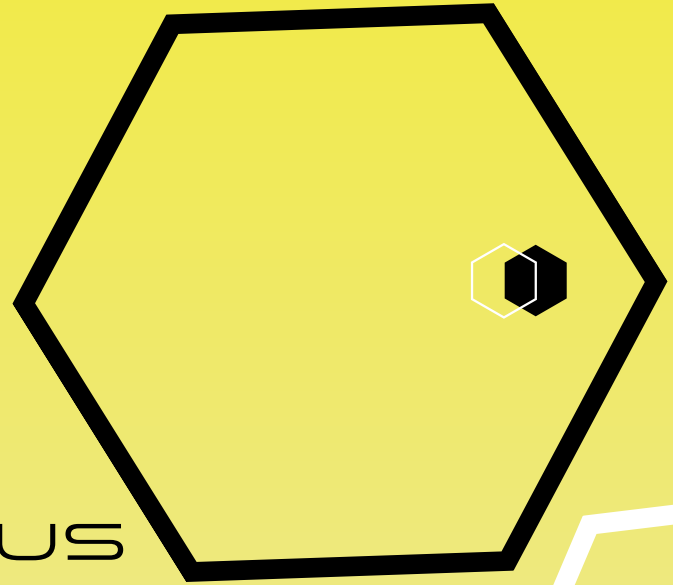
- Social media posts to promote your company x 2
- Logo and link included on event website page.
- Logo and link included in event month newsletter.
- Race Day commentary shoutout.
- Inclusion on Hornet Havoc event entry form.
- Access to reserved trackside tent space (BYO marquee) at event.

CUSTOM PACKAGES ON REQUEST

Want to combine sponsorship options or need something more tailored? We'd love to hear from you! Get in touch to discuss how we can partner together!

PACKAGES AT A GLANCE

INCLUSIONS	Major Sponsor	Key Sponsor	Partner	Supporter
BONUS: Bronze Event Naming Rights (including: Branding on awards, all media and social posts, all related entry forms and result reports, and prominent commentary). (\$2000 value)	✓			
Optional pro-shop, vendor, or information booth at Bronze event (BYO equipment).	✓			
Permanent Club Marquee branding and naming rights "Your Business Hornet's Nest" (including social media promotion on every race day with links).	✓			
Logo included on annual Stinger Series and club annual awards.	✓			
Logo on all club race entry forms, race flyers and technical guides, and promotional posts.	✓	✓		
Permanent start hill retaining wall signage to promote your business.	Full Panel*	Full Panel*	Half Panel**	
Social media posts to thank and promote your company	Monthly	Monthly	Quarterly	
Logo and links included in all club monthly newsletters.	✓	✓	✓	
Commentary promotion at all racing events.	✓	✓	✓	✓
Inclusion on Northern BMX Club website sponsor page, including logo and links.	✓	✓	✓	✓
Access to reserved trackside tent space (BYO marquee) at events and club racing.	✓	✓	✓	✓



CONNECT WITH US

**We look forward to working with you!
For all sponsorship applications and
enquiries, please contact us below and our
dedicated volunteers will be in touch soon.**

sponsorship@nbmx.com.au

www.nbmex.com.au