PARTNER WITH THE ADVENTURE

BA'KELALAN

INTERNATIONAL

OUTBACK MTB TOUR

2026

RIDE THE TRADE TRAIL · DISCOVER HERITAGE
EXPERIENCE THE NORTHERN HIGHLAND

9–13 DECEMBER 2026

LAWAS → LONG SUKANG → LONG SEMADOH → BA'KELALAN

ORGANISED BY ONEX ADVERT RESOURCES

SUPPORTED BY SARAWAK GATEWAY TO BORNEO

SPONSORSHIP PROSPECTUS

ONE EVENT. MULTIPLE DESTINATION RETURNS.

A highland expedition built to move riders, tourism spending and destination stories together.

A five-day, non-competitive, approximately 140 km MTB journey through Northern Sarawak — connecting adventure travel, Lun Bawang culture and community enterprise.

300	140 KM	5 DAYS	1,200	1.5M	RM617.5K
TARGET RIDERS	APPROX. RIDE	DESTINATION JOURNEY	RIDER NIGHTS	TARGET IMPRESSIONS	DIRECT LOCAL ACTIVITY

THE PROMISE TO PARTNERS

Visibility beyond the finish line: sponsor branding travels across the route, content, communities and post-event stories.

All performance and impact figures are planning targets / projections, not guaranteed outcomes.

THE SIX “WOW” FACTORS

A compelling platform for companies looking for more than static logo placement.

THE TRADE TRAIL 01

A signature 3-stage ride tracing Northern Sarawak’s highland corridor.

A MOVING DESTINATION 02

Four distinctive places create multiple tourism and branding touchpoints.

LIVING LUN BAWANG HERITA 03

Community welcomes, local food, crafts and cultural stories form part of the journey.

CROSS-BORDER RIDER APPEA 04

35% of riders targeted from regional and international markets.

HIGH-ALTITUDE FINALE 05

A dramatic finish in Ba’Kelalan, framed by the northern highlands.

A STORY THAT TRAVELS 06

Media, creators and destination content keep the narrative alive beyond five days.

ONE ROUTE. FOUR PLACES. FIVE DAYS.

Staged riding is the vehicle; regional discovery is the experience.

09 DEC — LAWAS
Arrival, registration, briefing & welcome

10 DEC — STAGE 1
Lawas → Long Sukang

11 DEC — STAGE 2
Long Sukang → Long Semadoh

12 DEC — STAGE 3
Long Semadoh → Ba'Kelalan; cultural finish

13 DEC — RETURN
Supported return logistics to Lawas

THREE STAGES. THREE STORIES.

Every stage is an opportunity for immersive brand engagement and authentic destination content.

STAGE 01 / 10 DEC

LAWAS → LONG SUKANG

Departure from Lawas into the northern trade-trail corridor.

STAGE 02 / 11 DEC

LONG SUKANG → LONG SEMADOH

Rural hospitality, local food and highland scenery.

STAGE 03 / 12 DEC

LONG SEMADOH → BA'KELALAN

Signature highland arrival and community celebration.

THE COMMUNITY DIFFERENCE

THIS IS NOT JUST A RIDE.

IT’S A TOURISM VALUE CHAIN.

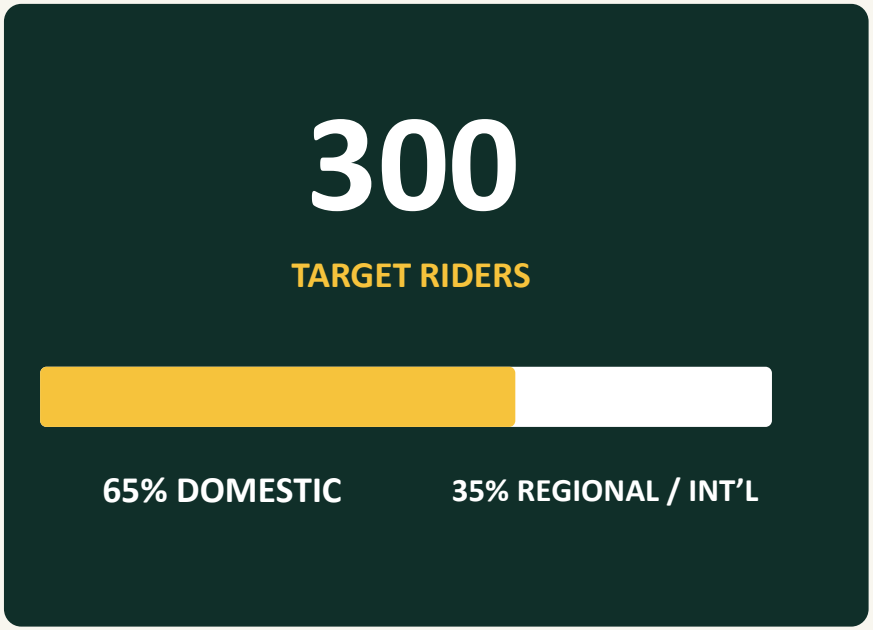
Riders and visitors create opportunities for homestays, local food, crafts, 4×4 transport, guides and cultural experiences.

30+ local businesses / community units targeted

HERITAGE · LIVELIHOODS · LEGACY

ONE HIGH-VALUE NICHE COMMUNITY

A market that combines cycling passion, adventure travel and strong peer-to-peer sharing.



CONTENT THAT KEEPS WORKING AFTER THE RIDE

The event is built for pre-event storytelling, live coverage and post-event tourism visibility.

1.5 MILLION	30+	15+	1
CUMULATIVE DIGITAL IMPRESSIONS	MEDIA / CREATOR OUTPUTS	DESTINATION STORIES	EVENT HIGHLIGHT FILM

BEFORE

Brand announcements, rider recruitment, press releases, destination teasers

DURING

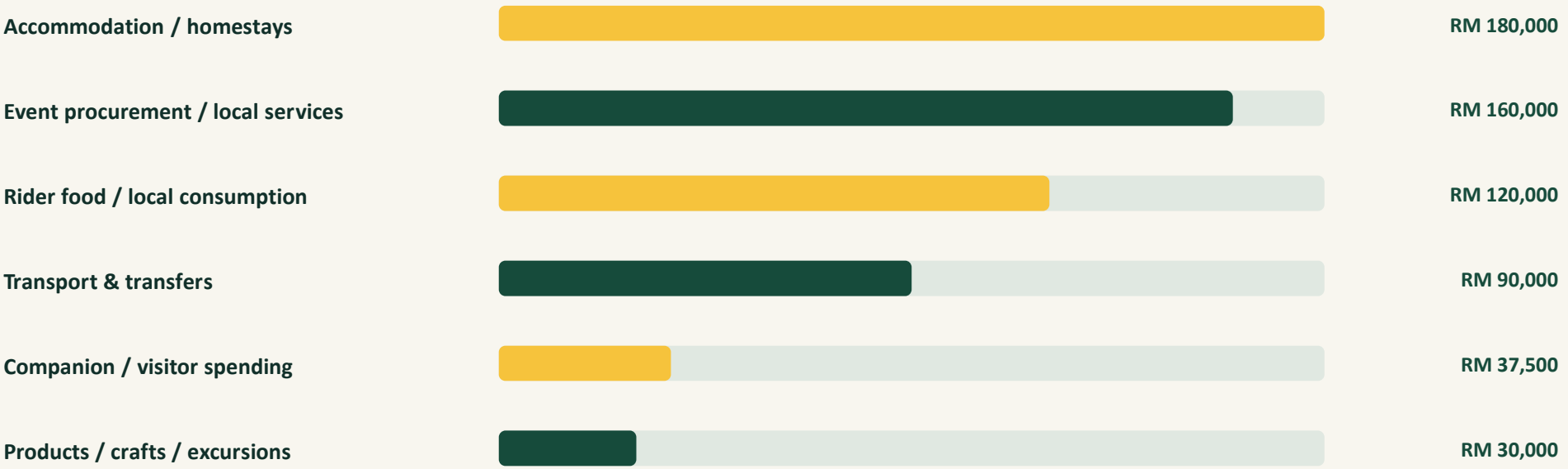
Flag-offs, jerseys, route/checkpoint content, live stories, experiential activation

AFTER

Photo library, sponsor reporting, highlight video, press and travel content

WHAT THE HIGHLANDS CAN GAIN

Forecast direct local economic activity estimated at RM617,500, based on the proposal assumptions.



RM617,500 PROJECTED DIRECT LOCAL ECONOMIC ACTIVITY

Estimates require post-event validation; do not interpret as a sponsor financial return.

PARTNERSHIP PACKAGES

Clear inventory, meaningful deliverables and defined contribution rules.

LEVEL	VALUE	AVAILABILITY	CONTRIBUTION
TITLE / PRESENTING	**RM 80,000**	1 exclusive position	**CASH ONLY**
GOLD	**RM 50,000**	3 positions	**CASH ONLY**
SILVER	**RM 25,000**	4 positions	**CASH ONLY**
BRONZE	**RM 15,000**	2 positions	**CASH / IN-KIND / HYBRID**
OFFICIAL PRODUCT / SERVICE	**AGREED VALUE**	By category	**IN-KIND ONLY**

ONLY ONE POSITION

TITLE / PRESENTING

RM 80,000

CASH ONLY

OWN THE SIGNATURE ASSOCIATION.

The strongest position in the event's brand story.

- ✓ **EXCLUSIVE PRESENTING ASSOCIATION**
  "Presented by [Sponsor]" on approved event identity
- ✓ 3 TEAMS (FOUR RIDERS EACH)
  12 rider places included, subject to safety and eligibility
- ✓ **PREMIER VISIBILITY**
  Priority jersey, number plate, backdrop and event-site branding
- ✓ **HIGH-VALUE ACTIVATION**
  Opening/finish visibility and premium on-ground activation
- ✓ **VIP & MEDIA**
  10 VIP hospitality places, interview opportunity and 10+ planned posts
- ✓ **POST-EVENT ACCOUNTABILITY**
  Detailed sponsor exposure and fulfilment report

Rider places exclude travel, personal equipment and non-standard costs unless agreed in writing.

GOLD. SILVER. BRONZE.

A sponsorship ladder designed around brand objectives, available budget and contribution format.

GOLD — RM50,000

3 positions · cash

- Prominent secondary identity and stage branding
- Selected jersey / checkpoint / backdrop placements
- Approved activation and sampling
- 5 VIP places; 3 dedicated planned posts
- Media and highlight-video acknowledgement

SILVER — RM25,000

4 positions · cash

- Selected event and sponsor-board branding
- Shared digital acknowledgement
- Approved partner activation
- 3 VIP hospitality places
- Event photos and reporting summary

BRONZE — RM15,000

2 positions · cash and/or in-kind

- Selected sponsor-board and digital recognition
- Approved product display / sampling
- 2 VIP hospitality places
- Event photos / appreciation certificate
- No rider team allocation

THE SPONSORSHIP VALUE MATRIX

All branding rights and placements are subject to final approval and signed deliverables.

BENEFIT	TITLE	GOLD	SILVER	BRONZE	OFFICIAL
Presenting naming	**EXCLUSIVE**	—	—	—	—
Included rider teams (4 riders each)	**3 TEAMS**	2 TEAMS	1 TEAM	—	—
Event identity / signage	**PREMIER**	PROMINENT	SELECTED	SELECTED	AGREED
Stage / activation	**PREMIUM**	STANDARD	SELECTED	DISPLAY	AGREED
Planned sponsor content	**10+ POSTS**	3 POSTS	SHARED	SHARED	AGREED
VIP hospitality	**10**	5	3	2	AGREED
Reporting	**DETAILED**	SUMMARY	SUMMARY	RECOGNITION	AGREED

Included rider places: Title 12 (3 teams), Gold 8 (2 teams), Silver 4 (1 team).

BE PART OF THE RIDER EXPERIENCE

Relevant, valued in-kind services can become mission-critical elements of the expedition.

4×4 / TRANSPORT

Vehicles, fuel, equipment transfers & recovery

CYCLING / TECHNICAL

Mechanics, spares, tools & maintenance

RIDER WELFARE

Hydration, nutrition and recovery supplies

MEDICAL / INSURANCE

Qualified medical response and risk coverage

TECH / CONNECTIVITY

Radios, GPS, registration & communications

HOSPITALITY / CULTURE

Homestays, meals, crafts and cultural services

Official Partners: approved in-kind only • Bronze: cash, in-kind or hybrid • All valuations subject to written acceptance

MAKE YOUR BRAND PART OF THE EXPERIENCE

A few practical ways to turn sponsorship into attention, engagement and content.

THE PRESENTING MOMENT

Branded opening/finish photo setting, photo-wall and trophy/recognition moment.

RIDER TOUCHPOINTS

Number plates, official jersey, rider packs, water points and service locations.

HIGH-ALTITUDE STORYTELLING

Partner-supported rider film / trade-trail stories, community moments and interviews.

COMMUNITY-LED ESG

Local procurement, heritage presentation, rural livelihoods and documented local stories.

Custom campaign integrations, naming rights and exclusivity are subject to scope, feasibility and final written approval.

YOUR BRAND CAN HELP POWER THE HIGHLANDS.

LET’S CREATE A BIGGER IMPACT TOGETHER.

01 SELECT A PACKAGE

02 AGREE PLACEMENTS & ACTIVATION

03 RETURN THE RESPONSE FORM

04 CONFIRM CONTRIBUTION & DELIVERY

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Partner benefits and package values in this prospectus supersede the earlier promotional poster. Subject to signed agreement.