



2020

Investor / Donor

Packages

Introduction

Gravitate North East are giving the opportunity for a limited number of investors/donors to support our a ground-breaking and innovate community led project during 2020. We intend to create a world class mountain bike and adventure park in Durris forest, between Banchory and Stonehaven, in the heart of Aberdeenshire.

This will be a facility that will enhance lives, strengthen communities, improve wellbeing and boost the economy. It will allow young people and adults to connect with nature and be accessible to all.

The project will provide an anchor for the wider regional adventure sports growth strategy and help Aberdeenshire become a globally signiant adventure sports destination.

Further details around Gravitate North East's vision can be found on our website:
www.gravitatenortheast.com

Your contribution will be vital in helping us to progress the project through the planning phase and get us construction ready.

These packages are available to business and individuals. Therefore, you can choose to call yourself either an Investor or Donor depending on your own circumstances.

Your investment/donation can be made publicly or anonymously, this is entirely up you. If the benefits associated with the standard package layouts do not suit your requirements, they can be individually tailored to suit the needs of yourself or your business. Please feel free to discuss this with us.

Because your contribution is important to us, we promise to give you something of genuine value in return. We are offering 3 packages which are detailed in the following pages.



Carbon Fibre Investor/Donor Package

- £10,000 investment/donation.
- Limited to only 3 investors/donors.
- Receive 10 VIP invitations to facility pre-opening event. Be among the first to experience the facility, trails and activities.
- Monthly donation acknowledgment and promotion of you and/or your business via our LinkedIn, Facebook, Twitter and Instagram media channels. We will work with you to tailor this message and expose your brand to approx. 3,500 individual social media accounts.
- Monthly social media sharing of your businesses promotional video via our LinkedIn, Facebook and Twitter social media channels.
- Your business will be tagged in every single one of our social media posts for the duration of 2020.
- Your business logo will appear at the top of our website home page for the duration of 2020 with a clickable link through to your own website.
- Your business logo will appear at the top of our quarterly newsletters and in the footer for the duration of 2020 with a clickable link through to your own website.
- Your business logo will appear at the top of the front cover of all Gravitare printed marketing material and business document for the duration of 2020.
- We will write a dedicated blog post about your donation and host it permanently on our website so that you can utilise it for your own marketing purposes.
- We will push the dedicated blog post about your donation out through our own LinkedIn, Facebook, Twitter and Instagram social media channels.
- If desired, our Chair or Chief Executive will give a presentation about our project in your place of work.
- You will receive 10 gravitate custom jerseys with names of your choice on the back in any size required. Includes kids and ladies' sizes (optional t-shirts also available).
- You will also receive an 8-person guided mountain bike tour and coaching session from a qualified instructor at a Deeside trail location of your choice.
- You will receive an investor certificate presented by our Chair or Chief Executive to display in your home or place of work. Photos of the certificate presentation will be available for use on social media and printed press.

Polished Titanium Investor/Donor Package

- £5,000 investment/donation.
- Limited to only 6 investors/donors.
- Receive 5 VIP invitations to facility pre-opening event. Be among the first to experience the facility, trails and activities.
- Quarterly donation acknowledgment and promotion of you and/or your business via our LinkedIn, Facebook, Twitter and Instagram media channels. We will work with you to tailor this message and expose your brand to approx. 3,500 individual social media accounts.
- Quarterly social media sharing of your businesses promotional video via our LinkedIn, Facebook and Twitter social media channels.
- Your business will be tagged in every single one of our social media posts for the duration of 2020.
- Your business logo will appear on our website home page for the duration of 2020 with a clickable link through to your own website.
- Your business logo will appear in the header and footer of our quarterly newsletters for the duration of 2020 with a clickable link through to your own website.
- Your business logo will appear on the front cover of all Gravitare printed marketing material and business document for the duration of 2020.
- We will write a dedicated blog post about your donation and host it permanently on our website so that you can utilise it for your own marketing purposes.
- We will push the dedicated blog post about your business out through our own LinkedIn, Facebook, Twitter and Instagram social media channels.
- If desired, our Chair or Chief Executive will give a presentation about our project in your place of work.
- You will receive 5 gravitate custom jerseys with names of your choice on the back in any size required. Includes kids and ladies' sizes (optional t-shirts also available).
- You will receive an investor certificate presented by our Chair or Chief Executive to display in your home or place of work. Photos of the certificate presentation will be available for use on social media and printed press.

Raw Alloy Investor/Donor Package




- £1,000 investment/donation.
- Limited to only 10 investors/donors.
- Receive a VIP invitations to facility pre-opening event. Be among the first to experience the facility, trails and activities.
- Donation acknowledgment and promotion of you and/or your business via our LinkedIn, Facebook, Twitter and Instagram media channels. We will work with you to tailor this message and expose your brand to approx. 3,500 individual social medial accounts.
- Social media sharing of your businesses promotional video via our LinkedIn, Facebook and Twitter social media channels.
- Your business will be tagged in every single one of our social media posts for the duration of 2020.
- Your business logo will appear on the supporter's page of our website for the duration of 2020 with a clickable link through to your own website.
- Your business logo will appear in the footer of our quarterly newsletters for the duration of 2020 with a clickable link through to your own website.
- Your business logo will appear in all Gravitare printed marketing material and business document for the duration of 2020.
- We will write a dedicated blog post about your donation and host it permanently on our website so that you can utilise it for your own marketing purposes.
- We will push the dedicated blog post about your donation out through our own LinkedIn, Facebook, Twitter and Instagram social media channels.
- If desired, our Chair or Chief Executive will give a presentation about our project in your place of work.
- You will receive a gravitate custom jersey with the name of your choice on the back in any size required. Includes kids and ladies' sizes (optional t-shirt also available).
- You will receive an investor certificate presented by our Chair or Chief Executive to display in your home or place of work. Photos of the certificate presentation will be available for use on social media and printed press.

Additional Benefits

In addition to the benefits listed in the above pages, this is also an opportunity to demonstrate to your clients, suppliers and peers that you represent an organisation that is committed to supporting the future of the Aberdeen region. You will be helping to create a facility that will enhance lives, improve wellbeing, strengthen the economy and be accessible to all.

Through our connections with SCDI, Opportunity North East, Visit Aberdeenshire, Scottish Enterprise, The BBC, STV and The Press Journal, we plan to significantly raise the public and business profile of our project during 2020. If you chose to become an early adopter and supporter, you will gain maximum benefit from this increased exposure and be recognised by many high-profile influencers and business leaders in the Aberdeen region.

Investor/Donor Package Summary

	 Carbon Fibre Investor/Donor	 Polished Titanium Investor/Donor	 Raw Alloy Investor/Donor
Value	£10,000	£5,000	£1,000
Number of packages available	3	6	10
VIP entries to pre-opening event	10	5	1
Gravitate social media posts	Monthly	Quarterly	Annually
Tagged in every social media post	✓	✓	✓
Website logo positioning	Top of home page and supporters page	Home page and supporters page	Supporters page
Document logo positioning	Top of front page and supporters page	Front page and supporters page	Supporters page
Newsletter logo positioning	Top of header and Footer	Header and footer	Footer
Dedicated blog post on website	✓	✓	✓
Workplace presentation	✓	✓	✓
Investor certificate and handover photos	✓	✓	✓
Gravitate custom jerseys or t-shirts	10	5	1
8 person mtb coaching / tour	✓	-	-