



**AYITI RISING  
MOUNTAIN BIKE  
STAGE RACE**

*A SOCIAL AWARENESS /  
ADVENTURE TRAVEL PROJECT*

**WINTER 2012**

## Social & Economic Impact Mission

Establish Haiti as a world-class destination for adventure travelers interested in mountain biking, hiking, surfing, diving, and other trail & water-based adventure activities – with special emphasis on social impact and voluntourism. The socially aware adventure traveler will be encouraged to spend a day or two “giving back” as an integrated volunteerism feature of their experience. Most importantly, travelers will be investing directly in the local economy through expenditures on food, lodging, equipment, goods and services. They will also be able to share their Haitian experiences with other like-minded travelers abroad and encourage them to visit the country.

## MTB Ayiti is the Catalyst

Mountain Bike Ayiti (MTB Ayiti) will be the cornerstone for sustainable adventure tourism in Haiti – operated and serviced by Haitian micro-enterprises in partnership with the international adventure and ecotourism industry. Participating cyclists will be inspired by Haiti's natural beauty, epic adventure-ready terrain, and its resilient and welcoming people. Participants will return home with captivating stories, photos, and awe-inspiring video footage that will spark word-of-mouth marketing and online viral growth.

MTB Ayiti will drive economic development and help grow Haiti's burgeoning tourism industry by coalescing a vibrant and profitable ecosystem of tour companies, hospitality providers and cycling-related services. This will enable and encourage further investment, that will ultimately open Haiti to broader, non-adventure tourism as well as generate revenues and interest in areas that have never been exposed to tourism previously.

The recreational demand for bikes, mechanics, merchants, and rental businesses will provide an impetus for a more robust cycling culture that will extend to utilitarian bikes. Non-profits like Wheels4Life and World Bicycle Relief have demonstrated the power of bicycles as vehicles for social and economic change and MTB Ayiti will ensure that visiting riders help foster the movement through advocacy, donations, and volunteer efforts- that could also be linked to the Government of Haiti's efforts to develop sports programs for disadvantaged youth.

“MTB Ayiti speaks to what Plus 3 stands for. I am thrilled to lend my expertise to the project.”

Rick Sutton, CEO,  
Plus 3 Network



“For IMBA, We're always looking for opportunities to develop great mountain bike experiences around the world. This is a fantastic opportunity to support sustainable trails, an emerging mountain bike culture, and economic development in Haiti.”

Rich Cook, Development Director,  
International Mountain Bicycling Association (IMBA)

## Ayiti Rising Mountain Bike Stage Race

This showcase, February 2013 event begins with two days/two stages of volunteer trail-building that every participant must complete, under the supervision of the International Mountain Bicycling Association (IMBA). Professional and amateur riders, along with event sponsors and organizers, will work side-by-side on trail improvements and bike-related initiatives. Each participant's sweat equity investment will create a profoundly personal connection with the Haitian community that no other race/event can rival.

Day 3/Stage 3 marks the transition from shovels to single track as the on-bike race starts near the National Palace (33m/107ft) and immediately begins to gently climb before the difficulty kicks-up with riders scaling dirt roads and single track to navigate some of the most stunning mountain passes in the Americas. Day 3/Stage 3 finishes with an ascent of Pic La Visite (2,168m/ 7,114ft)- one of the highest peaks in the entire Caribbean for a total mileage of approximately 65 kilometers and 5,500m of climbing. Day 4 begins with a challenging loop around the top of the mountain followed by a technical, demanding descent back to the coast, culminating with a seaside finish in the city of Jacmel – Day 4/Stage 4, the finale of volunteering and racing covers approximately 80 kilometers. Ayiti Rising will rank among the most rewarding and demanding mountain bike events in the world. Riders will combine the joy of giving back in Stages 1 and 2 with the adrenaline rush of racing in Stages 3 and 4 – while experiencing marshes, rivers, beaches, caves, mountains, artist communities, and coffee cooperatives and exposing parts of Haiti virtually unknown to visitors. Additionally, Haitian riders will be heavily encouraged to participate and there will be a prologue event in November 2012.

# 2012 – Chapter One, MTB Ayiti Film Series

Emmy award-winning director Michael Brown, of Serac Adventure Films, will capture the Ayiti Rising Mountain Bike Stage Race, featuring icons and legends of the mountain bike industry as they 'discover' stunning terrain and attempt to ride some of the most epic trails in the western hemisphere. Event sponsors and pro-riders will be joined by select amateur riders chosen from an online contest, which will virally promote Haiti as the new 'it' spot for adventure athletes. Also, Haitian participants will be critical to the film, which will include coverage of Haitian riders, collaboration with Haitian film students, as well as working with Haitian composers and musicians.

The film will reveal some parts of Haiti that are rarely visited, such as La Visite National Park, bringing the tourism possibilities that exist in Haiti to the forefront for the world to see. Haiti literally means "Land of Mountains." There are endless possibilities for outdoor adventure activities, providing new stories to tell each year as we annually chronicle the ongoing MTB Ayiti Social Awareness Adventure. 2012 is chapter one of an ongoing revitalization and human interest story.

*"This is a captivating story that will shift the perspective of Haiti. I can't wait to begin work on chapter one."*

*Michael Brown, CEO, Serac Adventure Films  
and three-time Emmy award-winning director*

*"Wheels4Life is eager to join with MTB Ayiti to demonstrate the power of bikes as a vehicle for social change in Haiti."*

*Hans Rey, Extreme Mountain  
Bike Pioneer,  
Mountain Bike Hall of  
Fame Inductee & Founder,  
Wheels4Life*

## Positive Outcomes for the Haitian Community

- An injection of more than \$200,000 into Haiti's tourism industry over a one-week time period
- Development of a network of tourism providers that cater to a unique and lucrative market segment, ultimately generating more tourism revenue and creating new jobs
- Positive publicity via advertising, PR campaigns and documentary films, as well as online viral marketing from inspired participants
- Improved infrastructure and services that will expand tourism widely, especially to rural communities
- A world-class 100+ mile fire trail and single-track trail system, including IMBA-maintained bike parks with technical features for a full range of skill sets
- Annual Ayiti Rising Mountain Bike Stage Race to celebrate the Haitian rejuvenation
- Utilitarian commuter bikes via cycling industry donations, skills transfer, and brand investments
- Connecting and building worldwide awareness and support
- Support and encouragement for Haitian youth cycling programs

## Positive Outcomes for Social Impact Adventure Travelers

- Unique opportunity to visit a relatively undiscovered and unvarnished corner of the world, especially so close to the US/Canada
- The chance to see the "real Haiti" and be part of something that has a positive impact for Haitian communities
- Enjoy an unduplicated adventure travel/epic mountain bike stage race experience
- Have name attached to a world-class mountain bike park as a legacy builder
- Meet new Haitian friends, professional athletes, and other like-minded thinkers/doers
- To be part of a Serac Films documentary

## Timeline

*Spr/Smr 2012: Secure Corporate Sponsors  
Smr/Fall 2012: Advanced Scouting & Planning  
November 2012: MTB Ayiti Prologue Event  
February 2013: MTB Ayiti Race Event Week  
Q2 2013: Documentary Release Tour*

## 2012 Financial Requirements:

\$250,000

\$140,000 Film production

\$35,000 Operations and logistics

\$25,000 Marketing & distribution

\$25,000 In-kind/cash investments in local business

\$25,000 Initial trail development and maintenance

## Positive Outcomes for Corporate Sponsors & Philanthropists

- Leverage an innovative sponsorship opportunity that combines corporate social responsibility with your customers' interests in travel, cycling and other adventure-related activities
- Position your company as a key player in Haiti's recovery by promoting tourism, economic development and job creation
- Your company will be featured in Serac Films' 2012 documentary
- Your company will be part of a compelling human interest story involving local Haitians, mountain bike legends and adventurers who come together to make a positive impact in Haiti – presenting excellent media exposure opportunities.
- Your employees can participate in a social awareness adventure "team building" experience
- Your volunteer hours, in-kind and cash support will be paired to maximize, impact, and align strategically with your corporate objectives
- Unique opportunity to partner with the Haitian government as well as new and exciting tourism initiative

Please Join Us



To learn more about how you can support  
Mountain Bike Haiti, please contact:

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