



**SEA OTTER**<sup>TM</sup>  
AUSTRALIA

# Event Campaign Progress Info Pack

March 2025

*Where Australia & the World Come together to...*

**RACE  
RIDE  
DEMO  
CONNECT**



22-26 October 2025



Mogo Trails, Batemans Bay  
NSW South Coast, AUSTRALIA





**SEA OTTER**  
AUSTRALIA

# Rocky Trail Leadership Team



Martin Wisata  
Chief Operating  
Officer

Juliane Wisata  
Chief Executive  
Officer



Jo Parker  
Head of Events



Bob Morris  
Head of Sport



Paul Aschenberger  
Sponsorship Manager



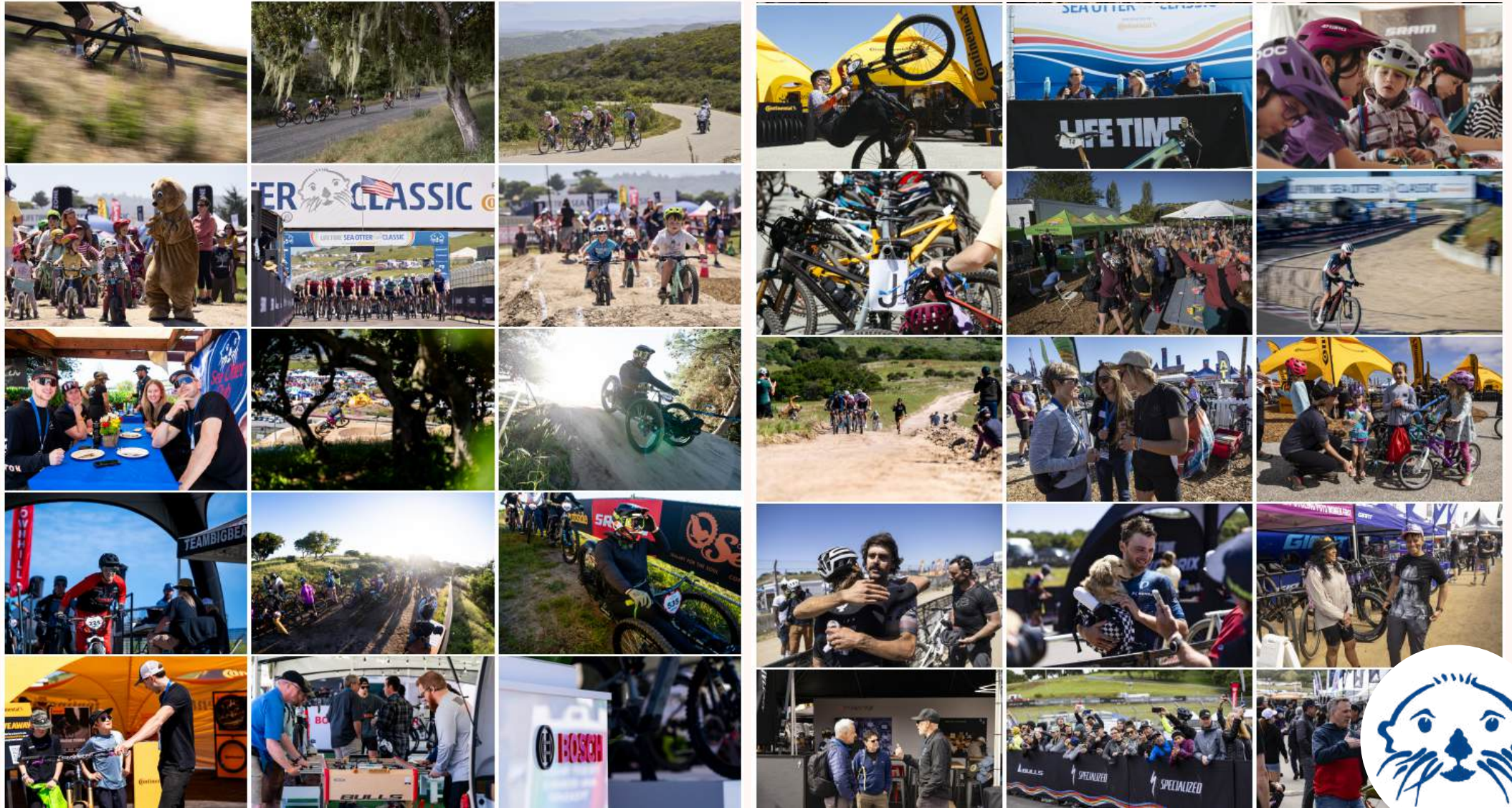
Joe Mullan  
Head of Summit





**SEA OTTER**  
AUSTRALIA

# The NEW Bike Festival in Australia with **30 years of History**

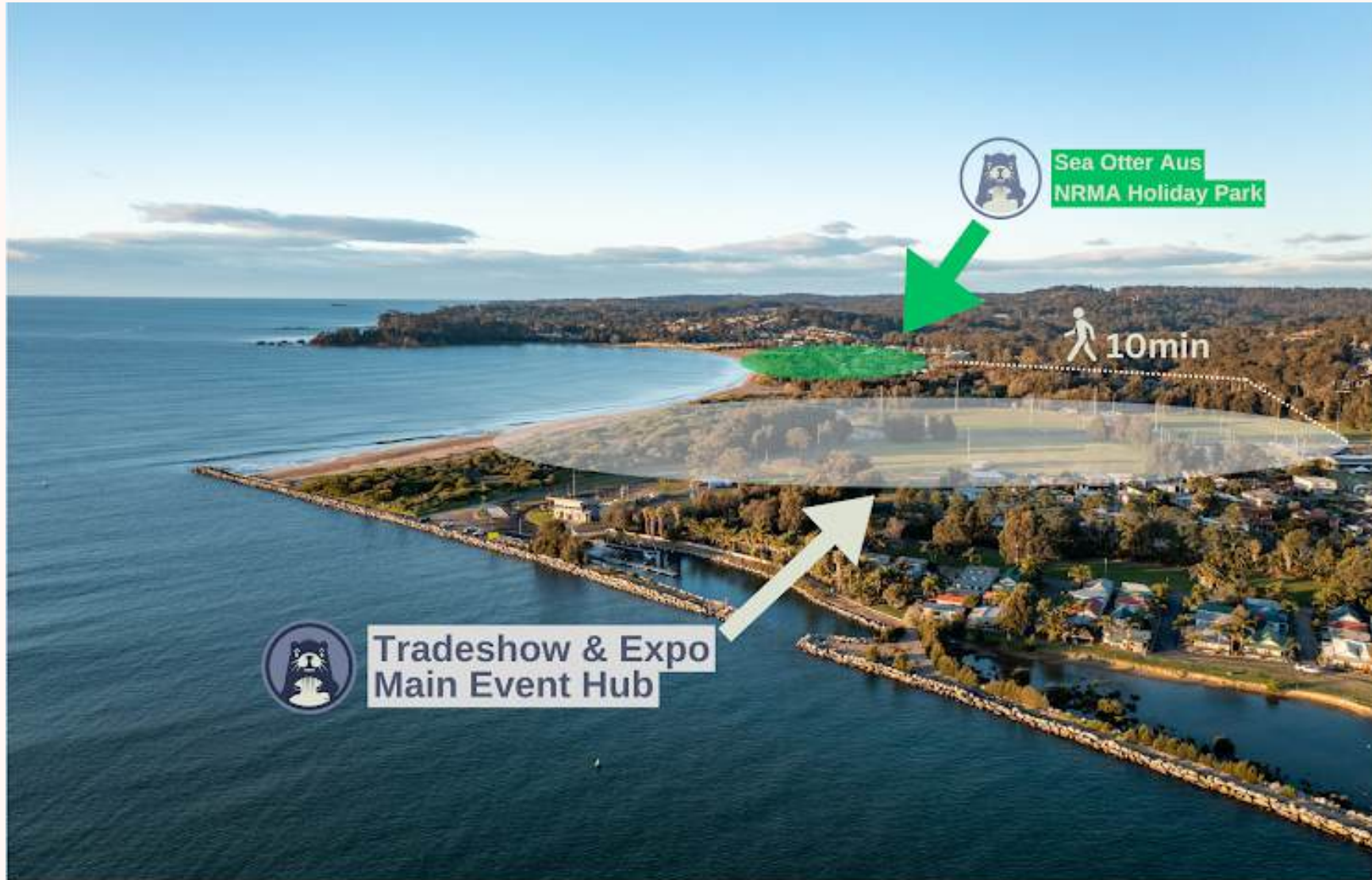






**SEA OTTER**  
AUSTRALIA

Event Hub - Expo, Demo, Comp & Kids Zone  
**Hanging Rock**





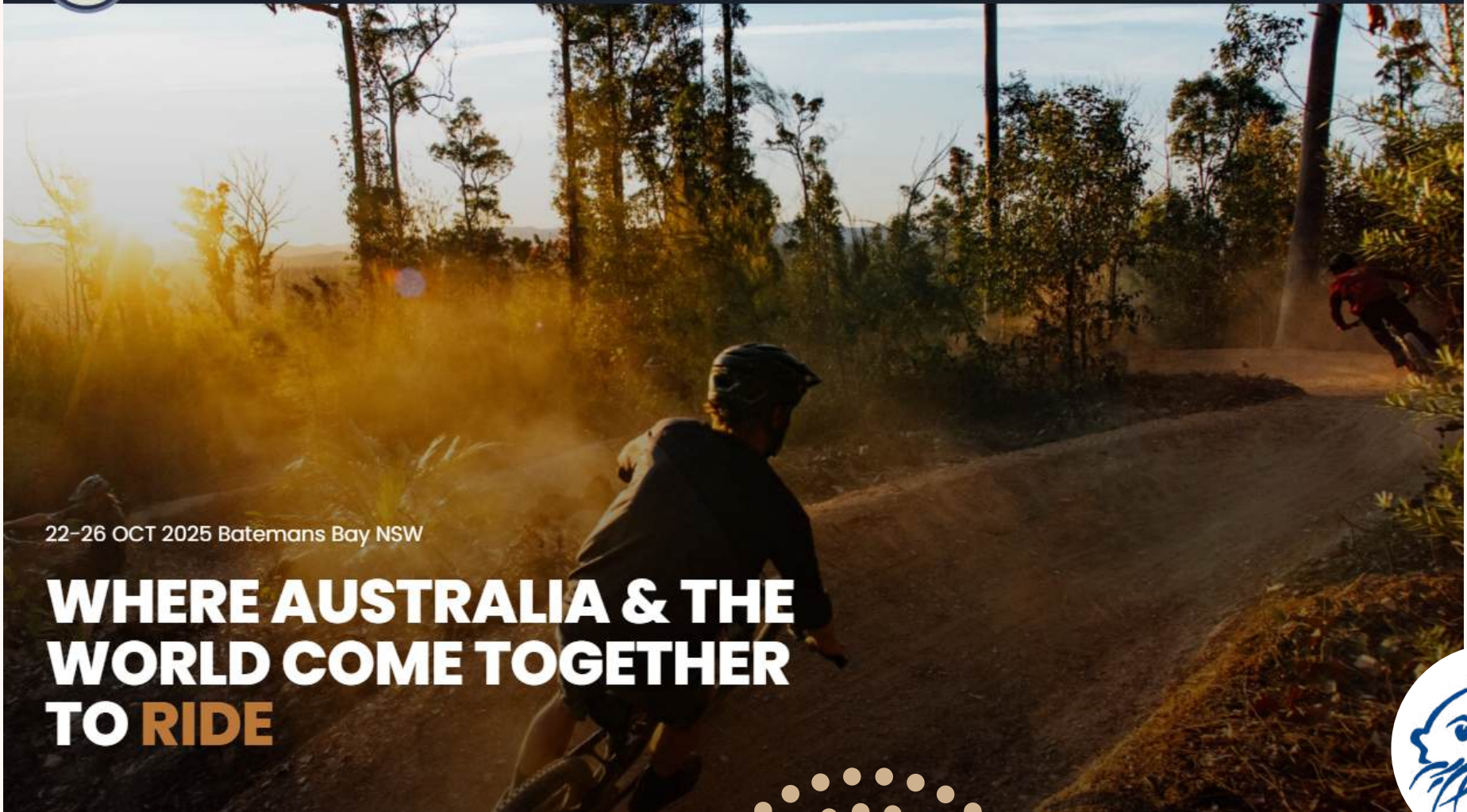
**SEA OTTER**  
AUSTRALIA

Australia's New Premier  
**Cycling Festival**



**SEA OTTER**  
AUSTRALIA

HOME ABOUT FESTIVAL EXPO ▾ SUMMIT SPONSORS NEWS CONTACT



22-26 OCT 2025 Batemans Bay NSW

**WHERE AUSTRALIA & THE  
WORLD COME TOGETHER  
TO RIDE**





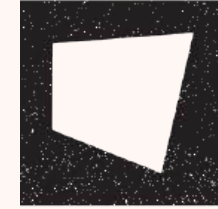
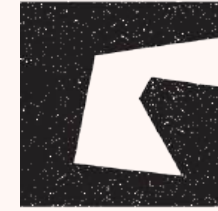
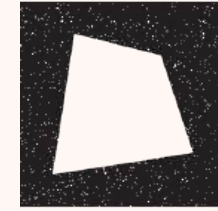


**SEA OTTER**  
AUSTRALIA

The Home of Sea Otter Australia

# Racing Riding Demos

# 125 KM



**TRAILS**



**AUGUST 2024:**  
Pre-opening of 80km of trails



**SEPTEMBER 2024:**  
100km built



**OCTOBER 2024:**  
Mogo Mania Stage Race marks the 1-year countdown to Sea Otter Australia!



**by May/June 2025:**  
Official opening of Mogo Trails - full network open





**SEA OTTER**  
AUSTRALIA

The Home of Sea Otter Australia

# Racing Riding Demos



Thule Marathon



Rocky Trail Academy



Effervelo Gravel



Superflow®



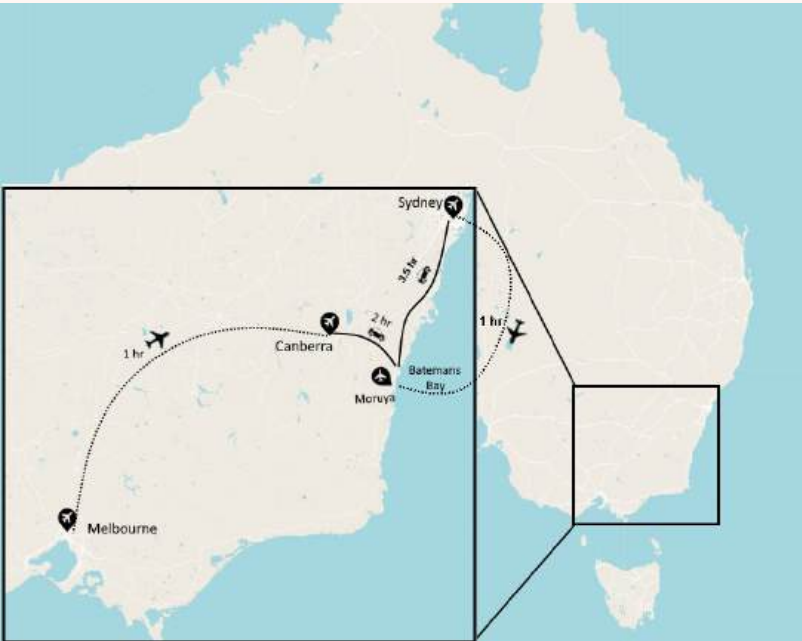
Gravity Enduro





**SEA OTTER**  
AUSTRALIA

# Mogo Trails, NSW South Coast Festival Location

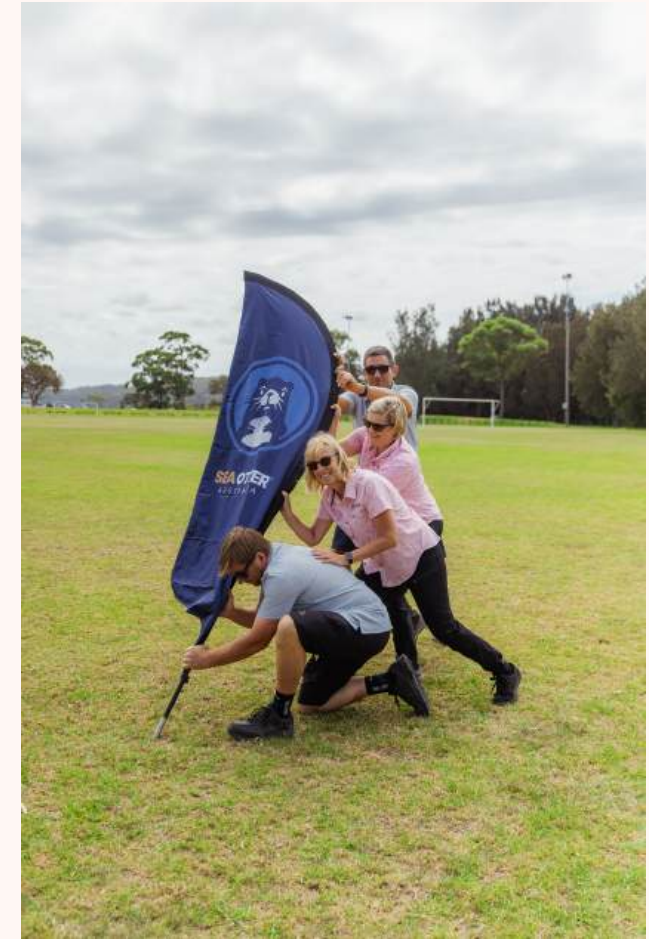






**SEA OTTER**  
AUSTRALIA

Event Hub - Expo, Demo, Comp & Kids Zone  
**Hanging Rock**







**SEA OTTER**  
AUSTRALIA

# Event Hub Hanging Rock **Racing Riding Demos**



Otter Jam Freestyle Comp



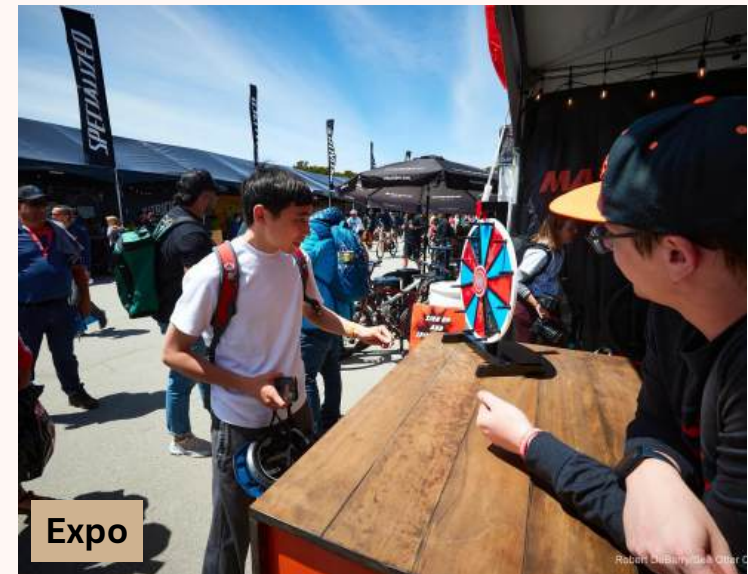
Kids Zone



Cyclo Cross



eBike 4X



Expo

Robert Dunnington / Otter Jam





**SEA OTTER**  
AUSTRALIA

# What's On Festival Line-Up



**RACE, RIDE & EXPLORE**



**EXPO & DEMO**



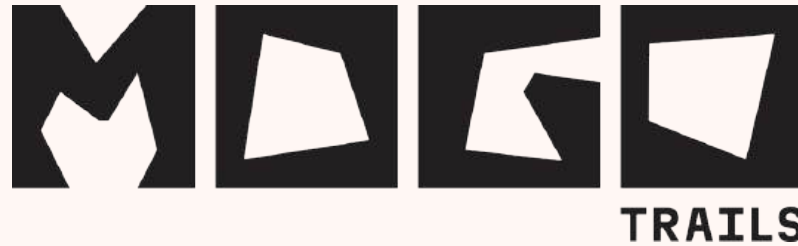
**CONNECT**



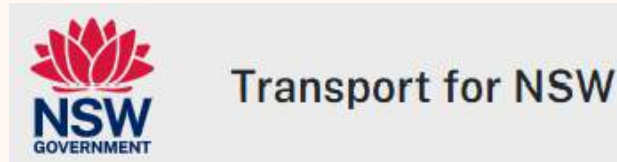


Close to Home

# Destination Partners



Expo collaborations with local land care and bike safety educational facilitators via:







**SEA OTTER**  
AUSTRALIA

Event Partners

**Major Sponsors**



**SMITH**







**SEA OTTER**  
AUSTRALIA

Who is coming?  
**Confirmed Exhibitors**



LISTING UPDATED DAILY >>>







**SEA OTTER**  
AUSTRALIA

The opportunity  
**World Class Exposure**

**CONNECT:**

**ADVOCATE**

Help spread the word about Sea Otter Australia in the lead up to October 2025.

**BE PART OF IT**

Volunteer, be part of the delivery crew and events team, become a supplier.

**PROMOTE**

Showcase YOUR business through the Sea Otter Australia Channels.

**OUR GOALS**

**A Unified Cycling Ecosystem:**

Create a platform where brands, retailers, riders, and industry professionals can converge, collaborate, and innovate.

**A Thriving Australian Cycling Market:**

Stimulate economic growth and development within the Australian cycling industry.

**A Sustainable Future:**

Promote environmental sustainability and social responsibility through cycling initiatives.







**SEA OTTER**  
AUSTRALIA

Key statistics

# Campaign Channels

Socials:

**400K REACH**

250K+ Video Views

Web:

**36K REACH**

Database:

**19,500** contacts

USA:

**Sea Otter  
Classic**

April

Spain:

**Sea Otter  
Europe**

September

Socials:

**9K REACH**

Web:

**44K**

Engagement

April 2025:

Launch Sponsor  
& Consumer  
Campaigns

EXPO:

**150+**

**BRANDS**

confirmed

Sponsors:

**Gold, Bronze**  
confirmed

Brand Activation:  
Digital and on-site

Socials:

**275K +**

Video Views  
YTD



On-site

Print Media  
Social Media  
Content Creation  
Expo Activation  
SOA Magazine  
Event Sponsor  
Event Support  
Promotions,  
Giveaways



**Brand Launch  
Website  
Socials & PR**



**Global  
Networking**



**Consumer  
Engagement**



**Secured  
Industry  
Support**



**Video  
Content**



**Event Delivery  
& Promotions**





# SEA OTTER<sup>TM</sup>

## A U S T R A L I A

 22-26 October 2025

 [seaotter.au](http://seaotter.au)

 @seaotteraustralia

 [expo@seaotter.au](mailto:expo@seaotter.au)

 Mogo Trails, Batemans Bay  
NSW South Coast  
AUSTRALIA

