

MOUNTAIN GOAT · FOUNDING PARTNER PACK · 2026

Put your brand at the start of every adventure.

Launch with Snowdon first, then grow with Mountain Goat across other mountains and routes around Snowdonia.

Snowdon first.
Then Snowdonia.

Mountain Goat will launch with Snowdon (Yr Wyddfa) first on iPhone and iPad, then proceed to other mountains and routes around Snowdonia.

FOR OUTDOOR RETAILERS

Shop Partner

One exclusive retailer owns the shop experience, launching at Snowdon car parks first and planned for future Mountain Goat car parks.

£12,000

12 months · £1,000 a month of in-game advertising. If more than one retailer wants the shop, it goes to a bidding process from this price.

- Shop exterior and interior branding
- Basic in-game range carries the shop name
- Branded staff, tills and carrier bags
- Specialist retail departments
- Exclusive retailer naming rights

FOR CLOTHING BRANDS

Clothing Partner

Products move from shop display to wardrobe, mountain routes and Online mode.

From £1,500

3 products / 12 months · packages for 5 or 10

- Product display and product card
- Changing-room and checkout journey
- Permanent player wardrobe access
- Visible on mountain routes
- Seen by other walkers online

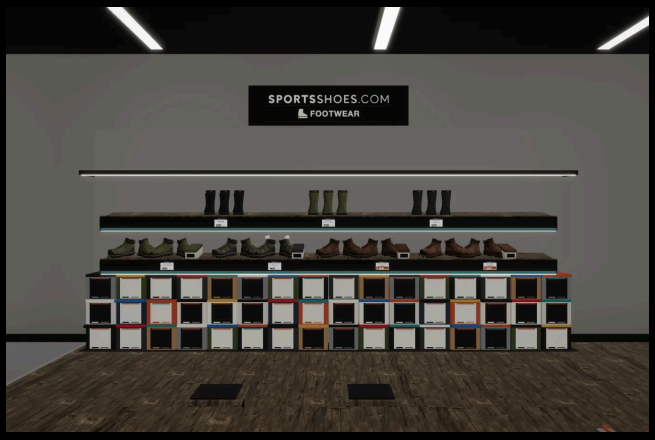
Bespoke 3D modelling and setup are quoted separately. The public placement term starts when the app and agreed partnership are live.

From the car park to the checkout.

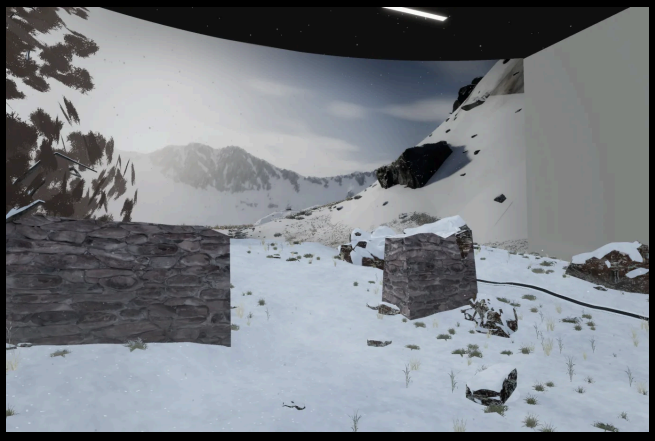
Players see the partner before every walk, browse a full 3D store, inspect products, try on clothing and carry the brand back outside.













A clear route from idea to launch.

01	02	03	04
Choose	**Supply**	**Approve**	**Launch**
Select the shop or clothing package and term.	Share product references, logos and brand guidelines.	Review agreed names, colours and in-game presentation.	Go live when the app and partnership are public.

Planned partner portal.

A secure login is planned so partners can manage product information, submit and purchase new product placements, track approval status, access documents and see product download statistics.

Manage products Add names, imagery and product information.	**Purchase placements** Buy agreed new product placements through the login.
Track approvals See submitted, in-review and live status.	**View statistics** See downloads and performance for each live product.

The portal and its reporting features are planned and remain subject to development. Example statistics shown on the website are illustrative.

Meet you at the trailhead.

Tell Tyler about your shop, clothing collection or launch idea. Include your brand name, website or Instagram profile, preferred partnership and the products you would like to feature.

Instagram
@mount__tyler

Recommended shop package
Founding Shop Partner · from £12,000 for 12 months (bidding if more than one retailer applies)

Recommended clothing package
5 products · £2,250 for 12 months

Mountain Goat is pre-launch. Player numbers, product downloads and product sales are not guaranteed. All products, creative work, permissions, category arrangements and approval steps are agreed before production.