



Mountain Bike
UCI WORLD CUP

Windham

PRESENTED BY **SHIMANO**

***2012 Windham Mountain Bike World Cup
UCI Gold Sponsorship Packages***

Summary

The Windham Area Recreation Foundation presents a unique opportunity to sponsor an international sporting event – the *2012 Windham Mountain Bike World Cup*. This professional mountain bike race in Windham will be the eight in a series of ten World Cup events held around the world which will culminate in the crowning of champions in three separate events. The “Race the World” amateur race will enhance the atmosphere and competitive spirit, bringing the best amateur racers and their fans to Windham!

- o The elite races will include Cross-Country and Downhill
- o There will be over 400 elite male and female athletes from 35 countries competing in these events
- o The “Race the World” Cross-Country event will attract 700 amateur racers, male and female
- o The anticipated attendance for this race weekend will be in excess of 16,000 spectators
- o This is the second consecutive Mountain Bike World Cup to be hosted in Windham. Last year’s event was extraordinarily successful, receiving rave reviews from local, national and international press as well as awards for course design and event management in 2010.

Windham is likely to host a World Cup race for many years to come.

Date:	Thursday-Sunday, June 28-July 1, 2012
Time:	All Day
Overall Presenting Sponsor:	Shimano
Supporters:	The Windham Chapter of the Catskill Mountain Foundation Greene County and New York State Windham Mountain
Target Audiences:	Dozens of high net worth individual VIPs 400+ elite athletes and their teams 700 amateur athletes 16,000+ spectators
Target Attendance:	17,000 - 20,000





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Promotion/Recap Plan

- Print, electronic, radio and television advertisement
- Sustained, professional PR effort
- Official Event Program
- Inclusion on all e-newsletters from area businesses and USA Cycling
- Postcards to area residents
- Event follow up e-mail, postcards, thank you ad in local media

Overall Sponsor Benefits

As a sponsor, *your job is to shine* in front of clients, prospects, referral sources, business partners and the general public. Sponsorship participation will help to position your company as a leader and community supporter and generate repeated exposure to a targeted audience. The Windham Area Recreation Foundation will be responsible for handling all of the details, including: pre-event planning; promotion; invitations/post cards; email blasts; registration; catering and beverage service; event staffing; event signage and entertainment.

Festival activities surrounding the Mountain Bike races will include:

- Thursday night Big Wheel Race
- Friday night Block Party
- Friday night VIP dinner
- Saturday night open-air concert and fireworks
- Expo for the duration of the event

UCI Gold Sponsor Package Details

- International and national television visibility during filming of both UCI races
- Your company banners will be displayed on both the Cross-Country (XCO) and Downhill (DHI) courses (6) 3' x 8' banners
- Coverage on Freecaster.tv live feed
- Logo on all specific equipment for your sponsored races including, but not limited to: start and finish arches and boards; flash interview podium, award podium
- Logo on promotional materials including, but not limited to: print ads (event promotion and event recap); email marketing; website, Official Program and Official Race Poster
- Logo on race day materials and signage including, but not limited to: media accreditation; parking passes and VIP Passes
- Logo on official commemorative race t-shirts, Kids Race t-shirts and 700+ volunteer t-shirts
- 4 VIP passes to enter premiere viewing areas
- 4 VIP reception dinner tickets and VIP "happy hours"
- 10' x 10' expo space
- Inclusion of your business' promotional items in the Official "Racers Goodie Bag"
- Right of first refusal to sponsor the following year's event (for 90 days following event)

Total Investment: \$4,000

