



VICTORIA INTERNATIONAL CYCLING FESTIVAL

May 27 - June 12, 2011



In Partnership with
TOURISM
VICTORIA



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SPONSORSHIP PROPOSAL

Website: www.vicf.ca
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LAW CORPORATION
CYCLING SERIES
Victoria, British Columbia





**VICTORIA
INTERNATIONAL
CYCLING
FESTIVAL**



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VICTORIA INTERNATIONAL CYCLING FESTIVAL

Executive Summary



The **2011 Victoria International Cycling Festival** brings exciting cycling action and activities for everyone to enjoy and participate.

The **VICF Society**, in partnership with **Tourism Victoria** and the **City of Victoria**, has created a calendar of 4 weeks of cycling events which to be held from May 27, 2011 to June 12, 2011. This massive celebration of pedaling power, brings together cycling activities of all disciplines, i.e. Road, Mountainbike, Trials, Freeride, Bicycle Polo, and more. There are even exciting activities just for kids!

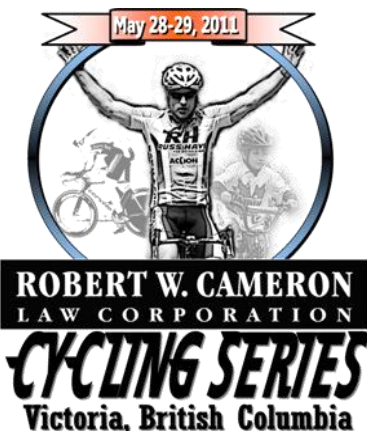
Highlights include 1500+ people taking to the streets to ride in the **Tour de Victoria** on May 28, 2011 with Canada's #1 Cyclist, **Ryder Hesjedal**, who capped of an amazing 2010 season with a 7th place finish in the Tour de France and 8th place in overall UCI World Rankings.

Road Racing action will return to Victoria with the **Robert Cameron Law Cycling Series** featuring the new **Dallas Road Time Trial** on May 28. The most exciting feature of this event will be seeing Ryder Hesjedal in racing action as he attempts to set a course record. Later, on May 29, crowds will gather at Bastion Square for the **19th annual Bastion Square Grand Prix**.

Kids ages 5-10 will have the opportunity to ride the Bastion Square circuit with Ryder himself, along with some of Canada's other elite athletes in the **Tim Horton's Timbits Challenge**. Registration is free and all kids get a T-shirt, Medal, Bottle, Backpack, and a box of Timbits!

The festival grand finale weekend of June 11-12 brings a new event called **Jumpship**, a showcase of the world's best freeride mountain bike riders competing in Victoria's Inner Harbour before a crowd of thousands. **Jumpship** will bring mind blowing fearlessness and skill to a new level as riders will compete for large amounts of cash and personal pride on the surface of a floating barge in Canada's most beautiful city.

There can be no doubt that the **Victoria International Cycling Festival** Firmly places the City of Victoria as the **Cycling Capital of Canada**.



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VICTORIA INTERNATIONAL CYCLING FESTIVAL

The Cycling Capital of Canada



- Victoria boasts more cyclists per capita than any other city in Canada. Most bicycle travel occurs in the core municipalities of Victoria, Saanich, Esquimalt and Oak Bay —24,000 of the 28,000 daily bicycle trips in the region begin or end in these municipalities
- **Victoria Region** has the highest percentage of cycling share of work trips for any metropolitan area in Canada at **5.7%**. (2006)
- **City of Victoria** cycling share of work trips was **7.1%**. (2006)
- The **Victoria Capital Region** has a total of 377 km of bike routes (Capital Regional District, 2003b). They include 67km of mixed-use off-road trails - the **Galloping Goose** and **Lochside Trails** - which parallel the region's major highways and traverse much of the region. Both are heavily used in urban sections of the region's core municipalities. In addition, the Victoria region has 62km of bike lanes and 131 km of roadways with paved shoulders that are specially marked to separate cyclists from car traffic
- Over **13% of residents** in the region report cycling for utilitarian purposes in a typical week —the highest level of any Canadian community.
- Victoria has the benefit of less seasonal variation in temperature and milder winters, thus allowing for year-round cycling. In addition, the compactness of area development and greater inclination toward physical activity contributes to high cycling participation levels.
- In Greater Victoria, there is an annual **Bike to Work Week** every June, sponsored by the **Bike to Work Society** and funded by the provincial government and private sector donors.
- Victoria is home to some of Canada's best athletes and top cyclists. Victoria's truly great cycling, both road and offroad, along with its wonderful ambience have drawn the likes of **Ryder Hesjedal** (7th place finish in Tour de France), **Alison Sydor** (3-time World MTB champ), **Simon Whitfield** (Olympic Triathlon Champion), **Elladee Brown** (Canadian downhill champion numerous times) and **Roland Green** (World MTB champ).
- The **Bike Smarts Program** in Victoria is aimed at cycling education for school children aged 7-13 years (Capital Region District, 2003a). Almost half of all Victoria area elementary schools participate in this program.



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About the VICF

The **Victoria International Cycling Festival** is the largest cycling venture on the BC cycling Calendar and is established with the support of Tourism Victoria, The City of Victoria, Downtown Victoria Business Association, Greater Victoria Harbour Authority, Cycling BC, the local business community, and the municipalities of Sooke, Saanich, North Saanich, Central Saanich, View Royal, Colwood, Langford, Metchosin, Esquimalt, Oak Bay, and Sidney.

The events will be held annually in the Summer of each year with the aim of achieving the following goals:

- Create awareness of the festival provincially, nationally, and internationally
- To attract as many world class competitors (National and International) to the event.
- To promote tourism in Victoria and outlying regions.
- Highlight and promote Victoria as a major cycling destination
- Increase cycling awareness in general community

The VICF is an independent, not-for-profit organization that provides overall direction, oversight, and execution of the annual “**Victoria International Cycling Festival**”, as a means to showcase the Victoria Region as the **Cycling Capital of Canada**.

The society’s main action is to promote bicycling culture in Victoria BC by showcasing cycling related events and activities that incorporate aspects of healthy lifestyles, commuting, recreation, racing, demonstration sport, and art. This is achieved by working cooperatively with other community groups, agencies, and organizations having similar objectives to contribute to the overall health, social, and economic vitality of the Victoria area.

The goal is to invest and re-invest in activities that will leave a lasting legacy for both residents and visitors alike.

Board of Directors

Jon Watkin, Brian Friesen, Jim Pearson, Regan McGrath, John Briggs, Cheekwan Ho, Helen Welch

Executive Director: Rob Fawcett

Contact Information

Victoria International Cycling Society
Society# S57560

4159 Hawkes Ave.
Victoria, BC
V8Z 3Y9
Phone: 250-415-3246

Email addresses:

General Inquiries: info@victoria-cycling.com

Volunteers: volunteer@victoria-cycling.com

Sponsorship: sponsorship@victoria-cycling.com



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Events Overview

Robert Cameron Law Cycling Series- May 28-29, 2011

This weekend begins on Saturday May 28 with the 7km **Dallas Road Time Trial**, as cyclists race against the clock and attempt to post the fastest time. May 29 with the **19th Annual Bastion Square Criterium** where cyclists race around downtown Bastion Square at speeds of over 50km/h. It's all about Speed, Spokes, and Spandex. Finally, kids get to ride with **Ryder Hesjedal** around the Bastion Square Circuit at the **Tim Horton's Timbits Challenge**.

Ryder Hesjedal's Tour de Victoria - May 28, 2011

Join Canada's #1 Professional Cyclist and Canadian Cyclist's "Cyclist of the Decade", **Ryder Hesjedal** in a scenic yet challenging 100km waterfront community ride around the Victoria Peninsula. Participants will enjoy partial road closures, food and mechanical support, and the opportunity to hangout with Ryder at the Start/Finish Line in Downtown Victoria. While the event is designed to challenge the participants endurance, the **Tour de Victoria** also offers participants the option of riding shorter distances, (20km or 50km).

Classic Bike Rally - June 5, 2011

Cycling turns back a few pages of history by highlighting some of the bicycles of the past such as the Penny Farthing and the Schwinn Cruiser. Folding bikes are also showcased as a solution to boaters who are looking for a compact and efficient alternative mode of transportation on land.

Family Bike Day - June 5, 2011

Bring the whole family out for fun events geared towards family cycling. Events throughout the day will include a bike rodeo, training wheel freedom, family bike equipment showcase (come see what's available in bikes, gear, accessories, and more), on site bike mechanic, helmet fitting, bike scavenger hunt, and bike parade over the trestle bridge.

Jumpship - June 11-12, 2011

The Rockstar Mountainbike Team is coming to Victoria to push the limits of cycling freeride "Air-o-batics". Join local boy Jordie Lunn and his Rockstar Team as they flip, fly, and flourish their bikes in front of a huge Victoria Inner Harbour crowd. Great live music and a beer garden complete the day's festivities.

Mountain bike trials, also known as "observed trials" is an extreme test of bicycle handling skills, over all kinds of obstacles, both natural and man-made. This event is extremely spectator friendly and is a real crowd pleaser.

Take traditional Polo, swap horses with bikes, and let the games begin! Hard-court bike polo is becoming one of the fastest growing "fringe" cycling sports. Some would argue that the sport has become viral. Untraditional modified bicycles mixed with crazy acrobatics and bike handling skills and creative scoring, make for an evening of fun.



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Economic Impact

Tourism's economic impact in Victoria is profound: revenues have risen from \$250 million to \$1 billion in the past 15 years. With more cycle tourism businesses opening, Tourism Victoria can promote this type of adventure tourism to key visitor markets.

- Tourism Victoria

A study of its economic potential in the Lake Champlain area of Quebec and New York State concludes "long distance bicycle routes can be important generators of customers for bed and breakfasts, eateries, and service providers in even the smallest and/or remotely located communities."

-Bicycle Tourism in Maine – Economic Impacts and Marketing Recommendations, Maine Department of Transportation, Executive Summary April 2001

- Cycle tourists to Victoria will travel light. Because of this, they will shop at local businesses more frequently.
- In addition to purchasing equipment, clothes, food, souvenirs and maps, cycle tourists will utilize local restaurants and accommodation.
- Since cyclists have their own transportation, they are more likely to explore towns and visit local attractions.
- Cycle tourism offers abundant opportunities to develop new cycle-related businesses such as equipment hire, guided tours and transport services to and from the trail.
- Cyclists use all types of accommodation from camping to 5 star hotels, and rely on cafes and restaurants along the route for supplies.
- Even if road conditions are poor, quality accommodation can result in a successful bike tour. The accommodation does not have to have a high star rating, but should include key features such as a safe place to leave bikes, floor access to registration and rooms, and washing facilities.
- The average length of stay for short cycling trips is 2 nights, the average stay for long cycling holidays is 7.1 nights, and the average length of stay for all cycling holidays is 4.4 nights.
- Cycling as part of a holiday provides an added activity, which helps to extend length of stay and encourage repeat visits.
- Cycle tourists prefer self-guided bike tours for tours less than 3 days and will travel long distances to use shared use pathways and to take bike tours over 4 days.
- B&B / Inns and campgrounds are the preferred lodging choices for multi-day bike tours.



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Demographics

- Primarily age 30 to 55: 44% are age 30 to 45, 33% are age 46 to 55, 6% are age 56 to 65 and 17% are under age 30.
- Their average age is increasing: the number of cyclists has increased from 34% to 41% in the 55-64 age group, and from 12% to 21% among those aged 65 to 74. This is significant because by 2010, 43% of the growth in consumer spending will be in the generation of 50 to 64 year olds, an age group that spends considerably more on leisure, recreation and travel, and who participate in cycle tourism both as part of organized rides and independent tours.
- Their most popular interests in declining order of frequency include: eating out, canoeing, camping, hiking, theatre, shopping, museums/historic sites, water sports/swimming/beaches. Other interests include sightseeing, golfing, skiing and walking.
- In Canada, bicycling is the #1 sport for men and #2 for women (behind swimming).



Exposure

With over 3700 participants, 24,000+ spectators, and 500+ volunteers, the event is well poised to provide extensive exposure and recognition to business supporters and key sponsors.

| Est. Attendance Levels | Participants | Spectators |
|-----------------------------|--------------|--------------|
| Tour de Victoria | 2000 | 5000 |
| Victoria Cycling Grand Prix | 500 | 5000 |
| Classic Bike Rally | 500 | 3000 |
| Jumpship Freeride Show | 30 | 8000 |
| Kids Bike Weekend | 400 | 2000 |
| Bicycle Polo | 300 | 1500 |
| Total | 3730 | 24500 |

With more than \$200,000 of inkind media ad placements (Newspaper, TV, and Radio), as well as website, posters and promotional articles and coverage, sponsors receive extensive marketing value.

See Appendix A – For overall Media Plan



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VICTORIA INTERNATIONAL CYCLING FESTIVAL

Sponsor Packages

VICF Title Sponsor

(\$50,000)



Available Positions (1)

Being the exclusive corporate sponsor of the **Victoria International Cycling Festival** will enable you to capitalize on your investment and maximizing your brand and communication throughout the area via media, visitors and participants. The benefits of being the Title corporate sponsor of the **Victoria International Cycling Festival** allows viewers and visitors to be in touch with your brand, creating the perfect environment to showcase product, services or animate the brand itself.

The overall series name will be **The (Your Company/Organization) Victoria International Cycling Festival** and will be communicated as such on all aspects of the promotional campaign. This includes:

Printed Materials

- Participant Garments
- Race Numbers
- Rack Cards, Posters
- Corporate Literature & Stationery
- Corporate Information in Race Packages
- Logo on Maps of Courses

Signage

- Event Signage
- Banners Along Route
- Race Package Pickup Area
- Awards Ceremonies
- Signage at Pre-event Media Conference
- Volunteer Training Event
- Volunteer Appreciation Event

Speaking & Recognition Opportunities

- PA Announcement at Event
- Awards Ceremony - Presentations
- Media Conference - Introduction
- Volunteer Training Event - Speaking

Media

- All Newspaper Advertisements
- Magazine Advertisements
- Broadcast Media Advertisements
- All Pre-event Newspaper Advertisements
- All Post-event Newspaper Advertisements

Web Exposure

- Active Corporate Logo on VICF website
- Active Corporate Logo on E-Newsletter
- VICF and Event Social Media Network Exposure

Display Opportunities

- Corporate Display at all VICF Events
- Course Aid Stations
- Product Distribution at Finish Line
- Tent or Inflatable at all VICF Events

Awards

- Participant Certificates
- Trophies
- Medals
- Ribbons
- Volunteer Certificates

Tickets & Merchandise

- 5 Autographed Garments
- VIP Tent Access
- Recognition Plaque



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VICTORIA INTERNATIONAL CYCLING FESTIVAL

Sponsor Packages

VICF Presenting Sponsor

(\$25,000) + In Kind

Available Positions (1)

The presenting sponsor consideration offers great value in supporting the Title event. This will enable you to capitalize on some of the aspects of the Title Sponsor, while ensuring that your brand receives significant exposure in the process.

The naming will be the **The (Title Sponsor) Victoria International Cycling Festival presented by (Your Company/Organization)** and will be communicated as such on the following aspects of the promotional campaign. This includes:

Printed Materials

- Participant Garments
- Race Numbers
- Corporate Literature & Stationery
- Rack Cards, Posters

Signage

- Event Signage
- Race Package Pickup Area
- Awards Ceremonies
- Signage at Pre-event Media Conference

Speaking & Recognition Opportunities

- PA Announcement at Event
- Awards Ceremony - Presentations

Media

- All Newspaper Advertisements
- Magazine Advertisements
- Broadcast Media Advertisements
- All Pre-event Newspaper Advertisements
- All Post-event Newspaper Advertisements

Web Exposure

- Active Corporate Logo on VICF website
- Active Corporate Logo on E-Newsletter
- VICF and Event Social Media Network Exposure

Display Opportunities

- Corporate Display at Expo
- Course Aid Stations
- Product Distribution at all VICF Events
- Tent or Inflatable at all VICF Events

Awards

- Participant Certificates

Tickets & Merchandise

- 4 Autographed Garments
- VIP Tent Access
- Recognition Plaque



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VICTORIA INTERNATIONAL CYCLING FESTIVAL

Sponsor Packages

VICF Media Partner

(\$20,000 or In Kind)



Available Positions (3)

Being a specific Media Partner of the **Victoria International Cycling Festival** will give you exclusive access to the event and allow for the opportunity to promote your media organization to the local community. Opportunities exist for exclusive reporting, broadcasting, interviews, and direct participation in the VICF events. Special VIP access is also included.

Available categories include:

- **Television**
- **Radio**
- **Print**

Only one media partner opportunity is available per category. The value of the Media Partner's contribution would be made up through advertising the event.

- Logo recognition on all advertising/printed resources used to promote the event
- Your logo and website link featured on VICF's website with recognition as a media partner
- Recognition as a major sponsor in official media release
- Recognition as a major sponsor in public announcements at all events
- Your company/brand thanked for being a major event sponsor in the official event welcome speech
- Your banner/signage/posters featured on the main stage at all events
- Your banner/signage/posters featured prominently in other key locations at the events
- Space at the events to have your own stall. Stall size no more than 3 x 3 metres



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VICTORIA INTERNATIONAL CYCLING FESTIVAL

Sponsor Packages

VICF Gold Level / Event Title



Available Positions (3)

The Gold Level / Event Title sponsor consideration offers the opportunity for your company/organization to have prominent Title visibility and primary exposure at one of the Gold Level Title Events of the **Victoria International Cycling Festival**. The following events in this category and their consideration are as follows:

- ***Ryder Hesjedal's Tour de Victoria** - \$50,000
- **Jumpship Freeride Show** - \$35,000
- **Victoria Cycling Grand Prix** - \$18,000

Sponsorship packages will be customized for each event title sponsor, and may include:

Printed Materials

- Participant Garments
- Rack Cards, Posters

Signage

- Start/Finish Line Banners
- Finish Line Gantry
- Event Signage / Banners
- Awards Ceremonies

Speaking & Recognition Opportunities

- PA Announcement at Event
- Awards Ceremony - Presentations

Media

- Selected Newspaper Advertisements
- Magazine Advertisements (Rotation)
- Broadcast Media Advertisements (Rotation)

Web Exposure

- Active Corporate Logo on VICF and Event website
- VICF and Event Social Media Network Exposure
- Active Corporate Logo on E-Newsletter

Display Opportunities

- Corporate Display at Event
- *Course Aid Stations Exposure
- Integration of brand into Event

Tickets & Merchandise

- *Autographed Garments
- VIP Tent Access
- Recognition Plaque
- *Opportunity to Ride with Ryder
- *VIP Dinner with Ryder

VICF Silver Level / Event Title Opportunities

- Bastion Square Criterium - \$8,000
- Dallas Road TT - \$5,000
- Bastion Square Kids Race - \$4,000
- Family Bike Day - \$4,000



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VICTORIA INTERNATIONAL CYCLING FESTIVAL

Sponsor Packages

VICF Silver / Event Title



Available Positions (4)

The Silver Level / Event Title sponsor consideration offers the opportunity for your company/organization to have prominent Title visibility and primary exposure at one of the Silver Level Title Events of the **Victoria International Cycling Festival**. The following events in this category and their consideration are as follows:

- 19th Annual Bastion Square Criterium - \$8,000
- Dallas Road Time Trial - \$5,000
- Bastion Square Kids Race - \$4,000
- Family Bike Day - \$4,000

Sponsorship packages will be customized for each event title sponsor, and may include:

Printed Materials

- Participant Garments
- Rack Cards, Posters

Signage

- Start/Finish Line Banners
- Finish Line Gantry
- Event Signage / Banners
- Awards Ceremonies

Speaking & Recognition Opportunities

- PA Announcement at Event
- Awards Ceremony - Presentations

Media

- Selected Newspaper Advertisements
- Broadcast Media Advertisements (Rotation)

Web Exposure

- Corporate Logo on Event website
- Event Social Media Network Exposure

Display Opportunities

- Corporate Display at Event
- Integration of brand into Event

Tickets & Merchandise

- Autographed Garments
- VIP Tent Access
- Recognition Plaque

VICF Gold Level / Event Title Opportunities

- Ryder Hesjedal's Tour de Victoria - \$50,000
- Jumpship Freeride Show - \$35,000
- ~~Victoria Cycling Grand Prix - \$18,000~~ **Sold**



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VICTORIA INTERNATIONAL CYCLING FESTIVAL

Sponsor Packages

VICF Bronze Supplier/Partner

(Minimum \$1,000—\$1,500)

Available Positions (1)

Donations of cash or in-kind goods and services

The **Victoria International Cycling Festival** Supplier/Partner is a valued category that permits smaller donations and in-kind support that is so important to the success of the event. This category is recommended to those supporters who wish to donate cash or prize for the athletes or draw prizes for the volunteers.

We rely on the generosity of suppliers to make our events successful and welcome contribution of products and services. This can include raffle/auction prizes or product for gift bags given to all participants and volunteers. In appreciation for your support we will provide the following:

Business Logo exposure on:

- Event web-site including business profile and links
- Opportunity to display banners at events
- Company logo on donated products
- Acknowledgment of your organisation support in media release and public address announcements
- Logo to appear on Sponsors Board on ads and website
- The opportunity to add promotional flyers to gift bags received by all participants and volunteers
- Invitation to present at Awards Presentation and Volunteer Appreciation Party
- Opportunity to display products/services (min \$1500 consideration)



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VICTORIA INTERNATIONAL CYCLING FESTIVAL

Projected Expenses

(Note: in-kind product & services sponsorships offsetting media/advertising, food & beverage, accommodations, event promotion and prizes are not included).

| | |
|----------------------|--------------------|
| Salaries/Wages | \$25,000.00 |
| Commissions | \$10,000.00 |
| Advertising | \$25,000.00 |
| Travel | \$1,000.00 |
| Insurance | \$1,800.00 |
| Infrastructure | \$12,000.00 |
| Misc office supplies | \$350.00 |
| Marketing Expenses | \$10,000.00 |
| Accounting | \$1,500.00 |
| Legal Fees | \$6,000.00 |
| Telephone System | \$1,000.00 |
| Total | \$93,650.00 |



2010 Sponsors

Title **ROBERT W. CAMERON
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Event Title **RH RUSSELL HAY'S THE BICYCLE SHOP** *Tim Hortons* **PRO-CITY RACING** **intact INSURANCE** **LA Z BOY FURNITURE GALLERIES**

Event Presenting **CHEK NEWS** **THE CONDO GROUP** **100.3 THE ISLAND'S ROCK** **PARKSIDE VICTORIA**

Proud Supporters and Partners



Cities and Municipalities



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References

The following website addresses are offered as third party Internet reference materials for research purposes only – and are provided strictly “as is” without warranty of any kind, either express or implied.

To access the reports referenced, select the following links, then navigate to the document as directed. All website links are current as of June 2004.

1. Cycle Tourism: An Exciting New Market Emerges in Western Australia
http://www.mundabiddi.org.au/cycle_tourism/main.html
2. Tourism, Eco-Tourism and Bicycle Tourism <http://www.ibike.org/encouragement/travel/eco-tourism.htm>
3. Fact Sheet: Cycling events & their tourism benefits
<http://www.cyclingpromotion.com/images/newsandevents.htm> choose > ‘Cycling Events and their Tourism benefits’
4. The Social, Health and Heritage Benefits of Trails
http://www.trailpaq.com/english/03_builders_e/03_builders_e.cfm choose > ‘Trail Monitor #2: Social, Health and Heritage Benefits of Trails’
5. Cycle Tourism Fact Sheet http://www.cycletourism.com/cycle_tourism_fact_sheet.htm
6. Developing Bicycle Tourism <http://www.bikeontours.on.ca/tourism.htm>
7. Bicycle Tourism in Maine: Economic Impacts and Marketing Recommendations
<http://www.state.me.us/mdot/opt/current-projects.php> Under 2003 Planning Projects Anticipated, choose: > Full Report or Executive Summary
8. 2000 National Study of the Vermont Visitor: Outdoor Recreation Supplement:
www.uvm.edu/~snrvtdc/publications/ Under ‘Research Areas’, choose > Outdoor Recreation
9. Bicycling in Quebec in 2000 <http://www.routeverte.com/ang/facts/publications.html> choose > “Bicycling in Québec in 2000 – A Population on the Move”
10. Vancouver Island Cycle Tourism Alliance www.cycletourism.com
11. Vancouver Island Cycling Guide http://www.cycletourism.com/profiles_cycling_population.htm
12. Cycling Tourism: Greater Victoria and South Vancouver Island: A Case for Support
http://www.cyclingvictoria.com/pdfs/cycle_victoria_support.pdf
13. Cycle Tourism The Perfect Niche Market for Australia
<http://www.cyclingpromotion.com/network.htm> choose ‘Tourism’ [found near the bottom of the web page]
14. UCI 2003 Road World Cycling Championships Economic Impact Assessment, Canadian Sport Tourism Alliance, February 2004.
http://www.canadiansporttourism.com/eng_news_article.cfm?NewsID=19
15. Outside magazine, March 2004
http://outside.away.com/outside/gear/200403/road_bike_review_1.html



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Sponsorship Matrix



| | VICF Title | VICF Presenting | Gold / Event Title | Silver / Event Title | Bronze | Official Supplier |
|---|---------------------------------------|-----------------|--------------------|----------------------|-------------------|-------------------|
| FEE | \$50000 cash + in-kind goods/services | \$ 25,000.00 | \$15000 - \$20000 | \$10,000 | \$2,000 - \$7,000 | \$2500 - in kind |
| # of Positions | 1 | 1 | 5 | 10 | 10 | 10 |
| Printed Materials | | | | | | |
| Participant Garments | ○ | ○ | ○ | ○ | ○ | ○ |
| Posters | ○ | ○ | ○ | ○ | ○ | ○ |
| Race Numbers | ○ | ○ | ○ | ○ | ○ | ○ |
| Event Literature & Stationery | ○ | ○ | ○ | ○ | ○ | ○ |
| Event Information in Race Packages | ○ | ○ | ○ | ○ | ○ | ○ |
| Logo on Maps of Course | ○ | ○ | ○ | ○ | ○ | ○ |
| Signage | | | | | | |
| Start/Finish Line Banners | ○ | ○ | ○ | ○ | ○ | ○ |
| Event Signage | ○ | ○ | ○ | ○ | ○ | ○ |
| Banners Along Route | ○ | ○ | ○ | ○ | ○ | ○ |
| Race Package Pickup Area | ○ | ○ | ○ | ○ | ○ | ○ |
| Awards Ceremonies | ○ | ○ | ○ | ○ | ○ | ○ |
| Signage at Pre-event Media Conference | ○ | ○ | ○ | ○ | ○ | ○ |
| Volunteer Training Event | ○ | ○ | ○ | ○ | ○ | ○ |
| Volunteer Appreciation Gala | ○ | ○ | ○ | ○ | ○ | ○ |
| Speaking & Recognition Opportunities | | | | | | |
| PA Announcement at Event | ○ | ○ | ○ | ○ | ○ | ○ |
| Awards Ceremony - Speaking/Presentations | ○ | ○ | ○ | ○ | ○ | ○ |
| Media Conference - Introduction | ○ | ○ | ○ | ○ | ○ | ○ |
| Volunteer Events - Speaking | ○ | ○ | ○ | ○ | ○ | ○ |
| Media | | | | | | |
| Selected Newspaper Advertisements | ○ | ○ | ○ | ○ | ○ | ○ |
| Magazine Advertisements | ○ | ○ | ○ | ○ | ○ | ○ |
| Broadcast Media Advertisements | ○ | ○ | ○ | ○ | ○ | ○ |
| All Pre-event Newspaper Advertisements | ○ | ○ | ○ | ○ | ○ | ○ |
| All Post-event Newspaper Advertisements | ○ | ○ | ○ | ○ | ○ | ○ |
| Exposure | | | | | | |
| Active Corporate Logo on VICF website | ○ | ○ | ○ | ○ | ○ | ○ |
| Static Corporate Logo on VICF website | ○ | ○ | ○ | ○ | ○ | ○ |
| Active Corporate Logo on Monthly E-Newsletter | ○ | ○ | ○ | ○ | ○ | ○ |
| Static Corporate Logo on Monthly E-Newsletter | ○ | ○ | ○ | ○ | ○ | ○ |
| Corporate Name on Online Registration Confirmations | ○ | ○ | ○ | ○ | ○ | ○ |
| Display Opportunities | | | | | | |
| Course Aid Stations | ○ | ○ | ○ | ○ | ○ | ○ |
| Product Distribution at Finish Line | ○ | ○ | ○ | ○ | ○ | ○ |
| Corporate Mascot (If available) | ○ | ○ | ○ | ○ | ○ | ○ |
| Tent or Inflatable at Start/Finish Line | ○ | ○ | ○ | ○ | ○ | ○ |
| Awards | | | | | | |
| Participant Certificates | ○ | ○ | ○ | ○ | ○ | ○ |
| Trophies | ○ | ○ | ○ | ○ | ○ | ○ |
| Medals | ○ | ○ | ○ | ○ | ○ | ○ |
| Ribbons | ○ | ○ | ○ | ○ | ○ | ○ |
| Volunteer Certificates | ○ | ○ | ○ | ○ | ○ | ○ |
| Tickets & Merchandise | | | | | | |
| Tour de Victoria event Registrations | 25 | 15 | 7 | 4 | 2 | 2 |
| Volunteer Gala Dinner Tickets | 5 | 4 | 3 | 2 | 1 | ○ |
| Commemorative Garments | 5 | 4 | 3 | 2 | 1 | ○ |
| VIP Tent Access | ○ | ○ | ○ | ○ | ○ | ○ |
| Recognition Plaque | ○ | ○ | ○ | ○ | ○ | ○ |
| Events Title Opportunities | | | | | | |
| Ryder Hesjedal Tour de Victoria Title - \$50,000 | ○ | ○ | ○ | ○ | ○ | ○ |
| Victoria Cycling Grand Prix Title - \$18,000 | ○ | ○ | ○ | ○ | ○ | ○ |
| ●Dallas Road Time Trial - \$5000 | ○ | ○ | ○ | ○ | ○ | ○ |
| ●Bastion Square Grand Prix - \$9000 | ○ | ○ | ○ | ○ | ○ | ○ |
| ●Bastion Square Kid's Race - \$5000 | ○ | ○ | ○ | ○ | ○ | ○ |
| Kid's Cycling Weekend - \$5000 | ○ | ○ | ○ | ○ | ○ | ○ |
| Mountainbike Freeride Expo Title - \$25,000 | ○ | ○ | ○ | ○ | ○ | ○ |

Website: www.vic-cycling.com

Phone: 250-415-3333

email: sponsorship@victoria-cycling.com



Appendix A - Media Plan



VICTORIA INTERNATIONAL CYCLING FESTIVAL

| | | VICF Overall | Tour de Victoria | Victoria Cycling Grand Prix | Family Bike Day | Jumpship Freeride Event | Volunteer Appreciation | |
|--|--|------------------|------------------|-----------------------------|-----------------|-------------------------|------------------------|-------------|
| Television | | Cirulation Dates | Feb 1 - June 6 | Feb 1 - May 29 | May 15 - 29 | June 1 - 11 | June 15-26 | July 1 - 15 |
| Pre-produced promotional announcements | | 3 | 3 | 2 | 1 | 1 | - | |
| Event organizer/athlete interviews | | 2 | 2 | 2 | 1 | 1 | 1 | |
| Community Calender Inserts | | 1 | 1 | 1 | 1 | 1 | - | |
| Website Promo/link | | Yes | Yes | - | - | - | - | |
| Provide Banner and Tent Display at Event | | Yes | Yes | Yes | Yes | Yes | - | |
| Onsite event coverage / interviews | | Yes | Yes | Yes | Yes | Yes | Yes | |
| Print | | Cirulation Dates | Feb 1 - June 6 | Feb 1 - May 29 | May 15 - 29 | June 1 - 11 | June 15-26 | July 1 - 15 |
| 1/4 Page Full Colour | | - | 25 | 15 | - | 15 | - | |
| 1/2 Page Full Colour | | 5 | 20 | 3 | - | 3 | 3 | |
| Full Page Full Colour | | 5 | 5 | - | - | - | - | |
| 1/4 Page 3 Colour | | - | - | - | 5 | - | - | |
| 1/2 Page 3 Colour | | 5 | 5 | - | 3 | - | - | |
| Full Page 3 Colour | | 5 | 5 | - | - | - | - | |
| 1/4 Page Blk/wht | | - | - | - | - | - | - | |
| 1/2 Page Blk/wht | | - | - | - | - | - | - | |
| Full Page Blk/wht | | - | - | - | - | - | - | |
| Provide Tent/Banners at Event | | Yes | Yes | Yes | Yes | Yes | - | |
| Website Promo/link | | Yes | Yes | Yes | Yes | Yes | - | |
| Radio | | Cirulation Dates | Feb 1 - June 6 | Feb 1 - May 29 | May 15 - 29 | June 1 - 11 | June 15-26 | July 1 - 15 |
| Pre-produced promotional announcements (3/Day) | | 27 | 27 | 27 | 15 | 27 | - | |
| Liners for Line Announcer Mentions (2/Day) | | 18 | 18 | 18 | 10 | 18 | 4 | |
| Listing on Radio Station Website | | Yes | Yes | Yes | Yes | Yes | - | |
| Onsite Live Remote | | Yes | Yes | Yes | Yes | Yes | Yes | |
| Guest Announcer at Event | | Yes | Yes | Yes | Yes | Yes | Yes | |

Website: www.vicf.ca

Phone: 250-415-3246

email: sponsorship@victoria-cycling.com