

Breakaway to...

The Giro di Burnaby

Thursday, July 14, 2011

6 pm race action starts



Sponsorship Opportunities



Breakaway to Burnaby!

Giro di Burnaby - The Opportunity!

On Friday evening, July 14th, 2006 the Giro di Burnaby, an event born from the idea of city councillor Pietro Calendino, made its debut on the streets of the Burnaby Heights Neighbourhood.

The event, so named as a tribute to Burnaby's Italian community and to the world famous Giro d'Italia (the second largest and richest cycling race in the world) saw 63 men and 24 women finishing the inaugural race to a cheering crowd of approximately 7,000 spectators. Since then the event has grown exponentially in size and reputation!

A Fantastic Sponsor Opportunity!

Consider the following statistics:

- Cycling is the 2nd most popular sport in the world—after walking
- Cycling represents a \$350 million a year industry in Canada
- There are more cyclists in the Canada than skiers, golfers & tennis players combined
- The average cyclist is young & affluent
- 87% are between the ages of 18 and 44
- 55% are male, 45% are female
- 63% are professional
- 81% are college graduates, 27% post graduate
- High discretionary income with an average household income of \$75,000 +
- High brand loyalty and concerned with value & quality



By coming on board as a Giro di Burnaby sponsor you link your organization to an exciting and dynamic cycle race that will see all participating sponsors receive quality exposure.

Social Media At Work For You

Continuous advances in Internet and social networking technology now allow us to offer our sponsors even more exposure!

Starting now, the Giro and sponsors will be promoted extensively on the Internet by means of an integrated marketing strategy. Our new dynamic website, complete with extensive video, blog and social media, will be where riders, volunteers, sponsors and spectators turn for event information. This will create excitement around the race and build momentum for the Giro's return.

This document gives you more detail about our unique sponsorship opportunities. If there is any further information you require, please do not hesitate to contact me.

Rainy Kent
Event Organiser

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info@girodiburnaby.com
www.girodiburnaby.com

twitter

YouTube

facebook

Giro
di
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Breakaway to Burnaby!

Internet and Social Networking

While the Giro represented an excellent sponsor opportunity before, new advances in Internet and social networking technology now allow us to offer our sponsors **even more exposure!**

Starting now, the Giro and its sponsors will be promoted extensively on the Internet by means of an integrated marketing strategy. This will create new excitement around the race and will build, after an absence of two years, fresh momentum for the Giro's return.

The key elements of the Internet marketing strategy include:

- an updated website
- a collection of race promotional videos on an exclusive Giro channel on YouTube and the Giro website
- corporate videos for sponsors on sponsor page and YouTube
- a Giro blog page keeping fans informed and building excitement
- promotion on a Giro Facebook fan page
- Twitter marketing
- corporate videos for sponsors on sponsor page and YouTube
- monthly Giro email newsletter

Corporate Videos

In addition to the normal logos with links to sponsor websites, each sponsor will also get a short corporate video to promote their business. These videos will be hosted on the Giro website, the Giro YouTube Channel, and sponsors will also have the option to have their video placed on their company website.

The net result of this extensive year-round presence on the Internet will be a high placing in search engines like Google, which will drive much more traffic to the Giro website—giving the sponsors more exposure.



Giro DVD

It is the intention to create a Giro DVD consisting of a collection of the Giro promotional videos on the Giro website. This DVD will be used extensively in marketing campaigns. The DVD and the DVD case represent yet another new way to provide our sponsors more exposure.

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Giro di Burnaby – Facts and Figures

2008 Media Coverage

Media Sponsor: Burnaby NewsLeader
Television: Shaw Cable
Newspapers: Vancouver Sun, The Province, Burnaby Now, The Burnaby Newsleader,
Magazines: Pedal-Canadian Cycling News, Canadian Cycling Magazine, Velo News, The Bicycle Paper, City of Burnaby Parks, Recreation and Cultural Services Leisure Guide

On-Site Attendance

2006 Criterium:	July 14	6,000 spectators
2007 Criterium:	July 19	10,000 spectators
2008 Criterium:	July 17	12,000 spectators

Race Results

2006 Criterium Winners:

Gina Grain (*Colavita Cooking Light Cycling Team*)
Hilton Clarke (*Navigators Insurance Cycling Team*)

2007 Criterium Winners:

Shelley Olds (*Proman/Paradigm Cycling Team*)
Kirk O'Bee (*Health Net Cycling Team*)

2008 Criterium Winners:

Kelly Benjamin (*Cheerwine Pro Cycling Team*)
Andrew Pinfold (*Symmetrics Cycling Team*)



2011 Provisional Event Schedule

Criterium: Thursday, July 14, 2011

6:00 pm Women's all categories - 20 laps x 1.85 km

7:15 pm Men's Pro, Category 1/2 - 30 laps x 1.85 km

Start/Finish: Hastings Street and Carleton Avenue

Overview

The Giro di Burnaby is part of **BC Superweek**, the richest event in Canadian cycling with professional racers from around the world competing for a purse of over \$70,000.

The Giro di Burnaby comprises just one cycling event, the Criterium, open to male and female cyclists competing for over \$15,000 in cash prizes.

The Criterium is a race of several laps on a short circuit with the city streets closed to traffic. The high-speed cornering and sprinting in this event make it a favorite for spectators and provide an opportunity to get close to the action as racers reach speeds of up to 60 km/hour.

Our goals

- promote the Giro di Burnaby as a **destination cycle race** and attract increased participation from the community, province, Canada, United States, and worldwide.
- Further develop the race for every level of participation.
- Raise the profile of the Giro di Burnaby and BC Superweek.

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Sponsorship

Why should you become a Giro sponsor? What is in it for you?

The Giro di Burnaby provides a range of programs to present your products or services to a broad target audience. Sponsor benefits can be customised to meet your specific business objectives and include the opportunity to:

- Gain positive public profile as a company committed to sport development and family oriented community events
- Leverage your existing marketing and promotions programs
- Engage with consumers of all ages in fun and creative ways by incorporating your company promotions and entertaining activities as part of the event program.

We believe in building **long term relationships** with our sponsors by working with each of them to achieve their specific marketing and corporate objectives, and linking those in with our exciting marketing and public relations strategies.

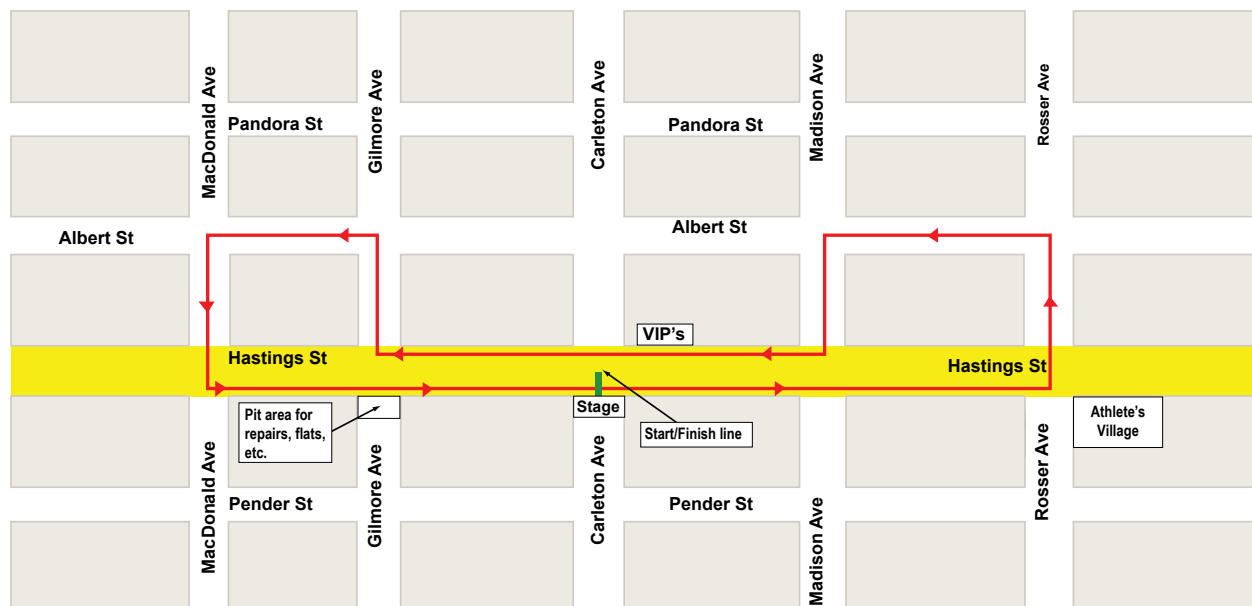
Multi-year sponsorships are available.

There are several levels of sponsorship for the Giro di Burnaby:

- Title Sponsor \$15,000 and up
- Gold Sponsor \$6,000 - \$9,999
- Silver Sponsor \$3,500 - \$5,999
- Bronze Sponsor \$1,500 - \$3,499
- Supporter \$300 - \$1,499
- In-kind Sponsorships

The Course

There will be a 20 lap/40km criterium race for women and a 30 lap/60km criterium race for men.



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Sponsor Promotion Opportunities

The Giro represents many promotion opportunities that will give sponsors **year-round** exposure:

Before the Race

- on Giro website, including a Giro Blog, Giro YouTube channel, Twitter & Facebook
- Giro email newsletter
- event posters (500 copies distributed to local businesses and regional bike shops; flyers and letters to all merchants and surrounding neighbourhood)
- racer's registration package
- volunteer information package
- volunteer appreciation dinner
- editorials and ads in local press
- corporate banners
- radio/tv information bulletins

At the Race

- pre-race dinner (for major sponsors and VIPs)
- race program (5,000 copies distributed to spectators)
- 8'x3' course fence banners
- cyclist's number bib (200)
- broadcast announcements by colour commentator
- volunteer and racer garments
- podium ads
- local TV coverage
- exposition area at athletes' village
- in-kind sponsorships

After the Race

- thank you ad in local newspapers
- thank you letter and certificate from the Mayor's office
- website

See following pages for detail breakdown

Note

1. website

The website will be available months before and after the race. It is an important promotion vehicle.

All sponsors will be listed on the website. Title, gold and silver sponsors will have their logos listed on the website. All sponsors on the website will be linked to their corporate websites; if sponsors do not have a website, Giro will create a one page website for them.

2. Sponsor videos

The sponsor page will have a video section showcasing sponsor videos.

3. Downloadables

The website will have downloadables (programs, race map, registration forms, etc) that will list all sponsors appropriately.



Breakaway to Burnaby!

Title Sponsorship \$15,000 + (exclusive)

Sponsor Banners

- Corporate Banners
Sponsor receive two banners (3'x8') that are hung on fencing at the Criterium and one at the Volunteer Recognition Dinner
- Stage Banner
Sponsor receives a backdrop banner (12'x6') to be displayed on event stage

Advertising Exposure

- Corporate name linked to event title on all promotional material
- Corporate Logo + URL on Giro di Burnaby website and banner ad on home page
- Banner with corporate name promoting Giro di Burnaby event at the Hats Off Day Parade
- Corporate Logo on event poster
500 to be distributed to local businesses and Pacific Northwest Bike Shops
- Corporate Logo on racers' program
5,000 to be distributed on site to spectators
- Corporate Logo on event advertising in the local sponsor newspaper (distribution 50,000+)
- Name listed in Burnaby Parks, Recreation and Cultural Services Annual Report.
- Listed on City of Burnaby website special event page
- 90 second corporate video on website and YouTube
- 10 copies of Giro DVD
- 2000+ promotional postcards

Volunteer and Racer Garment

- Corporate Logo on winner jerseys
- Corporate logo on volunteer garments (200 produced)
- Corporate logo on souvenir race hat

Public Address Announcements

- Public Address Announcements: Acknowledgement of Title Sponsor (minimum four times) and one announcement at volunteer recognition dinner (*Sponsors to provide copy*)

Exposition

- On-site promotional display space available in athlete village. Sponsor to provide booth.

Thank You

- Four invitations to Sponsor Recognition Reception at the Burnaby Fire Hall preceding the race
- Corporate Logo on Thank You acknowledgment in local newspaper



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Breakaway to Burnaby!

Gold Sponsorship \$6,000 - \$9,999

- | | |
|-------------------------------------|--|
| Sponsor Banners | <ul style="list-style-type: none">• Corporate Banners
Sponsor receives one banner (3'x8') that will be hung on fencing at the Criterium and at the Volunteer Recognition Dinner• Stage Banner
Banner space available on the side panels of the event stage (contact Giro Office for details) |
| Advertising Exposure | <ul style="list-style-type: none">• Corporate Logo + URL on Giro di Burnaby website and banner ad on race information page• Corporate Logo on event poster
500 to be distributed to local businesses and Pacific Northwest Bike Shops• Corporate Logo on racers program
5,000 to be distributed on site to spectators• Corporate Logo on event advertising in the local sponsor newspaper (distribution 50,000+)• 60 - 90 second corporate video on website sponsor page and YouTube• Five copies of Giro DVD |
| Exposition | <ul style="list-style-type: none">• On-site promotional display space available in athlete village. Sponsor to provide booth. |
| Volunteer garment | <ul style="list-style-type: none">• Corporate logo on volunteer garments (200 produced)• Corporate logo on souvenir race hat |
| Public Address Announcements | <ul style="list-style-type: none">• Public Address Announcements of Gold Sponsor (minimum of three times) (Sponsors to provide copy) |
| Thank You | <ul style="list-style-type: none">• Two invitations to Sponsor Recognition Reception at the Burnaby Fire Hall preceding the race• Corporate Logo on Thank You Acknowledgment in local newspaper |

Silver Sponsorship \$3500 - \$5,999

- | | |
|--------------------------------------|--|
| Sponsor Banners | <ul style="list-style-type: none">• Corporate Banners
Sponsor to provide one banner that will be hung on fencing at the Criterium and at the Volunteer Recognition Dinner |
| Advertising Exposure | <ul style="list-style-type: none">• Corporate Logo on event poster
500 to be distributed. Distribution to local business and Pacific Northwest Bike Shops• Corporate Logo on racers program
5,000 to be distributed on site to spectators• Corporate Logo + URL on Giro di Burnaby Website• 30 - 60 second corporate video on website sponsor page and YouTube• Three copies of Giro DVD |
| Volunteer & Racer Garment | <ul style="list-style-type: none">• Corporate Logo on volunteer garment (200 produced) |
| Public Address Announcements | <ul style="list-style-type: none">• Public Address Announcements: Acknowledgement of Silver Sponsor (,minimum of two times) at the Criterium. (Sponsors to provide copy) |
| Thank You | <ul style="list-style-type: none">• Two invitations to Sponsor Recognition Reception at the Burnaby Fire Hall preceding the race• Corporate Logo on Thank You acknowledgment in local newspaper |

Breakaway to Burnaby!

Bronze Sponsorship \$1,500 - \$3,499

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|------------------------------|--|
| Advertising Exposure | <ul style="list-style-type: none">• Corporate Logo on racers program
<i>5,000 to be distributed on site to spectators</i>• Corporate name and URL on Giro di Burnaby website• 30 second corporate video slide show on website and YouTube• One copy of Giro DVD |
| Public Address Announcements | <ul style="list-style-type: none">• Public Address announcement at the Criterium (at least once) |
| Thank You | <ul style="list-style-type: none">• Corporate recognition (name) on Thank You acknowledgment in local newspaper |

Supporter \$300 - \$1,499

- | | |
|----------------------|--|
| Advertising Exposure | <ul style="list-style-type: none">• Mention on Giro di Burnaby website |
| Thank You | <ul style="list-style-type: none">• Mention on Thank You acknowledgment in local newspaper |



Breakaway to Burnaby!

Sponsorship Agreement 2011 Giro di Burnaby

This agreement is made by and between the Giro di Burnaby Cycle Race and _____ (hereinafter referred to as "Sponsor") and dated this _____ day of _____, 20____.

The Giro di Burnaby Cycle Race agrees to provide the following services and privileges to the sponsor as outlined in the sponsorship prospectus:

- | | | |
|--------------------------|------------------------------------|---------------------|
| <input type="checkbox"/> | Giro di Burnaby Title Sponsorship | \$ 15,000+ |
| <input type="checkbox"/> | Giro di Burnaby Gold Sponsorship | \$ 6,000 - \$ 9,999 |
| <input type="checkbox"/> | Giro di Burnaby Silver Sponsorship | \$ 3,500 - \$ 5,999 |
| <input type="checkbox"/> | Giro di Burnaby Bronze Sponsorship | \$ 1,500 - \$ 3,499 |
| <input type="checkbox"/> | Giro di Burnaby Supporter | \$ 300 - \$ 1,499 |
| <input type="checkbox"/> | In-Kind Sponsor | |

Other terms mutually agreed upon: (if none, so state):

Sponsor shall pay to the Giro di Burnaby Cycle Race the sum of \$_____ Which sum is due and payable prior to April 1, 2011. In order to obtain maximum benefit from corporate videos on the Giro website, sponsors are encouraged to confirm their sponsorship by end of February to allow sufficient time to create the corporate videos.

Please make all sponsorship cheques payable to the "**City of Burnaby**" and forward to the attention of

Carol Chard, Supervisor, Sport and Outdoor Recreation,
Parks, Recreation and Cultural Services,
#101 - 4946 Canada Way, Burnaby, BC V5G 4H7

If Sponsor is donating product, the delivery date is: _____

For The Giro di Burnaby Cycle Race

For The Sponsor