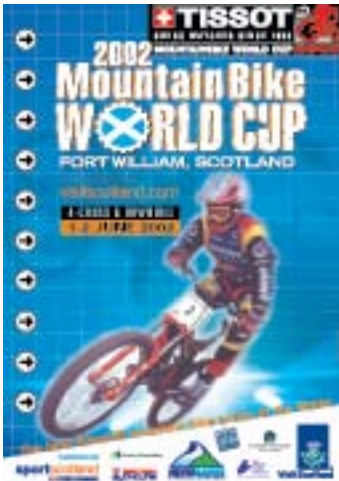




Sports Marketing Opportunities  
UCI Mountain Bike World Cup  
Fort William, 5-6 June, 2010



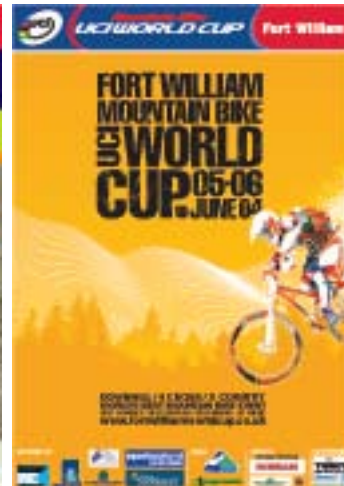
## Award-winning Fort William



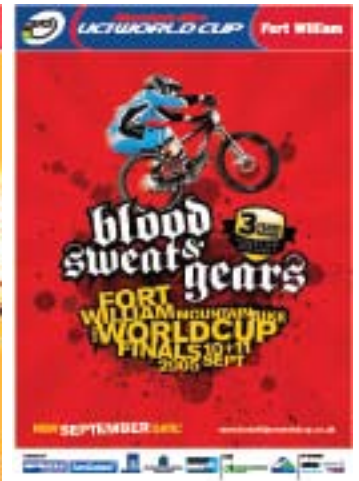
- 2002
- ◆ UCI Award Best DH & 4X
  - ◆ Scottish Thistle Award for Local Tourism Initiative
  - ◆ Singletrack Best UK Event



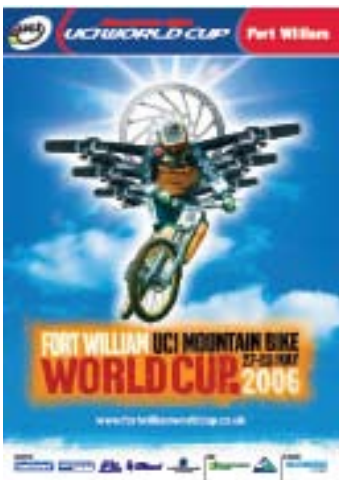
- 2003
- ◆ UCI Award Best DH & 4X



- 2004
- ◆ UCI Award Best DH & 4X



- 2005
- ◆ UCI Award Best DH & 4X
  - ◆ Singletrack Best UK Event
  - ◆ British Cycling Best UK Event
  - ◆ IMTTO Best Event in World



- 2006
- ◆ IMTTO Best Event in World
  - ◆ Singletrack Best UK Event
  - ◆ Mail on Sunday Best Scottish Sporting Event



- 2007
- ◆ IMTTO Best Event in World
  - ◆ Singletrack Best UK Event
  - ◆ Scottish Event Awards Best Sporting Event in Scotland



- 2008
- ◆ IMTTO Best Event in World
  - ◆ UCI Award Best DH
  - ◆ Singletrack Best UK Event



- 2009
- ◆ ?

## Why sponsor?

### Great crowds

The Fort William round of the UCI Mountain Bike World Cup series is renowned for its enthusiastic, passionate crowds. They are the ones who ramp up the atmosphere to fever-pitch in the Finish Arena. And if it's a Brit who wins, the noise goes through the roof.

### Great action

The Fort William World Cup is 100% "gravity" with the spectacular non-stop action of Downhill and 4-Cross delivering a constant stream of amazing skill and speed on the slopes of Aonach Mor, the UK's 9th highest mountain.

### Great Location

The best mountain bike venue in the World - Fort William, in the Scottish Highlands home to some of the longest and toughest courses in the World.

### Great organisation

An award winning professional organisation, 200 dedicated volunteers and major international brands and UK funding partners.

### Great stars

Every top rider in the world. That's at least 250 riders from more than 20 nations. In Downhill, British riders dominate, so home wins in front of a home crowd are a very real possibility .

### Great profile

Mountain Biking, especially Downhill and 4-Cross, is a cutting edge sport that embraces the style, attitude and music of youth lifestyle. It's accessible, successful and popular with a wide range of age groups.



## What is it?



**DHI - Downhill**

Full speed, extreme action in an explosive sprint down a 2.8km long, vertiginous rock-strewn track.



**4X - 4 Cross**

The gladiatorial simplicity of 4 riders head to head over massive jumps and battling through tight turns.

Mountain biking is a wonderfully inclusive activity with a huge participation base in the UK.

The annual UCI (International Cycling Union) Mountain Bike World Cup is the absolute pinnacle of all of those millions of riders, young and old, who bounce over kerbs or cruise forest trails.

In June 2010 all of the world's top riders will be gathering in the Scottish Highlands to do battle on the toughest, longest courses in the world.

This celebration of mountain biking is more than just pure sport - it's also a wonderful party, with side events, entertainment and culture that engages everyone.

Fort William's fantastic reputation as a global superstar in mountain biking means that every year we have to work harder to retain that top position. 2010 will be no exception.

We are looking for partners to help make the 2010 World Cup the best in the world again.

We hope you'll join us.

### Key features for sponsors

- Accessible activity with mass participation
- High profile, global event
- Dynamic, extreme, freesports
- Multiple activities with different stories
- Uses natural environment

## Where is it?

### The World Cup Village from the Gondola

All the action takes place on and around the UK's 9th highest mountain.



### The Finish Arena

The Downhill and 4X finish in the heart of the World Cup Village where the atmosphere is electric.



### Key features for sponsors

- Best venue in the world
- Fantastic awareness and reputation both in UK and globally
- Spectacular venue with wide range of branding opportunities
- Special opportunities for corporate entertainment and consumer promotions

Since it first hosted a Mountain Bike World Cup in 2002 (there are 6 World Cups each year, held in different countries), Fort William has amassed a shelf full of trophies and accolades.

A large part of the success of Fort William is the crowds of passionate, noisy fans who travel from all over the UK to the mecca of biking in the Scottish Highlands.

The location is another key element of the very special aura that has built up around the event. Take the romance and ruggedness of the Highlands, combine with the best mountain bike action and you have the perfect platform to showcase global brands.

Its location delivers uniqueness and advantages in terms of sponsor promotions and support activities. The World Cup Village, based at the Nevis Range Ski Area, is the hub of the action with a huge Expo and Tech area plus the finish arena for all events.

The courses radiate from the World Cup Village and terminate in the remarkable finish arena, a legacy of the 2007 World Championships event.

## Who will be there?



### Global superstars

All the biking heroes will be fighting for glory in Fort William

For sponsors, Fort William in 2010 will deliver three vitally important groups of people.

#### Teams and stars

More than 250 of the best riders in the world from 25+ countries will be led by British riders.

#### The crowds

The atmosphere in the Finish arena will be amazing. Already Fort William has a reputation for the noise and excitement as everyone gets caught up in the action. And it's not just the enthusiasts, who will make the pilgrimage to Fort William but also the families who come for a great day out.

Between 8,000 and 10,000 will be expected on each of the two days of competition, all spending time on the courses and in the Village - watching, cheering, eating, drinking, buying and having fun.

#### The Media

More than 200 print, new media and photo journalists from over 25 nations will cover the World Cup.

The host broadcaster will deliver highlights programmes to a wide range of countries and a live web-cast will be available globally.

BBC Scotland are also likely to broadcast a 50 minute Adventure Show programme from the event.



### The best crowds in the world

#### Key features for sponsors

- International TV coverage
- Live webcast
- National print coverage
- Direct contact with spectators
- Access to top sportsmen and women



## Why sponsor?

### TV coverage

International rightsholders likely to take highlights coverage: Pan Europe (Eurosport), Australia (SBS), Belgium (VRT, RIBF), Canada (CBC), France (FR2/FR3), India (Zee Sport), Italy (RAI), Netherlands (NOS), Norway, Russia, South Africa (Supersport), Spain (TVE), Switzerland (TSI, TSR, DRS), UK (BBC Scotland), USA (WCSN)

### PR and Awareness

- Event branding
- Event advertising
- Event PR
- Event Team clothing
- VIP packages
- Media packs/clothing
- Viral marketing

### Sales Promotion

- Consumer targeted promotion/competitions utilising:
  - sponsor outlets/on pack
  - bike dealers
  - direct mail
  - advertising
  - event marketing
- Consumer sales at World Cup
- Presence at consumer shows
- Presence at other UK events

The Fort William Mountain Bike World Cup is the ideal platform for all forms of marketing activity, including:

- advertising (all media)
- below the line communication
- on-site visibility
- sales promotions
- direct mail
- ambient media
- viral campaigns
- community involvement

There is also the possibility of title sponsorship of certain properties that are part of the World Cup weekend, including:

- British Trials event
- National Youth XC Sprint
- World Cup Bike Demo Days
- In town entertainment

Details of these options are available separately.

We will work with sponsors to ensure maximum effectiveness of the sponsorship within their marketing plan.

## Who is delivering it?



More than 200 dedicated, enthusiastic volunteers

The 2010 UCI Mountain Bike World Cup is organised by Rare Management Ltd.

As well as organising the multi-award winning Mountain Bike World Cups and the 2007 Mountain Bike World Championships, Rare Management is responsible for Climbing World Cups and World Youth Championships, UK trade shows and national marketing campaigns for snowsport.



The Media Centre

Almost 50% of the overall budget has been secured from the principal public funding agencies - EventScotland, Highland Council, Highlands & Islands Enterprise and VisitScotland.

The venue partners are the Forestry Commission Scotland and Nevis Range ski area.

The overall World Cup circuit sponsor is currently Shimano.

The event team will include more than 150 volunteers from all over the UK.

The 2010 UCI Mountain Bike World Cup is supported by the following organisations:

### Public Funding Partners



### Venue



### Governing Bodies



### UCI Sponsors



# 2010 UCI Mountain Bike World Cup Sponsorship packages

There are two levels of national presenting sponsor status.

There will be one single, exclusive national presenting sponsor,  
and up to 4 industry exclusive presenting partners, with commensurate levels of fees.

## **Exclusive National Presenting Sponsor £30,000**

Single Company

Full rights and maximum opportunities for activation

## **Industry Exclusive Presenting Partner £15,000 each**

Up to 4 companies in non-conflicting industry sectors

Equal rights and opportunities for activation

To discuss all sponsorship options and fees or to arrange a presentation, please contact  
Mike Jardine or Lesley Beck on 0131 555 3820.

<b>Sponsor rights matrix 2010 World Cup</b>		<b>National Presenting Sponsor</b>	<b>Presenting Partner</b>
<b>DH World Cup Banners (1m x 5m banners)</b>	Finish Banners - Wall to 4X entry	1	1
	Finish Banners from 4X entry	2	1
	Finish arena banners (also 4X)	2	1
	Banner DH course	6	2
	Start Banners	1	
	Total banners per sponsor	12	5
<b>DH World Cup Other branding</b>	Start Arch Logo DH	2	
	Finish Arch Logo DH	2	
<b>4X World Cup Banners (1m x 5m banners)</b>	Banner 4X course	4	2
	Finish Banners from DH entry	2	1
	Under jump banner	1	
	Total banners per sponsor	7	3
<b>4X World Cup Other branding</b>	Start Arch 4X	2	
	Start Arch Inside	2	
	Logo Bike Number bottom	1	
	Logo rider number	1	
<b>Trials (tbc)</b>	Banners Village sections	1	1
	Total banners per sponsor	1	1
	Logo Bike Number top	1	
<b>XC Short Track, (tbc) Banners (1m x 5m banners)</b>	Finish Banners last 50-0m	4	
	Finish Banners after finish line	2	
	Banners XC course	6	1
	Total banners per sponsor	12	4
<b>General</b>	Event Village banners	4	2
	Grandstand banners	4	
	Big screen - below	1	
	Screen advert	1	1
	Space in Expo area	50m <sup>2</sup>	25m <sup>2</sup>
	Inflatable	1	
<b>Logos on panels</b>	Podium	5	2
	Flash interview	4	2
<b>Tickets, other branding</b>	Guest Tickets	40	20
	VIP Tickets Saturday	12	8
	VIP Tickets Sunday	12	8
	VIP Parking	12	4
	Programme ad	1	1
	Logo on printed material	1	1
	Weblink	1	1