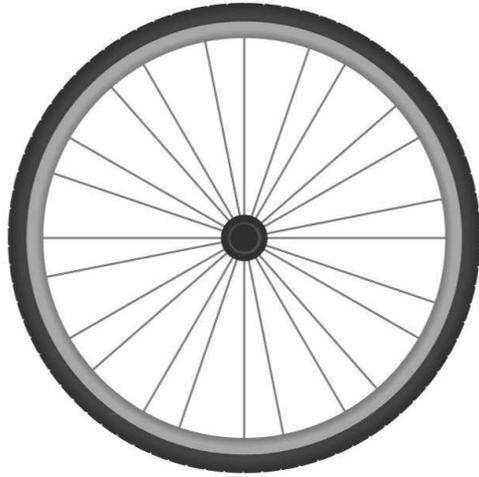


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and

BASKETS



Springfield, MA
Birthplace of Basketball

Event Proposal 2014

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One big celebration for two great sports!

Bikes and Baskets will celebrate the past, present and future of two great American pastimes, bring visitors and media attention to the Springfield/Western Massachusetts region, and raise funds and attention for an associated charity.

We will achieve these aims through a unique event concept. The 40-mile timed bike ride will celebrate the scenic countryside and quaint villages of western Massachusetts, while also highlighting Springfield's heritage as the birthplace of basketball and the home of the U.S. Basketball Hall of Fame.

Drawing inspiration from the winter biathlon, cyclists in the event will engage in a free throw contest at the mid-way point and finish of the ride. Each basket scored will be rewarded by an overall time reduction. ***Bikes, not skis and baskets, not bullets!***

Athletes from both sports have been invited to participate in this novel event that will encompass positive media attention, friendly competition and fun for all involved!

Won't you join us for the ride?

Event Description

Date: Sunday, August 24, 2014

Expected Number of Riders: 100-200

The Bikes and Baskets event will kick off with a fitness expo and registration/number pick-up on Saturday night at the U.S. Basketball Hall of Fame in Springfield, MA

Early Sunday morning (8 AM), the riders will depart from Blunt Park in downtown Springfield to contest a route of 40 miles through surrounding western Massachusetts. After an initial 20-mile loop, the riders return to the park for the free throw competition (and riders can elect for a shorter route, stopping here), before heading out for a second 20-mile loop, finishing with a second free-throw competition to conclude the event. While not a full-on race, the rider with the lowest elapsed time, greatly aided by time reduction for shots scored, will be the "winner".

Food, drink and a general party atmosphere will greet the riders at the finish, where they can later watch (or compete in) the Blunt Park Cyclocross Race, the opener of the New England cyclocross season!

By teaming up with the Blunt Park Cyclocross and the previous day's famous Deerfield Dirt Road Randonnee (D2R2), a 1500-rider event in nearby Deerfield, our new event will leverage the tradition and popularity of two other great events to produce an action-packed weekend of cycling in western Massachusetts that is sure to attract cyclists and media attention from outside the region and increase visitation for Springfield and the U.S. Basketball Hall of Fame.

Our Audience

Our goal is to present a novel and media friendly event to New England which does not duplicate existing cycling events with a long tradition in the region.

Bikes and Baskets represents an active-tourism platform reaching well beyond western Massachusetts. The summertime date for the event will highlight the typically cooler temperatures in New England compared to the rest of the eastern seaboard. With the event's unique format, we expect to draw significant interest and media attention at the national and international levels.

Naturally, our core market is cycling enthusiasts. Over 80 million people ride bikes in the United States--a number that is more than double the entire population of Canada. Cyclists are affluent: the average annual family income is over \$90,000, and cycling ranks as a top sport among highly educated professionals like doctors and lawyers. The *New York Times* has recently called cycling "the new golf."

Despite recent economic conditions, bicycle sales, participation in the sport, and bicycle race registrations are experiencing a tremendous growth phase.

We present an opportunity for Springfield/Western Mass. to target this large, vibrant market segment and align your brand with a healthy activity.

Marketing Plan

Bikes and Baskets will reach this core audience using the following media:

- A dedicated website (www.bikesandbaskets.com)
- Ads at cycling-specific websites (i.e., cyclingnews.com, velonews.com)
- Pre-event stories and media partnerships with cycling specialty media:
 - *Bicycling Magazine*
 - *Bicycle Times*
 - *Velo Magazine*
- Social networking sites and calendar submissions
- Print ads in cycling-specific publications targeting the following areas:
 - New England
 - Philadelphia
 - NYC Metro
 - Montreal/Quebec
- A co-marketing agreement with D2R2 (<http://www.franklinlandtrust.org/randonnee.html>)
- Banner ad and Featured Event Status at Northampton (MA)-based BikeReg.com.
- Posters and brochures distributed throughout bike shops in New England.

About Us

Bikes and Baskets is brought to you by SportVista, LLC, a Virginia-based race management company. We have organized many successful cycling events including the Tour of Virginia Pro/Am International bicycle stage race, the Alleghany Highlands Cycling Festival, Gran Fondo Virginia and Gran Fondo Carolina.



We are committed to health promotion, economic development and premium experiences for the communities, corporate sponsors and participants we serve.

We typically mobilize more than 200 volunteers, local and state police, fire and rescue and medical workers, and staff to keep our events rolling. Our race committee, headed by Executive Director Matthew Buttermann, has Olympic and international endurance sports and cycling event management experience. We have the best public relations and marketing team in our industry to promote our events, venues, and sponsors.

We know what it takes to launch and sustain a successful event, and we look forward to doing it with Bikes and Baskets!