



CHALLENGE RIDE SERIES



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Sponsorship Proposal 2014

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PEAKS POWER CHALLENGE RIDE SERIES

- *Planning*
- *Power*
- *Performance*

The **Peaks Power Challenge Ride Series** of bicycle rides will fully challenge its competitors and showcase the scenic beauty and economic vibrancy of its host venues.

Supported by renowned cycling coach and power training pioneer Hunter Allen and his Peaks Coaching Group, all of the events will have their courses analyzed and video-captured by Hunter and his team. This will provide an interactive and dynamic months-long engagement for the cyclists who choose to take on the challenge.

We have four events in the series for 2014 in the Mid-Atlantic and Southeast, with planned expansion to six events in 2015.

Will you join us for the ride?



- **What?**

The PPCRS is a season-long series of beautiful and challenging rides for the full spectrum of cyclists: hard-core racers to ambitious novices. Using the European model of the *Gran Fondo* or *Sportive* that is currently trending in the U.S., all rides in the series will feature the pomp and circumstance of a mass-start, scenic and challenging courses of three different route lengths (30, 60 and 100 miles), well-stocked rest stops featuring upscale and local foods, and a post-ride party to celebrate the riders' accomplishments and showcase local hospitality.

- **Who?**

The PPCRS is promoted by SportVista, LLC, a Virginia-based event management company that has promoted many successful cycling events, including the past Tour of Shenandoah and Tour of Virginia international Pro/Am races and the current Alleghany Highlands Cycling Festival. Our team has extensive experience with Olympic and international cycling events, and the passion and knowledge to turn concepts into successful events.

Our participants are cycling enthusiasts with disposable incomes who value top brands and premium destinations. He (58% male, 42% female) rides for recreation, fitness and seeks new destinations to pursue his sport. He is married (65%), and has an annual income between 80-120K (45%). He is part of an unprecedented growth wave in the number of licensed racers, events and clubs – a number that has grown 48% over the past decade.

Participation over the four events is expected to total 1,000-1,500 riders.

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• Why?

The goal of each of the events is to provide a premium destination experience for our participants. What shapes a premium experience? Event surveys yield three main criteria, in order of relevance:

1. A challenging, safe and scenic course
2. Post-ride food and beverage (including beer/wine)
3. A compelling and worthy charity cause

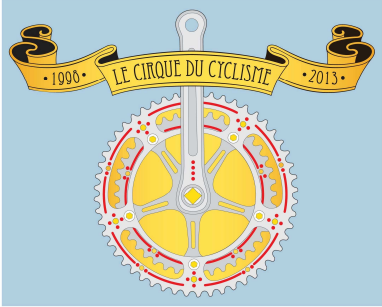
Well-designed courses will support and enhance the eco-tourism efforts of each of the venue hosts. **Excellent post-ride food and beverage** provides value for our participants, rewards their efforts, and promotes local agriculture and restaurants. A **compelling charitable cause** brings public relations and monetary benefit to both the event and its associated cause, and the right cause can enhance participation.



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- **Where and when?**

Events currently slated for the 2014 PPCRS are:



Cirque du Cyclisme Cycloportive – Leesburg, VA – May 17

Promoted in concert with the Cirque du Cyclisme vintage bike show, the Cirque Sportive celebrates the past, present and future of cycling with a pair of challenging routes that traverse the quiet gravel roads, quaint villages and prosperous horse farms of Loudoun County, VA – a world away but only 40 miles from Washington DC. www.cirquesportive.com

Charity: Bikes For The World



www.bikesfortheworld.org



Alleghany Highlands Cycling Games – Roanoke, VA – July 12

The AHCG includes the Gran Fondo Alleghany, one of the first gran fondos east of the Mississippi River, and set on a beautiful and grueling course that includes a timed climb up 2700-ft. Warm Springs Mountain. We'll be adding some new events to the line-up for the "Highlands Cycling Games" that celebrates the Scots-Irish heritage of the inhabitants of the beautiful and hospitable Alleghany Highlands region, just northwest of Roanoke. www.alleghanygranfondo.com

Charity: Raisin Hope Foundation



Raisin Hope
Foundation

www.raisinhope.org

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- **Where and when? (cont.)**

GRAN FONDO



VIRGINIA

Gran Fondo Virginia– Charlottesville, VA – Oct. 11

Historic and scenic Albemarle County, surrounding the city of Charlottesville, is the setting for the Gran Fondo Virginia. Brilliant fall foliage and comfortable temperatures will entice out-of-town cyclists to come explore the rolling hills, vineyards and lush landscape of the heart of Virginia. www.granfondova.com

Charity: Better World Betty



Better World Betty
CVILLE'S FAVORITE GREEN RESOURCE

www.betterworldbetty.org

GRAN FONDO



Carolina

Gran Fondo Carolina – Charlotte, NC – October 18

The new Gran Fondo Carolina will celebrate the racing heritage of Cabarrus County, home of the Charlotte Motor Speedway. Over an undulating, but fast course, riders will be timed in the "speed zone", a 5-mile stretch of road that will test the cyclists' ability against the clock. We'll also have a two-person and four-person team "Carolina Corporate Challenge" where teams from the workplace will challenge for the fastest times and most money raised for our associated charity. www.fondocarolina.com

Charity: American Diabetes Assoc., Charlotte Chapter



• How can we be a part of the series or a single event?

Sponsorships of the PPCRS are at four levels, and can be cash, product or service based. Products or service donations relevant to the production of the events will be assessed at their cash value.

Sponsorship Levels and Benefits

Sponsor four amazing events for the price of one!

From publicity powered by our expert PR and marketing team to community relations opportunities, we offer our sponsors a full range of benefits at several different price levels. We look forward to fitting in to your marketing program and promoting your brand!

Presenting (series)/ Title (individual events)

\$7,500 series/ \$2,000 individual event

- Primary nomenclature for individual event (e.g. ***Your Company's Gran Fondo Virginia***)
- Secondary nomenclature for series (e.g. ***Peaks Power Challenge Ride Series presented by Your Company***)
- Second-level brand placement on all event communications and event signage
- Second-level branding on Gran Fondo series jerseys
- Branded merchandise

Gold

\$5,000 series/ \$1,000 individual event

- Brand placement on select event communications, including website
- Third-level branding on Gran Fondo series jerseys
- Brand placement on podium backdrop and start/finish banners
- Branded Merchandise

Silver

\$2,500 series/ \$500 individual event

- Brand placement on event website
- "Schwag" package

Bronze

\$1,500 series/ \$250 individual event

- Brand placement on event website
- "Schwag" package