



RIDE CANADA SPONSORSHIP OPPORTUNITIES 2014

Ride Canada invites you become an integral part of the Ride Canada 2014 cycling events including our marquee event the Tour of British Columbia. Align your company's brand, products and services with the courage of pursuing one's dreams. Also included with your sponsorship package are the PowerCrank Contender, the BC Explorer, the Naked Challenger, Naked Pioneer and the Naked Rider's Race. Six events for the price of one. Ride Canada Sponsorship packages start at only \$1,000. (Individual event sponsorship available on request.)



★Events

Ride Canada is proud to present 6 separate ultra-endurance cycling events in 2014. They take place on three routes and all routes have share part of the Tour of British Columbia route. None of our racers will be required to ride on the same roads twice and all routes start and finish in White Rock, BC. In this way we are able to attract more participants and effectively and efficiently managed our events.

The events are divided into two categories ultra-endurance which are governed by the rule guidelines of the UMCA (Ultra Marathon Cycling Association) and our "Naked Series" which, while primarily following the guidelines of the UMCA, but focus on returning to the core of bicycle racing, pure adventure and challenge. All racers in the Naked Series are responsible for their own supplies, navigation and race strategy. They are not permitted support crews or escort vehicles.

In the Tour of British Columbia racers will have to contend with over 64,000 meters of climbing along the 5,100 kilometer long route. A route that will not only showcase the mountains of British Columbia and Alberta, Banff, Jasper and the Columbia Icefields, the Alaska Highway and British Columbia's remote north it will inspire our racers.

The Naked Rider's Race is the stripped down version of the Tour of BC and arguably the most demanding bicycle challenge on earth.

The BC Explorer tests riders with 2,820 kilometers of racing over 39,116 of climbing while winding its way through the most stunning snow-capped mountains, rich green rain forests, world heritage sites, national parks and wildlife protected areas that Canada has to offer. It is spectacular journey that never stops challenging and rewarding riders

The Naked Pioneer is the stripped down version of the BC Explorer.

The PowerCranks Contender is an ultra-cycling-race contested in British Columbia's Vancouver & Coast Mountain region, the Thompson Okanagan and the Caribou Chilcotin. At a distance of 1,617 kilometers that includes 27,200 meters of climbing the PowerCranks Contender is a multi-day, mid-range ultra-endurance cycling event that is sure to challenge even elite riders.

The Naked Challenger is the stripped down version of the PowerCranks Contender.



★ Sponsorship Overview

Ultra-endurance cycling is a sport which requires extreme discipline, yet it attracts a wide range of athletes of from young to senior coming from a multitude of professions. The Ride Canada Series provides a stage for enormous personal challenge and achievement. Our athletes often use their efforts to raise funds and awareness for the charity or cause of their choice and the Tour of British Columbia proudly has selected the Canadian Cancer Society as its charitable benefactor.

Supporting Ride Canada events is a positive step for the enhancement of physical fitness and activity, community participation and on overall healthy lifestyle in Canada. Ride Canada events inspire not only it's participants but those that observe the efforts of our competitor often spurning further participation in Ride Canada and other active events and sports.

Ride Canada events encourage the pursuit of excellence and the desire to improve not only a person's physical abilities and capacity but our events also demonstrate the value of teamwork and good sportsmanship. People are at their finest when called upon in demanding situations to do their best. With our carefully designed events participants can chose exactly how hard they wish to push themselves. It is in this manner that we are able to provide a worthy and attractive challenge for a wide range of ages, ability and ambition. We offer challenges that range to arguably the most demanding bike races on earth to events that encourage the part time enthusiast.

2014	Web Only	BRONZE	SILVER	GOLD	PRESENTING	TITLE
Ride Canada Series	\$1,000	\$2,500	\$5,000	\$10,000	\$25,000	\$50,000
Benefits and Features						
Industry Exclusivity	n/a	n/a	n/a	Neg.	Neg.	✓
Event Competitive Entry	10% of all entry levels	20% off all entry levels	50% 4 rider 25% 8 rider	4 rider	4 rider	4 rider
Visibility - Advertising & other materials	n/a	included	small	medium	large	title
Logo on event signage	n/a	✓	✓	✓	✓	✓
Product Marketing Opportunities	n/a	n/a	n/a	✓	✓	✓
Contest Opportunities (data collection)	n/a	n/a	n/a	✓	✓	✓
Exhibit Space	Neg.	signage	✓	✓	✓	✓
Start/Finish Line	Neg.	signage	signage	✓	✓	✓
Time Stations	included	included	- fold	+ fold	Preferred	Premium
Website Visibility & Presence	✓	✓	✓	✓	✓	✓
Product Distribution (free) to cyclists	limited	limited	included	included	Preferred	Premium
Advertising in Rider's Race Report (newsletter)						



We provide a forum where the newest of participants can line up with the greatest athletes our sport has to offer, to learn, observe and to be inspired to greater results.

Something we strive to express in our free newsletter I Can (ride **CAN**ada).

The Tour of British Columbia is an icon in the making, in a world of media orchestrated events that attempt to manipulate the impression of "something spectacular" the Tour of British Columbia delivers the real deal. It never fails to intrigue, motivate and inspire all those that cross its path, whether they witness first hand our racers and their entourage of support vehicles passing through their town or by following their progress on our informative and entertaining website. The inaugural Ride Canada Series will be presented August 3rd to 31st, 2014 and to support this world class event we offer a wide range of sponsorships. We offer a first-come first-served policy on product and services exclusivity. We have packaged specific benefits and entitlements that accompany your level of support but we are always willing to tailor your benefits package to meet the exacting needs of your company for 2014 and beyond.

★ Website & Race Coverage

In the month of August 2014 during the Ride Canada our website(s) will be an extremely popular destination for people locally and worldwide. We anticipate the majority of site visitors to come from British Columbia, the rest of Canada and all over the United States. However a dedicated audience will additionally return repeatedly to follow the race from Australia, South America and many locations in Europe. Already our TourdeBC.com website has visitors from over 44 countries and we are just beginning.

Ride Canada has many techniques in place to direct traffic to our event website. In charge of these initiatives is Perry Stone who has had previous success with a similar ultra-race where his efforts resulted in an increased viewership from 1.75 million page views to over 8 million during the two weeks of the event. During the first year of the ride Canada Series until the completion of the 2014 sponsorship period (concludes September 30th, 2014) we are projecting 3.5 million page views. A very important component of the overall success of the event is public visibility and Ride Canada is committed and actively working to generate public awareness and interest in the Tour of British Columbia.

This is an objective that we are confident in our abilities to meet or surpass. Ride Canada will continually engage social media networks, Twitter, Instagram and Facebook as well as traditional news media in print, radio and television in pursuit of this very important objective. Additionally Ride Canada will reach out to community based media all over the vast race course and disseminate news nationally bi-weekly, then weekly during the build-up to the race and daily throughout the event.

During the year, our websites' content will include reports and feature articles on the participating cyclists, preparation guidelines, information, images and video about the course and the towns and cities that we visit and the inspirational stories of our participant's motivations. We will engage the public through their volunteer participation requesting their photos and video of the course and their thoughts on the event prior to and during the race.

During the actual racing we will provide constant progress reports from our (approximate) 50 time stations located around the course with interviews, statistical updates, photography, video and links to outside news media and the personal blogs and tweets of the participants.

Your sponsorship will provide banner space on all high traffic areas of our website depending on your chosen level of sponsorship.

★ Beyond the Internet

Sponsors will participate with signage, not only at our start/finish line but throughout the

approximate 50 time stations which will be mostly manned by volunteers and sponsors may arrange for these locations to be at their own business locations if they located on the race course. (Please note that depending on your level of sponsorship you may be responsible for signage and shipment to destinations)

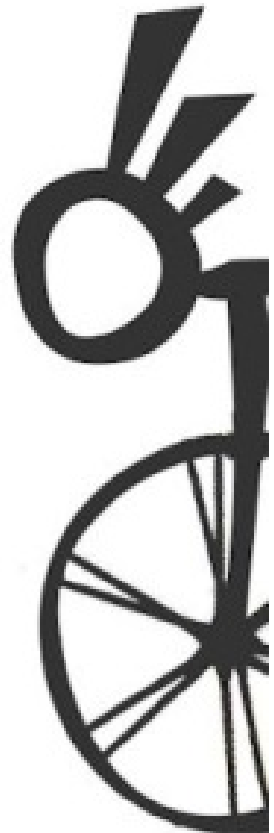
Most everyone is amazed when they learn of the feats accomplished and the incredible challenges faced by ultra-endurance cyclists and because of this outside media is eager to provide news and insightful feature articles and reports of the event and its riders. All of which will drive traffic to our website and to create consumer impressions for your company.

★ Term of Sponsorship

All sponsorships will be in effect until September 30th, 2014 and purchasers will be granted the first opportunity for the following season. Arrangements may be made for partial payments of sponsorship to be made in trade.

We urge you to join us in the development of these new exciting events as together we can provide more opportunity, more challenge and more rewarding activity for our participants.

We would be glad to answer any of your questions and tailor a sponsorship benefits package specific to your company's needs and budget.



To discuss this opportunity in more detail or to sign up today please contact us at your earliest opportunity. We are eager to welcome you on board

Thank you for your, support, consideration and time.

Sincerely,

Perry Stone
Director of Communications

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<https://twitter.com/TourdeBC>

<https://www.facebook.com/TourdeBC>

<http://instagram.com/tourdebc>

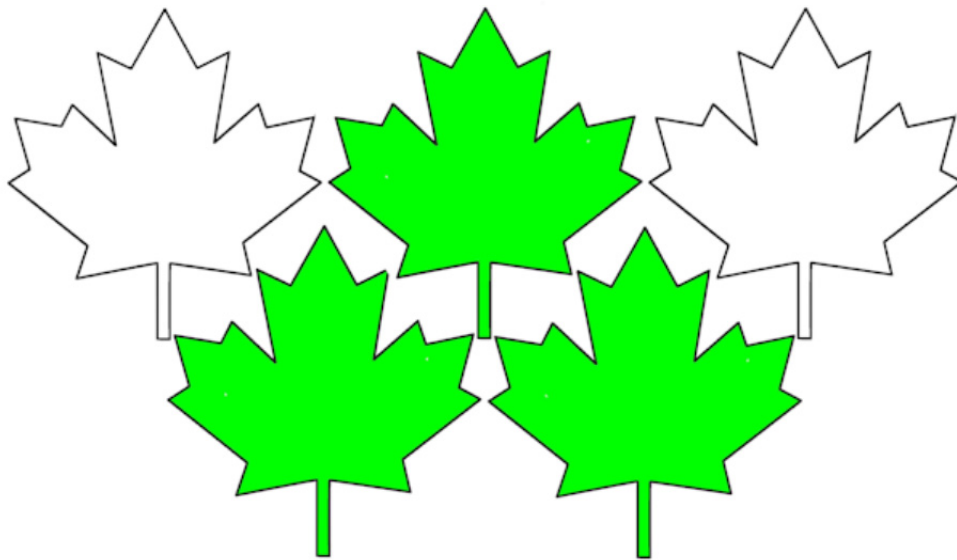
www.TourdeBC.com

www.BCExplorer.ca/home/

<http://www.powercrankscontender.com/race/>

<http://nakedcycling.com/endurance/>

<http://www.ridecanada.ca/>



Ride Canada

Cycling Demographics

According to the National Association of Sporting Goods Retailers, Cycling is the second most popular recreational activity in the United States.

Sports Activity	Participants (millions)	Growth Since 1998
1 Exercise Walking	80.8	4%
2 Cycling (Road & Off Road)	64.3	4%

Racing Demographics

Cycling demographics cover three areas of interest. Racing, Recreation and Spectator Events. Like most professional sports, the race participation is male dominated. Unlike most sports, cycling has a very large female recreational and spectator base.

Licensed Racers	
Number of licensed racers	72,000
Median Age	34
Median Household Income	\$75,000+
College Graduates	81%
Professional/Managerial	57%
Recreational Riders	
Total U.S. Cyclists	64.3-million
Adults (16 and over)	48-million
Avid cyclists (Fitness/health)	31-million
Male/Female Ratio (Adults)	45%/55%
Median Age	32
Median Household Income	\$60,000+
College Graduates	70%

- Cycling is the #1 fitness and health activity among doctors and lawyers over the age of 40.
- Cycling is the second most popular recreational activity behind sport walking. It is the only one of these two that lends itself to commercial sponsorship.
- 17-million bicycles are sold in the United States each year..
- Household income for 45-49 year old licensed racers. (\$95,940)

Source: Simmons, MRI, USA Cycling Membership, Bicycling Magazine