

**T+TISSOT**

**UCI** TRACK NATIONS CUP

MILTON | CANADA

2023 TISSOT UCI TRACK  
NATIONS CUP MILTON  
**MILTON | CANADA**  
04.20.23 - 04.23.23



**PARTNERSHIP  
OPPORTUNITIES**



# THE EVENT

## UCI TRACK NATIONS CUP MILTON

04.20.23 | 04.21.23 | 04.22.23 | 04.23.23

CYCLING  
CYCLISME  
CANADA



The Tissot UCI Track Nation's Cup was formed in 2021 as a part of the International governing body's vision to increase the exposure of the sport of Track Cycling across the globe.

Limited to only four events globally, it is an exclusive opportunity for the world's best track cycling athletes to gain all-important world ranking points for qualification into World Championships and the Olympic Games.

The 2023 Tissot UCI Track Nations Cup in Milton, Ontario will be the *only* North American stop on the 2023 calendar. It will be hosted in-house by the team at Cycling Canada at the Mattamy National Cycling Centre – a legacy venue of the 2015 Pan American Games. Since its grand opening in 2014, the world-renowned Mattamy National Cycling Centre has played host to high calibre international events on an annual basis, including a UCI Track Nations Cup in 2022, three years of UCI Track Cycling World Cups (2018, 2019 & 2020), and the coveted Para Track Cycling World Championships in 2020.

Join us as we welcome the world to our backyard!







# THE EVENT

## IN NUMBERS

### Broadcast (TV)

14.9M 113 2.17M

Global TV Audience Countries Hours Viewed

### Broadcast (Digital)

430K 71 423K

Hours Viewed Broadcasts Audience

### Event

250 6k 30+ 4

Athletes Attendance Nations Days

*\*Data average from 2020 World Cup season*



# THE EXPERIENCE



## The Fan Experience

Experience an event atmosphere like none other alongside fellow fans cheering on the world's best. The Mattamy National Cycling Centre provides an intimate atmosphere which comes to life as athletes reach top speed along the banked walls of the velodrome. Fans can enjoy a wide array of products and services from concourse-level expo partners while enjoying meals and refreshments from local vendors. Alongside those in the stands, fans from near and far can tune-in to the international broadcast, reaching over 100 countries globally.

## The VIP Experience

Looking for the “wow” experience? Head to the infield of the track and join fellow VIP guests for the most exclusive viewing experience of the weekend. VIP guests are treated to locally sourced hors d'oeuvres and refreshments while experiencing race action from the belly of the beast. Bring the family or entertain corporate clients – the VIP hosting lounge offers something for everyone. VIP passes are also validated on the main concourse for those looking for a change of scenery, offering guests a variety of spectating opportunities.



# THE ATHLETES

**Derek Gee**  
Endurance  
Commonwealth Games



**Kelsey Mitchell**  
Sprint  
Olympic Champion



**Lauriane Genest**  
Keirin  
Olympic Bronze



**Maggie Coles-Lyster**  
Endurance  
Pan Am Medalist



**Dylan Bibic**  
Endurance  
World Champion (Jr)



**Annie Foreman-Mackey**  
Endurance  
Pan Am Champion

CANADA  
VS.  
THE WORLD

**Harrie Lavreysen (NED)**  
Sprint  
Olympic Champion



**Jennifer Valente (USA)**  
Endurance/Omnium  
Olympic Champion



**Shanne Braspenninx (NED)**  
Keirin  
Olympic Champion



**Matt Walls (GBR)**  
Endurance/Omnium  
Olympic Champion



**Emma Hinze (GER)**  
Sprint  
World Champion



**Ethan Hayter (GBR)**  
Endurance/Omnium  
World Champion



# INSPIRING A GENERATION

The Nation's Cup has the power to **inspire**.

A major pillar in Cycling Canada's new 10-year strategic plan, event hosting will build excitement within the Canadian cycling community – excitement that will encourage more Canadians to cycle, and maybe even become World Champions in their own right...

"We will produce and facilitate **EVENTS** that get Canadians genuinely excited about our sport; this will engage our community and stimulate new interest while supporting development pathways for our athlete, coaches and officials."  
– Cycling Canada 2020-2030 Strategic Plan

*Right: Carson Mattern & Dylan Bibic.  
Spectators to World Champions*





# PARTNERSHIP OPPORTUNITIES



The Tissot UCI Track Nations Cup Milton strives to create the complete package for prospective partners. It is with this in mind that no matter the level of investment, each partner will have access to:

- Hospitality/Hosting
- Brand Activation
- Experiential Marketing
- Promotional Campaigning

The following pages outline the key opportunities in each of these areas, with a final summary included to showcase all potential levels of investment and associated deliverables.

*Note that all single and multi-year partnerships can be customized based on any desired mix of the above elements to create bespoke packages based on each individual partner's needs.*





# PARTNERSHIP OPPORTUNITIES

TERM

May 2022 — April 2023 — TBC 2024

All partners will be offered the choice of **one or two-year** partnership terms for 2023 and/or 2024. Those partners who have secured Tier 1 or Tier 2 partnership status for a **two-year** term will be offered the added benefit of year-round brand exposure at the Mattamy National Cycling Centre (annual traffic ~250,000 visitors).

With the 2024 Tissot UCI Track Nations Cup Milton set to be the final track qualifying event heading into the 2024 Olympic Games in Paris, partners opting for a two-year term will get the added benefit of “all eyes on Milton” as the pressure to qualify mounts for Canadian and International athletes alike.





# PARTNERSHIP OPPORTUNITIES

## HOSPITALITY

Experience corporate hospitality at its finest by treating your most important clients to an unforgettable experience at the UCI Track Nations Cup Milton. Whether enjoying racing from our exclusive infield VIP Lounge, or strapping on a helmet and riding the 43 degree banked turns, there is a tailored experience available for everyone.

### VIP Lounge

- ⊙ Exclusive Infield Access
- ⊙ Fully catered
- ⊙ General Admission Access
- ⊙ Exclusive Sponsor Rates for Additional Passes

### Try The Track

- ⊙ Up to 20 Guests
- ⊙ 2hr Velodrome Ride with Instructor
- ⊙ Catered
- ⊙ All Equipment Provided
- ⊙ Participant Surprise & Delight (jersey, bottle)
- ⊙ Ride with National Team Athletes/Coaches

### *Additional Opportunity:* Branding/Sponsorship of the Infield VIP Lounge

- ⊙ Exclusive Branding Rights of VIP Lounge
- ⊙ Product Sampling/Display
- ⊙ Private Hosting Opportunities
- ⊙ Additional VIP Lounge Passes





# PARTNERSHIP OPPORTUNITIES

## EXPERIENTIAL

The highlight of the main spectator concourse is the Expo zone. Each level of corporate partnership includes the opportunity to activate with an expo space on the concourse for the duration of the event.

### The Expo

- ⦿ Direct Interaction with Event Spectators ⦿
- ⦿ Licensed for vendor sales & sampling ⦿
- ⦿ Includes general admission & VIP Passes ⦿

### Additional Opportunities:

- ⦿ VIK Product for Event Production ⦿
- ⦿ Giveaway product for fan experience ⦿
- ⦿ Tailored Infield Experiential Activations ⦿





# PARTNERSHIP OPPORTUNITIES

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## BRAND ACTIVATION

The Mattamy National Cycling Centre offers a multitude of brand activation opportunities for every level of corporate partner. Brand activation can be executed at every touchpoint of the event experience both on-and-off the field of play, with exposure offered both year-round and event-only.

### On-track Signage

- ⊙ 7m x 2.5m Track Sticker (limited inventory) ⊙
- ⊙ 5m Trackside Balustrade Boards (limited inventory) ⊙

### Off-track Signage

- ⊙ Presentation Backdrop Branding (media-focus) ⊙
- ⊙ Infield (team area/VIP Lounge) Team Pit Fence Branding ⊙
- ⊙ Concourse Branding (expo) ⊙ Venue Exterior ⊙

### Additional Opportunity

- ⊙ Year-round branding: Mattamy National Cycling Centre ⊙  
*Balustrade & Track Stickers only | ~250k visitors annually*





# PARTNERSHIP OPPORTUNITIES

## PROMOTION

The UCI Track Nations Cup Milton will see a major promotional campaign both in the lead-up to the event, and on-site during sport presentation. As an event with wide global reach and relevance, targeted promotions will be aimed at cycling magazines and digital outlets on top of in-house advertising and social media campaigns. Corporate partners will have the opportunity to showcase their involvement throughout the lead-up, as well as on-site to both in-person spectators and a worldwide broadcast audience.

### Digital

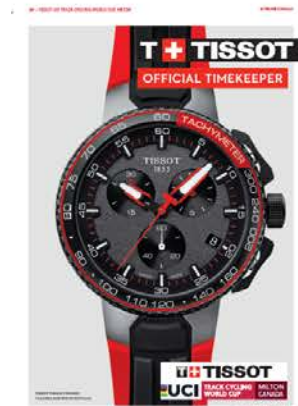
- ⦿ Dedicated Event Website ⦿
- ⦿ Social Media ⦿ Paid Advertising in Digital Publications ⦿

### On-site/Print

- ⦿ Official Event Programme ⦿
- ⦿ Staff/Volunteer Clothing ⦿ Print Media (cycling publications) ⦿
- ⦿ Official Results ⦿ Accreditation ⦿ Emcee Mention ⦿
- ⦿ Jumbo Screen Commercial Rotation ⦿ Event Poster ⦿

### Additional Opportunity

- ⦿ Custom collaborative social/ad campaigns & contesting ⦿  
*Cycling Canada & TNC socials*



**TRACK CYCLING WORLD CUP**
**MILTON CANADA**

**TISSOT UCI TRACK CYCLING WORLD CUP**
**COUPE DU MONDE PISTE UCI TISSOT**

**2018 OCTOBER 26-28**
**26-28 OCTOBRE 2018**

**THE WORLD'S BEST RETURN TO MILTON!**
**LES MEILLEURS AU MONDE REVIENNENT À MILTON!**

**TWCMILTON.COM**

**TITLE SPONSOR**
**INSTITUTIONAL PARTNERS**
**MAIN SPONSORS**



Partnership Tiers	Tier 1	Tier 2	Expo
Availability	3*	10	10
1 year	\$25,000	\$10,000	\$2,000
2 years (*incl. year-round branding)	\$43,750	\$17,500	\$3,500
<b>Benefit</b>			
Track Sticker (7m x 2.5m)*	x		
Try The Track	x		
On-site Video Commercial	x		
Award Ceremony Waiting Area Exposure	x		
Start Waiting Area Exposure	x		
Podium Backdrop Exposure	x		
Interview Backdrop Exposure	x		
Press Conference Backdrop Exposure	x		
Event Programme (logo & full-page ad)	x		
Accreditation Logo (lanyard & Accreditation card)	x		
Official Start List & Results Logo	x		
Emcee mentions (once per sequence)	x	x	
Poster	x	x	
Website	x	x	
Event Programme (logo exposure)	x	x	
Infield Fence Covers	x	x	
Balustrade boards (1 logo per 5m)*	x	x	
General Admin Tickets	x	x	x
Expo Space	x	x	x
VIP Passes (per VIP session)	x	x	x

The above asset mix will be used as a general framework to establish deliverables based on varying levels of cash or VIK commitment. Cycling Canada will work closely with each prospective partner to ensure the optimal mix of assets and create bespoke partnership packages based on each partner's desired outcome.

## PARTNERSHIP OPPORTUNITIES SUMMARY





# YOUTH DAY



Returning for 2023, the Track Nations Cup “Youth Day” is a uniquely tailored event for local youth. During the daytime sessions on Friday April 21<sup>st</sup>, the venue will be closed to general public admission to make way for up to 2,000 local school kids. Hosted in collaboration with Halton Region school boards, the Youth Day experience will provide local school kids the opportunity to see the action up-close while also providing unique learning opportunities centered around the technical aspects of World Cup competition.

All partnership rights granted to existing Tier 1, Tier 2 and Expo partners will be automatically applied to Youth Day.

**Opportunity | Youth Day Title & Presenting Partners**

For those interested in uniquely supporting the kids, limited stand-alone sponsorship opportunities are available in both the Title and Presenting categories for Youth Day.

Partnership Tiers	Title	Presenting
Availability	1	1
1 year	\$10,000	\$5,000
2 years (*incl. year-round branding)	\$17,500	\$8,500
Benefit		
Youth Day Corporate Brand Logo Integration	X (title)	x (presenting)
Branded National Team Autograph Zone	x	
Branded Youth Experiential Zone	x	
Event Programme 1-page ad (themed Youth Day)	x	
General Admin Tickets (per ticketed session)	10	5
VIP Passes (per VIP session)	5	2
Youth Day Expo Activation Space	10’ x 20’	10’ x 10’
Branded Swag Giveaway (i.e. thunder sticks, bells)	x	x
Emcee mentions (once per sequence)	x	x



# HOSTING & HOSPITALITY

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Alongside curated sponsorship opportunities, corporate partners can also take advantage of custom tailored hospitality packages for a hosting experience like no other.

The UCI Track Cycling Nations Cup Milton offers a wide array of hosting opportunities catered to each client's needs. From riding the boards alongside the National Team to sipping local beer from the infield VIP experience, guests will be left with an impression that will last a lifetime.

Contact us to learn more about how we can create a hosting experience tailored to your needs.







CYCLING  
CYCLISME  
CANADA



## COME ALONG FOR THE RIDE

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