



GET ON.

WINSTON - SALEM 2016 / 2017

Partnership Opportunities



8 MAJOR CYCLING EVENTS

1 Week • 200,000 Spectators
5 MILLION NATIONAL IMPRESSIONS

ONE *CITY.*

“Winston-Salem will be the epicenter of American cycling in Spring 2016/2017.”

— Micah Rice, USA Cycling VP of National Events

Winston-Salem Cycling 2016

- Winston-Salem Cycling Classic UCI Professional Road Race
- Winston-Salem Cycling Classic Criterium Race
- US Professional Road Race National Championships
- US Professional Time Trial Championships
- US Masters Road Race National Championships
- US Masters Time Trial National Championships
- US Masters Criterium National Championships
- US Para-cycling National Championships

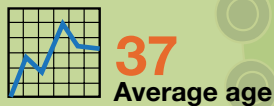
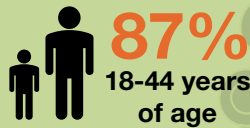


Cycling Is the New Golf

An active, competitive and high-income sport, cycling is on the rise.

Size of US Bicycle Market: \$6.1 Billion

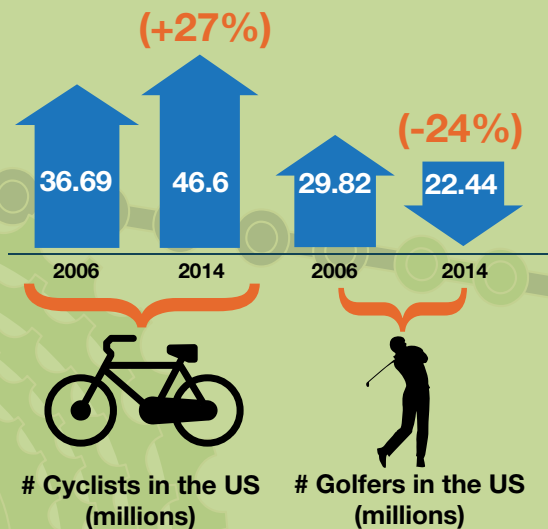
Profile of the Average US Cyclist:



Source: BicyclingInfo.org

“Cycling is absolutely becoming the go-to activity for 40- and 50-year-olds who find it's a better compliment to their lives.”

Source: CNN.Money - April, 2014



Source: Statista

2010 Media Value from US Pro National Championships



Source: USA Cycling, Greenville, SC

1,000

Richmond 2015 World Championship Races

Source: Richmond Times-Dispatch



of journalists covering the event



Estimated economic impact to the city

\$192.2 million

48%



of Licensed Cyclists have
Household Incomes of



\$100k+

Source: USA Cycling Survey, 2013

2014 US Pro National Championships

Source: USA Cycling, Chattanooga, TN

30,000



Spectators

\$5.9M



**Economic impact
to the city**

“Traditionally, business associates would get to know each other over a round of golf. But road cycling is fast catching up as the preferred way of networking for the modern professional.”

Source: Business Insider, Feb, 2015

**Single day stage impact
to city of Sacramento:**

\$2.7M

Source: BizJournals.com, 2015 Tour of California

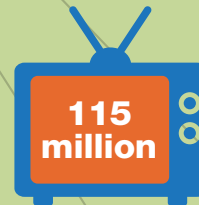
Estimated Viewership:

**300
million**



**Richmond
2015 World
Road Race
Championships**

**115
million**



Super Bowl

**20
million**



**NCAA
Basketball
Finals**

Source: Washington Post

“We get CEOs, entrepreneurs, and division heads of biotech and pharmaceutical companies joining in.”

Source: CNN.Money - April, 2014

The Events

Cycling 101:

Road Race – A mass start race, consisting of multiple long laps in and around the city, totaling over 100k. The races are challenges of strength, speed endurance and team strategy.

Time Trial – A shorter, individual race against the clock. Fastest rider wins.

criterium – A short, high-energy and dramatic race on a short, technical course. Criteriums are known for high speeds, tight turns and...well...crashes.





Winston-Salem Cycling Classic

Includes both a professional road race and criterium. The road race is now a licensed UCI 1.1 event which should attract international riders. Points are required for participation in the Olympic games and other major professional cycling events.



US Pro

The highest level of US licensed rider based on experience and performance. The US National Championships winner will gain the privilege of wearing the Stars and Stripes jersey in like competitions (road, time trial) across the world for the remainder of the year.



Masters

Licensed riders 35+ in age.



Para-cycling

Elite para-athletes in handcycle, trike and tandem racing from around the country will compete on the streets of Winston-Salem for the US National Championship.

Event Schedule*:

TUESDAY MAY 24	WEDNESDAY MAY 25	THURSDAY MAY 26	FRIDAY MAY 27	SATURDAY MAY 28	SUNDAY MAY 29	MONDAY MAY 30
				VIP Celebrity Ride		
Masters Road Races (Men, Women)		Masters Criterium (Men, Women)	Masters Time Trials (Men, Women)	US Pro Road Races (Men, Women)	WSCC Criterium (Men, Women)	WSCC UCI Pro Road Race (Men, Women)
		BB&T Ball Park Concert	US Pro Time Trials (Men, Women)	Bailey Park Concert		
Para-cycling Races (Men, Women)						
		Fanfest and Sponsor Expo				

* All dates subject to change.

Why Winston-Salem?

Never has a US city hosted so many professional cycling events at the same time. What is it about Winston-Salem?



Weather:

Boasts a year-round temperate climate without excessive periods of rain/snow/ice

Terrain:

- Rolling terrain with quick access to low-traffic roads
- A short ride to significant climbs like Pilot Mountain, Hanging Rock and Sauratown
- Located just 50 miles from the Blue Ridge Parkway

The City Itself

- Large enough to support major events, yet small enough to navigate easily
- East Coast air accessibility for European competitors
- A burgeoning local interest in cycling, city leadership support and a healthcare-centric community spirit



Downtown Winston-Salem has also been selected as the location for the **US National Cycling Center**. An elite training center and anchor for community support around cycling-associated activities, education, fitness and health, this 42,000 sq. ft. state-of-the-art facility is currently under construction and expected to open in 2016/2017.

Star-Studded Week

The best US professional cyclists are expected to compete in the US National Championship Races.

The addition of the Winston-Salem Cycling Classic as a UCI points race and the timing of the race may encourage some international pros competing in the Tour of California to make a stop in Winston-Salem on their way home to Europe.

Teams which may have riders that participate include:

BMC Racing

Rising star Brent Bookwalter posted nine collegiate national titles at North Carolina's Lees-McRae College. He has since competed in international grand tours and was on BMC's winning Tour de France team in 2011.



Cannondale-Garmin Pro Cycling

An international powerhouse, this team features Americans Andrew Talansky and Joe Dombrowski. Many riders on the current roster have won stages in one of the sports "grand tours".



Team Hincapie

Backed by former American superstar George Hincapie, this young developmental team has impressed, winning the 2015 WS Cycling Classic and boasting stage wins in the Tour of California.



The WSCC has hosted its share of cycling celebrities, including:

George Hincapie – Winner of the US Pro Road Race three times (1998, 2006, 2009), Hincapie completed a record 17 Tours de France.

Bob Roll – A household name among cycling fans, he has been commenting major cycling races for 20+ years.

Jens Voigt – Recently retired now cycling coanalyst for NBC Sports, Voigt is a cycling legend.

Robbie Ventura – A professional racer for 12 years with over 70 wins nationally and internationally, Ventura is one of the most recognized names in cycling. He is currently founder and owner of Vision Quest Coaching, providing training and guidance for endurance athletes of all levels.



2016/2017 Partnership Opportunities*

Partnerships are available in several different packages based on the nature and exposure of each group of events:

Category 1

Winston-Salem Cycling Classic Races

The road race is now a licensed UCI 1.1 event. These events are anticipated to draw not only the professionals from the US Pro National Championships, but also big names from both foreign and domestic teams looking to scoop up points on their way back to Europe following the Tour of California.



WSCC/UCI Road Race

Men	Monday (Memorial Day)
Women	Monday (Memorial Day)

WSCC Criterium

Men	Sunday
Women	Sunday

Category 3

US Masters National Championships Races

The Masters groups are 35+ licensed riders competing at the highest levels in the sport in that age group. The fields for these races are usually quite large, and draw a large crowd.



US Masters Road Race

Men	Tuesday/Wednesday
Women	Tuesday/Wednesday

US Masters Time Trial

Men	Friday
Women	Friday

US Masters Criterium

Men	Thursday
Women	Thursday

Category 2

US Professional National Championships Races

The US Pro National Championships, for both men and women, are the highlight of the week and are expected to draw the largest crowds and garner the largest media exposure.



US Pro Road Race

Men	Saturday
Women	Saturday

US Pro Time Trial

Men	Friday
Women	Friday

Category 4

Para-cycling US National Championships Races

This unique series of races will take place over several days and feature para-athletes competing in handcycle, trike and tandem racing classes.



Para-cycling US National Championships Races

Men and Women, multiple classes	Tuesday thru Thursday
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*All dates subject to change

A Unique Activation Opportunity

The partnership is only part of your opportunity with these events. Partners who put their creative marketing hats on could bring their partnership activities to life in many ways.

Concert Ticket Giveaways

- TROPHY PRESENTATIONS
- FEED ZONE ACTIVITY
- KID'S RACE PARTNERSHIP

PACE CAR RIDES

VIP PARTICIPATION IN THE CELEBRITY RIDE

PROMOTIONS WITH LOCAL AREA BIKE SHOPS

- SOCIAL MEDIA CONTESTS FEATURING VIP ACCESS OR FONDO TICKETS
- TEAM AUTOGRAPH SIGNING AT YOUR LOCATION

Sampling During The Concert Series

We are happy to provide a resource that can help you develop and execute activation ideas for your sponsorship.



