



2023 TISSOT UCI TRACK  
NATIONS CUP MILTON  
**MILTON | CANADA**  
04.12.24 - 04.14.24



**HOSPITALITY &  
VIP HOSTING**

# THE EVENT

## TISSOT UCI TRACK NATIONS CUP MILTON

04.12.24 | 04.13.24 | 04.14.24

CYCLING  
CYCLISME  
CANADA



The Tissot UCI Track Nations 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 three 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 Tissot UCI Track Nations Cup in Milton, Ontario will be the *only* North American stop on the 2024 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 Tissot UCI Track Nations Cup stops in 2022 and 2023, three years of UCI Track Cycling World Cups (2018, 2019 & 2020) and the coveted UCI Para-cycling Track 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

# 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 that 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 valid 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



**Erin Attwell**  
Endurance  
Pan Am Medalist

CANADA  
VS.  
THE WORLD

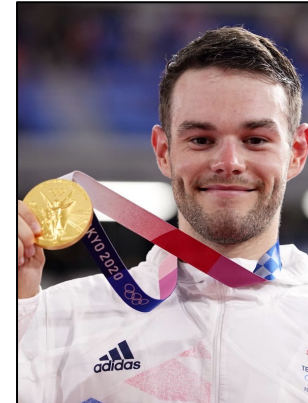
**Harrie Lavreysen (NED)**  
Sprint  
Olympic Champion



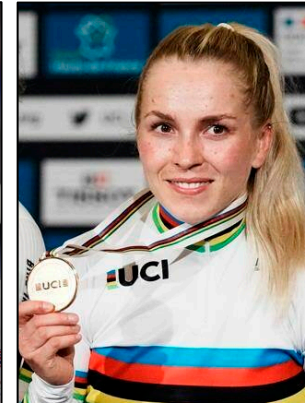
**Jennifer Valente (USA)**  
Endurance/Omnium  
Olympic Champion



**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

# HOSTING OPPORTUNITIES

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The Tissot UCI Track Nations Cup Milton strives to create a unique and emotive experience for VIP guests.

All VIP guests will enjoy the following exclusive benefits, custom tailored to ensure a Nations Cup experience like no other:

- Access to VIP Infield Experience
- Access to premium concourse-level seating
- Exclusive on-site VIP parking
- Private venue entrance and coat check
- "Wine and dine" experience including locally sourced hors d'oeuvres and open bar

All VIP benefits and packages are outlined in the following pages, with tailored packages available to suit each client's needs.

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Date	Ticketed Session #1	Ticketed Session #2	VIP Sessions
Fri Apr 12	N/A (Youth Day)	17:00 to ~21:00	17:30 to 21:30
Sat Apr 13	9:00 to ~14:45	17:00 to ~21:30	17:30 to 22:00
Sun Apr 14	9:00 to ~15:00	15:00 to ~19:45	15:30 to 20:00

*\*illustrative schedule, subject to change*



# VIP INFIELD EXPERIENCE

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**VIP INFIELD EXPERIENCE TICKET: \$185**

Purchase online [here!](#)

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Enjoy the best seat in the house from the Track Nations Cup VIP Infield Experience. From the moment guests arrive at the venue via private entrance and VIP parking, they will be ushered directly to a hospitality area like no other.

Situated directly within the infield of the competition venue, the 200-person capacity VIP Infield Experience places guests in the heart of the action. From the VIP area, guests will get up close and personal with the athletes while experiencing the show with a unique 360 degree vantage point.

The VIP Infield Experience is included with the purchase of any VIP pass and comes with:

- Complimentary, locally sourced hors d'oeuvres
- Open bar
- VIP accreditation, valid for premium concourse-level seating
- Coat check and usher service
- Exclusive infield access
- VIP venue parking



# TRY THE TRACK

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**STAND-ALONE PRICE: \$10,000**  
*Limited number of packages!*

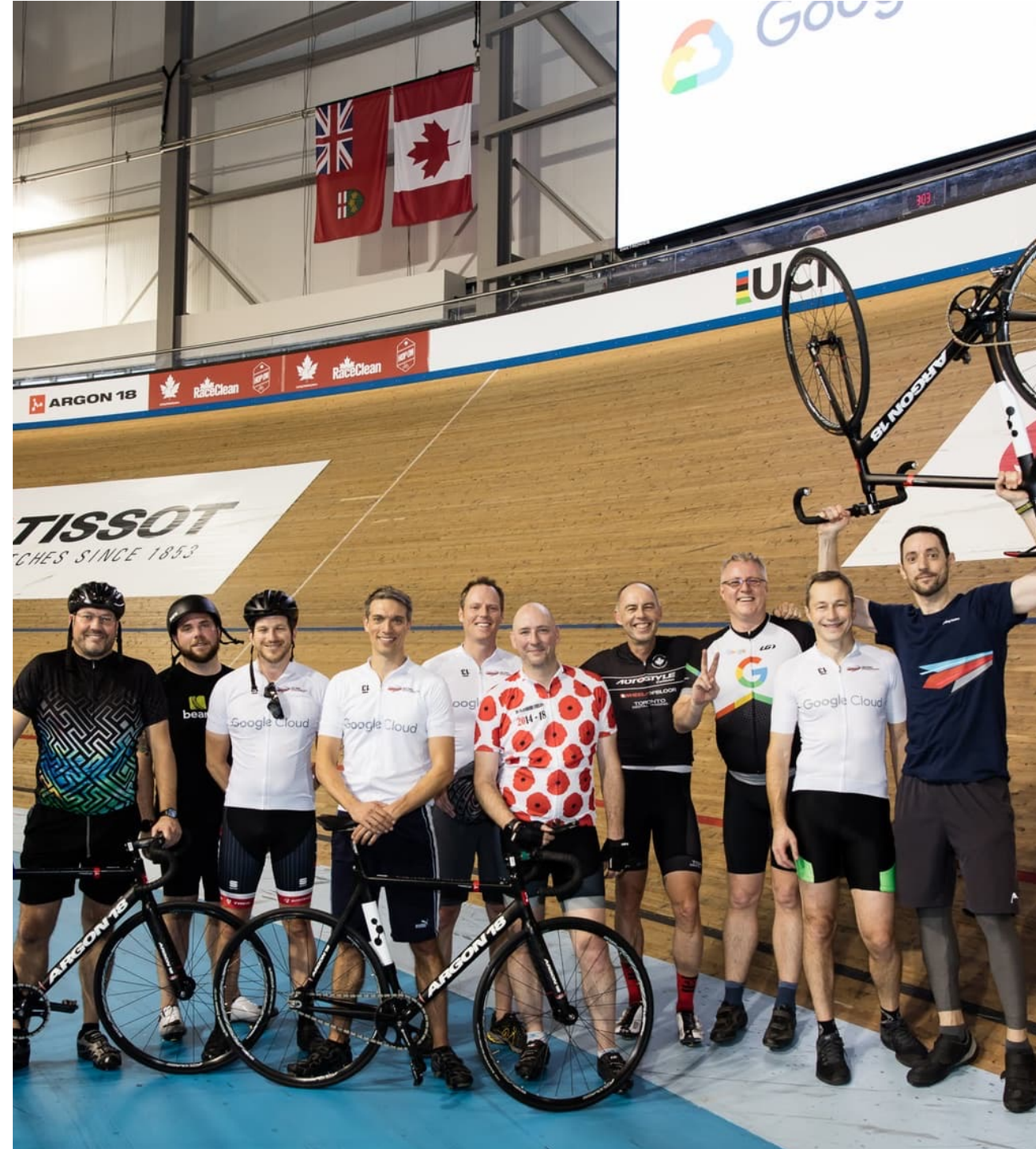
If experiencing the event from the spectator's seat isn't enough, why not get on the track and try it yourself?

Unique to any other competition of this magnitude, the Tissot UCI Track Nations Cup Milton offers a unique opportunity for guests to ride the very same track used by the world's best in competition, just days before the action.

Try the Track guests will be treated to the full on-track experience. Upon arrival, guests will be greeted by Cycling Canada staff and escorted to private dressing rooms to get kitted up and prepare for the experience of a lifetime. From there, guests will be met by certified Town of Milton track Instructors and National Team guest riders who will instruct all aspects of riding the track safely. Following an exciting on-track session, guests will be treated to a fully catered buffet-style meal before finishing the day.

Try the Track Session includes:

- Guest gift package: cycling jersey, socks and water bottle
- Exclusive dressing room access, locker & towel service
- Rental track bike and helmet and on-site fitting
- On-track instruction from certified Town of Milton Instructor
- National Team guest-rider ride-along
- Post-ride fully catered buffet-style meal service





# HOSPITALITY PACKAGES

## PREMIUM PACKAGES

**PLATINUM.** The Platinum hospitality package offers corporate clients the most exclusive hosting opportunity of the weekend. Alongside tickets for VIP and general admission, the platinum package offers the unique opportunities of private function hosting and VIP-area exclusive naming rights.

**GOLD.** The Gold hospitality package offers corporate clients the opportunity to entertain clients while getting the full behind-the-scenes treatment in one convenient package. Experience the velodrome not only from the stands, but within the VIP and on the track during a private Try the Track function.

	Platinum	Gold
Availability	1	2
Value	\$25,000	\$12,500
<b>Benefit</b>		
VIP Exclusive Naming Rights (branded perimeter, accreditation, product demo)	x	
Private Daytime VIP Hosting Session (any competition day)	x	
Try The Track Experience	x	x
Private guided tours of event “back of house” prior to competition	x	x
VIP Passes (all public VIP sessions)	10	10
Premium Event Passes (all ticketed sessions)	10	10
Exclusive On-Site Parking for All VIP Pass Holders	x	x
Exclusive Rates for Additional Passes	x	x





CYCLING  
CYCLISME  
CANADA



## QUESTIONS?

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Contact: **Josh Peacock**  
Director, Marketing & Events  
Cycling Canada  
[josh.peacock@cyclingcanada.ca](mailto:josh.peacock@cyclingcanada.ca)  
(613)858-3131