



**TISSOT**  
**UCI** TRACK NATIONS CUP  
MILTON | CANADA

2024 TISSOT UCI TRACK  
NATIONS CUP MILTON  
**MILTON | CANADA**  
04.12.24 - 04.14.24



**PARTNERSHIP  
OPPORTUNITIES**

# 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

**400**    **10k**    **45+**    **4**

Athletes    Attendance    Nations    Days

*\*Data average from 2020 World Cup season*

# THE EXPERIENCE

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## 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



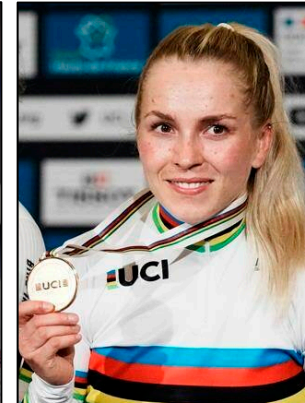
**Jennifer Valente (USA)**  
Endurance/Omnium  
Olympic Champion



**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

# INSPIRING A GENERATION

The Nations 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 athletes, coaches and officials."  
- Cycling Canada 2020-2030 Strategic Plan

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



# PARTNERSHIP OPPORTUNITIES

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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 — April 2024

All partners will be offered the option of event-only or year-round branding opportunities. Those partners who have secured year-round branding opportunities will benefit from visibility at one of the Town of Milton's most visited recreational venues, attracting more than 250,000 local visitors each year.

With the Tissot UCI Track Nations Cup Milton set to be the final track qualifying event heading into the 2024 Olympic Games in Paris, event partners 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 Tissot UCI Track Nations Cup Milton. Whether enjoying racing from our exclusive infield VIP Infield Experience 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
- ⊙ Main Concourse Access
- ⊙ Exclusive Sponsor Rates for Additional Passes
- ⊙ VIP Venue Parking

### Try The Track

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

### Additional Opportunity:

- ⊙ Branding/Sponsorship of the Infield VIP Infield Experience
- ⊙ Exclusive Branding of VIP Infield Experience
- ⊙ Product Sampling/Display
- ⊙ Private Hosting Opportunities
- ⊙ Additional VIP Infield Experience 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

## 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 (see "Canada" photo, right)

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

### Off-track Signage

- ⊙ Backdrop Branding Exposure (media-focus) ⊙
- ⊙ Infield (team area/VIP Infield Experience) 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

## PROMOTIONAL CAMPAIGNING

The Tissot UCI Track Nations Cup Milton will see a major promotional campaign both in the lead-up to the event and on-site throughout sport presentation. As an event with wide global reach and relevance, targeted promotional spends 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

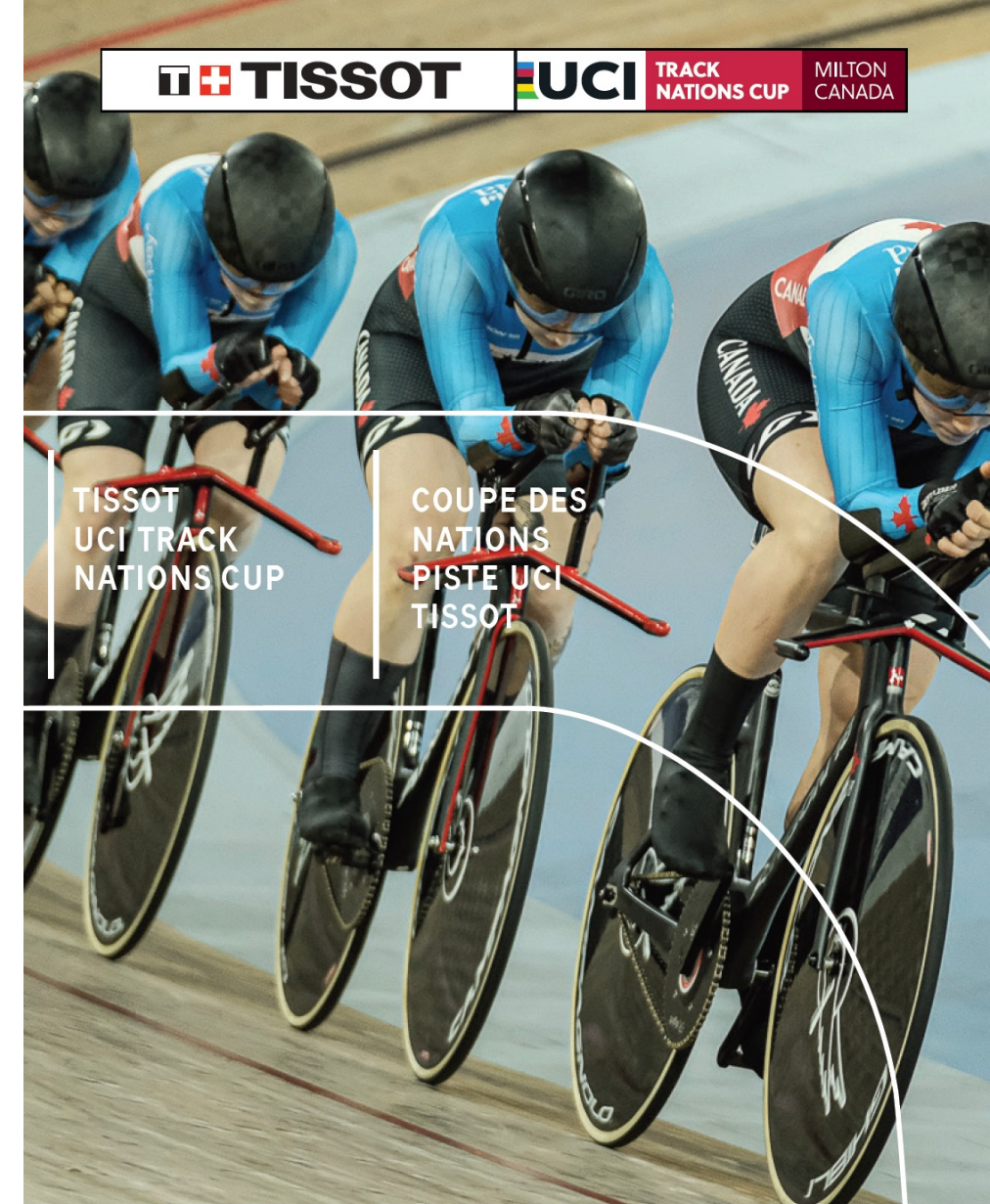
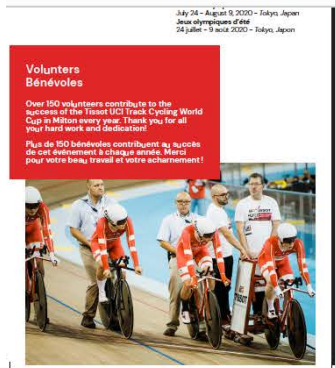
- ⊙ Dedicated Event Website
- ⊙ Partner Association E-blasts
- ⊙ Social Media
- ⊙ Paid Advertising in Digital Publications

### On-site/Print

- ⊙ Official Event Programme
- ⊙ Print Media (cycling publications)
- ⊙ Official Results
- ⊙ Accreditation
- ⊙ Emcee Mention
- ⊙ Event Poster
- ⊙ Big Screen Commercial Rotation

### Additional Opportunity

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



## Partnership Tiers

	Tier 1	Tier 2	Expo
Availability	3	10	10
Event	\$25,000	\$10,000	\$2,000
Event + Year-Round (*can include year-round branding)	\$35,000	\$15,000	N/A

## Benefit

Track Sticker (7m x 2.5m)	x*		
Try The Track	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 (Accreditation card)	x		
Official Start List & Results Logo	x		
Infield Fence Covers	x		
On-site Video Commercial	x	x	
Emcee mentions (once per sequence)	x	x	
Poster	x	x	
Website	x	x	
Event Programme (logo exposure)	x	x	
Balustrade boards (1 logo per 5m)*	x	x*	
General Admin Tickets (per ticketed session)	10	6	
Expo Space	10'x20'	10'x10'	10'x10'
VIP Passes (per VIP session)	10	6	2

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 2024, the Tissot UCI Track Nations Cup Youth Day is a uniquely tailored event for local youth. During the daytime sessions on Friday, April 12<sup>th</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

Availability

1 year

### Benefit

Youth Day Corporate Brand Logo Integration

Branded National Team Autograph Zone

Branded Youth Experiential Zone

Event Programme 1-page ad (themed Youth Day)

On-site Video Commercial

General Admin Tickets (per ticketed session)

VIP Passes (per VIP session)

Youth Day Expo Activation Space

Branded Swag Giveaway (i.e. thunder sticks, bells)

Emcee mentions (once per sequence)

### Title

1

\$10,000

### Presenting

1

\$5,000

X (title)

x (presenting)

x

x

x

x

10

5

10' x 20'

x

x

x

6

2

10' x 10'

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 Tissot 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 Infield 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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