

STREETVEL **ODROME**

CORPORATEPRESENTATION

CUBEMANAGEMENT

“ We’re more than just an events management company. We offer insight, creativity, compliance, resource and expertise. We have global reach and local knowledge. ”

StreetVelodrome is owned and operated globally by award winning event management company **Cube Management**.

Cube Management is a global event solutions partner with a passion for sport. We are currently operating in F1, NFL, UEFA, RFU, UCI cycle sport and the ICC Cricket World Cup.

We have considerable experience of working with the leading global sports brands and rights holders delivering live events, sponsorship activations, digital and broadcast media production, venue branding and event retail opportunities.





STREETVEL **ODROME**

***“It’s a globally recognised
innovation in accessible sport.”***



Winners of the 2019 Highly Commended
Innovation in Leisure Award, World Leisure
Organisation Expo 2019.

STREET
VELODROME

THE WORLD'S
MOST ACCESSIBLE
CYCLE SPORT

*“ It entertains. It inspires
It celebrates the active
lifestyle.”*



“To bring the sporting theatre of Olympic-style track cycling right into the heart of the community”

OUR MISSION



“To create an entertainment based cycle sport event that has the power to energise change”

TO BE GREAT COMMUNICATORS

We need to showcase our core values and effectively communicate the StreetVelodrome concept to as many people as possible.

Our media strategy is to deliver a cycle sport based media with a broad appeal whilst maintaining engagement with our core audience of cycle sport fans.

We use media partnerships and the power of social networks to help tell our story.

HOW WE DO THIS:

- **A Pro Series to generate media value**
- **An inclusive social media strategy**
- **Broadcast media partnerships**
- **Clear messaging of our core values**

TO BENEFIT THE WHOLE OF OUR COMMUNITY AND DELIVER LEGACY

We want to be accessible and relevant to the communities we visit. We need to appeal to hard to reach groups such as women, young people and those on lower incomes. We need to remove the usual barriers to participation. We want to create a legacy of StreetVelodrome DNA in future generations of cycle sport participants. We want StreetVelodrome to be the recognized 'gateway to cycle sport' for the World.

HOW WE DO THIS:

- Free entry and free equipment loan
- All participants use the same equipment
- To be active advocates for women's sport
- To create a schools out reach program
- To bring free sport to local communities



TO BE INNOVATIVE AND FLEXIBLE

We are proudly independent and free from the formal structures associated with traditional cycle sport. This enables us to be quick to respond to market requirements and technical opportunities. We will use innovation to reach and inspire our audience and to deliver our core values.

HOW WE DO THIS:

- Making registering easy via smartphone
- Using the power of social media
- Refining the rules of the game to ensure increased engagement
- Continually refining our processes to drive efficiencies and increase effectiveness

OUR BIGGER PICTURE

The future of StreetVelodrome is to grow into a global leisure brand synonymous with being a gateway to cycle sport and the promotion of being more active. We want to be the recognised platform by which the World tries cycle sport for the first time. Whether that is by actually taking part or simply watching and being inspired.

HOW WE DO THIS:

- Partnering with government agencies and sports governing bodies
- Taking the concept to new markets
- Building trust in our core values



THE CONCEPT



WHAT IS STREETVELODROME

- It is the World's most accessible cycle sport.
- Its 'free at the point of participation' offering makes it truly accessible
- An innovative self-contained pop-up cycle sport event solution.
- It offers a range of experiences for both beginners and experienced riders
- It creates a safe environment in which people can be outside their comfort zone and try something different
- It enables inspiring cycle sport events without the need for expensive road closures
- It generates media content / media value unlike most other participant activations
- It energizes the absolute grass roots

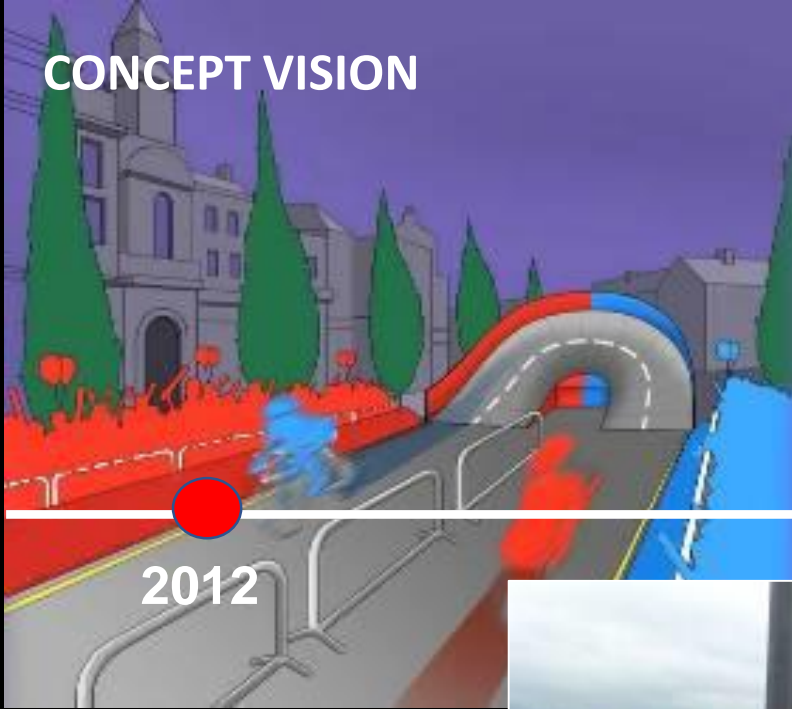
THE DESIGN CHALLENGE

- To create an exciting event space with size and scale
- It has to be pop-up. Able to travel and be installed anywhere
- It should be quick to build and remove
- It has to be safe
- It needs to be an 'accessible challenge' to beginners, yet still provide a thrill to experienced riders.
- It must offer a platform for brand partners.



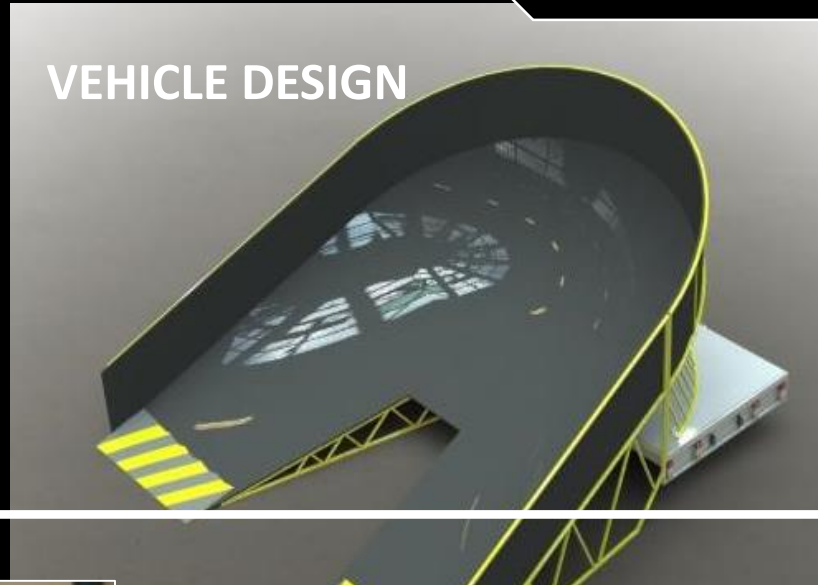
THE DESIGN

CONCEPT VISION



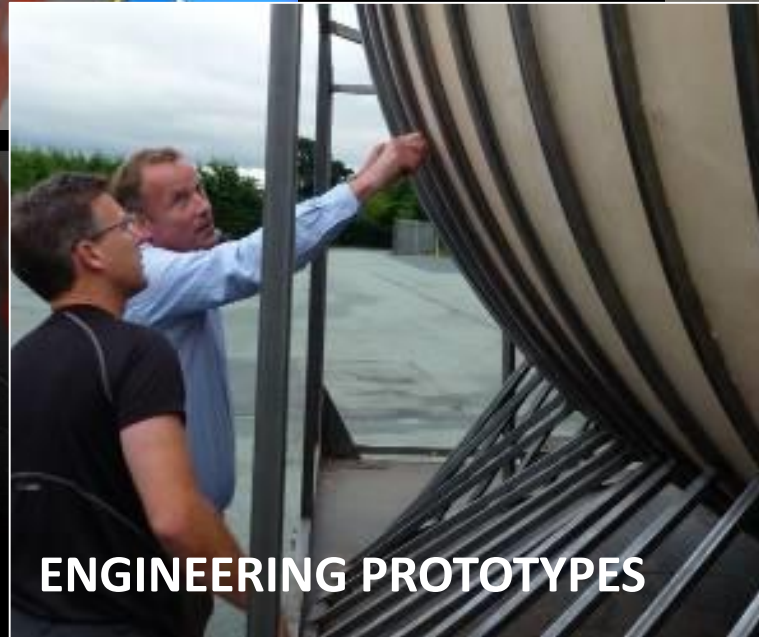
2012

VEHICLE DESIGN



2013

2014



ENGINEERING PROTOTYPES



TESTING

THE CUSTOMER



“If you can ride a bike you’re going to love this”

THE CUSTOMER

THE ACCESSIBILITY CHALLENGE

- We must remove the usual barriers to participation.
- Zero entry fees, free equipment and free one to one coaching provided
- We must appeal to both inactive, hard to reach groups, as well as the active cycling community
- It has to appeal to non-participants too.
- It has to entertain to inspire.



THE CUSTOMER

THE EXPERIENCE

- Participants sign up for free to take part in public access events
- All equipment provided as well as one to one coaching
- They enjoy a fun race against a friend or family member in an Olympic-style track pursuit
- They can enter amateur competitions for free
- Or just enjoy the thrill of the ride



COMMERCIAL MODEL

“By being different we create unique visibility”

ADELAIDE 2019

COMMERCIAL MODEL

THE FUNDING CHALLENGE

- To be free for participants
StreetVelodrome needs to be self funding through commercial partnerships
- It must offer brand partners a return on investment
- To do this it has to generate media value and audience reach
- It should also offer Municipal partners an effective active community platform they will value



ENERGISING CHANGE

*“Cycle sport as
you’ve never
seen it before”*



ENERGISING CHANGE

HIGH ENERGY – HIGH IMPACT

Olympic-style track pursuit racing with live music entertainment right in the heart of the city.

A live event opportunity held in a city centre location with all the theatre and drama of Olympic track cycling. The elite racing is fast and furious with a high energy presentation and production.



#bikeparty



ENERGISING CHANGE

THE BIKEPARTY SERIES

- A series of high profile race events
- Held in city centre locations around the world
- Pro/Elite male and female competition devised to be exciting and entertaining
- Free for spectators
- Broadcast and social media coverage

STREETVEL **ODROME**
PRO *SERIES*

#bikeparty

OUR AUDIENCE

GENERATING MEDIA

- Broadcast TV series
- Global TV distribution
- Regional news coverage
- Specialist media coverage
- Social media coverage

OUR AUDIENCE

Our 2016 -2018 series delivered:

Pro Series Events | **16**

Participants | **22k**

Live Event Footfall | **800k**

UK Digital Reach | **8.5m**

UK Total Reach | **12.4m**

Countries TV Series distributed to | **80**

CREATING LEGACY



“It’s a gateway
to cycle sport”

DUBLIN 2017

CREATING LEGACY



*“It’s active & fun,
It educates”*

STREETVEL DROME
CYCLING
FUTURES

INFLUENCING FUTURE BEHAVIOUR

We believe cycling is a life skill as much as it is a sport. Our **Cycling Futures** programme brings the fun and enjoyment of cycling right into the classroom.

Class size school groups enjoy exclusive track time with Pro Rider coaching and equipment provided.

After the fun of riding the banking teaching staff receive cross curricular lesson plans designed to help deliver the '*benefits of cycling*' message within the national curriculum framework of literacy and mathematics.

STREETVEL DROME
CYCLING
FUTURES

CREATING LEGACY

INSPIRING FUTURE OLYMPIANS

At each of our access events we run a fun Kids Series competition called the Sharks v Tigers.

Two opposing teams of 3 to 11 year olds race in Olympic-style pursuit races scoring points for their respective teams, either the Sharks or the Tigers.

The team with the most points wins, but all racers receive the same achievement award.



v



STREETVEL ODDON
KIDS series

CREATING LEGACY

STREETVEL **ODROME** NEXGEN SERIES



CREATING PRIDE IN SUCCESS

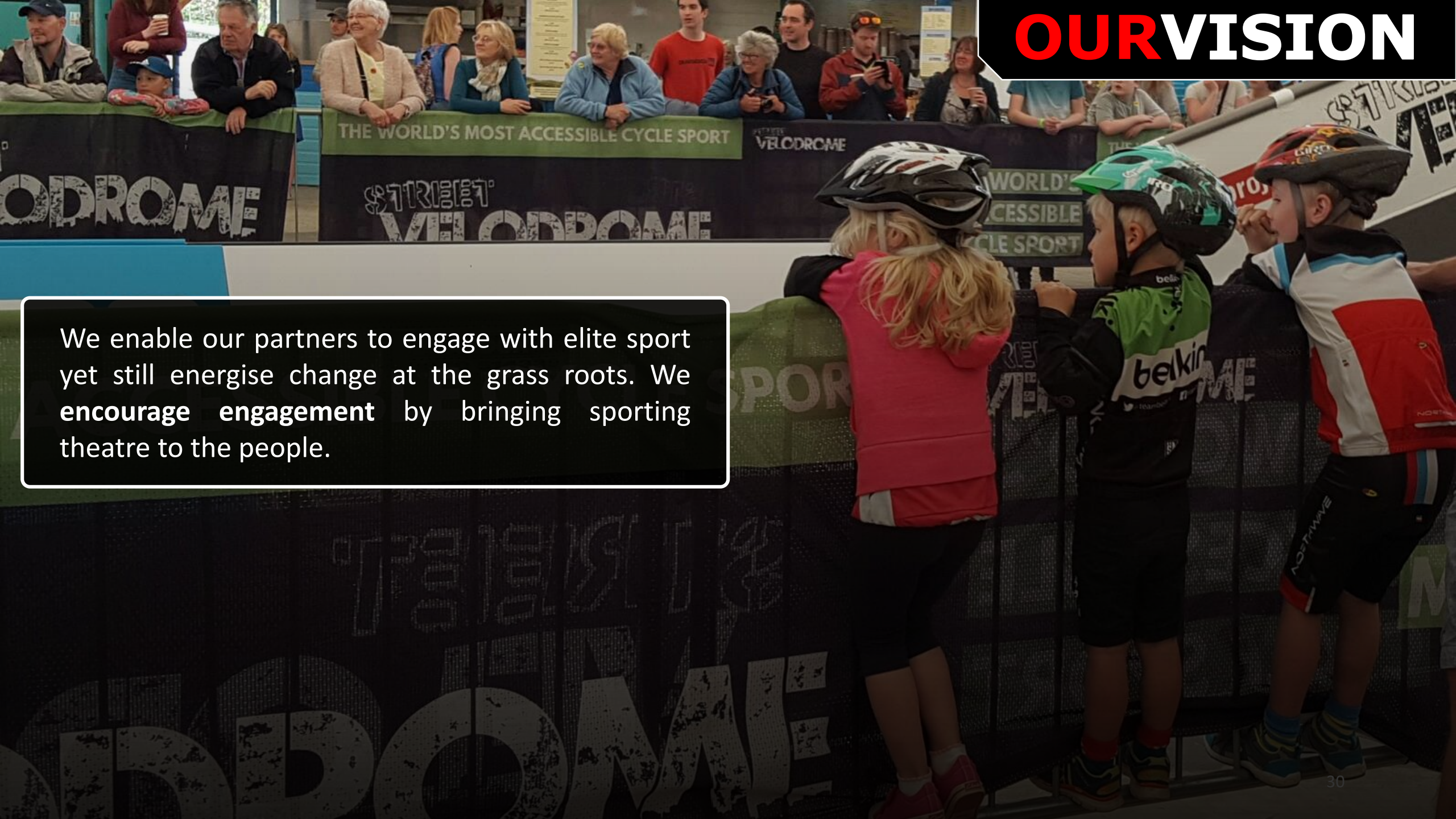
Our NexGen Competition is specifically devised for 12 to 16 year old riders. It's a competitive challenge involving time trials and Olympic-style pursuit racing.

All competitors are coached by Riders from the Pro Series and receive identical goodie bags regardless of outcome.


OUR VISION

Our core vision is to make being active by cycling more **accessible**. For that reason taking part in StreetVelodrome events is always free including free equipment loan and pro rider coaching.

We enable our partners to engage with elite sport yet still energise change at the grass roots. We **encourage engagement** by bringing sporting theatre to the people.



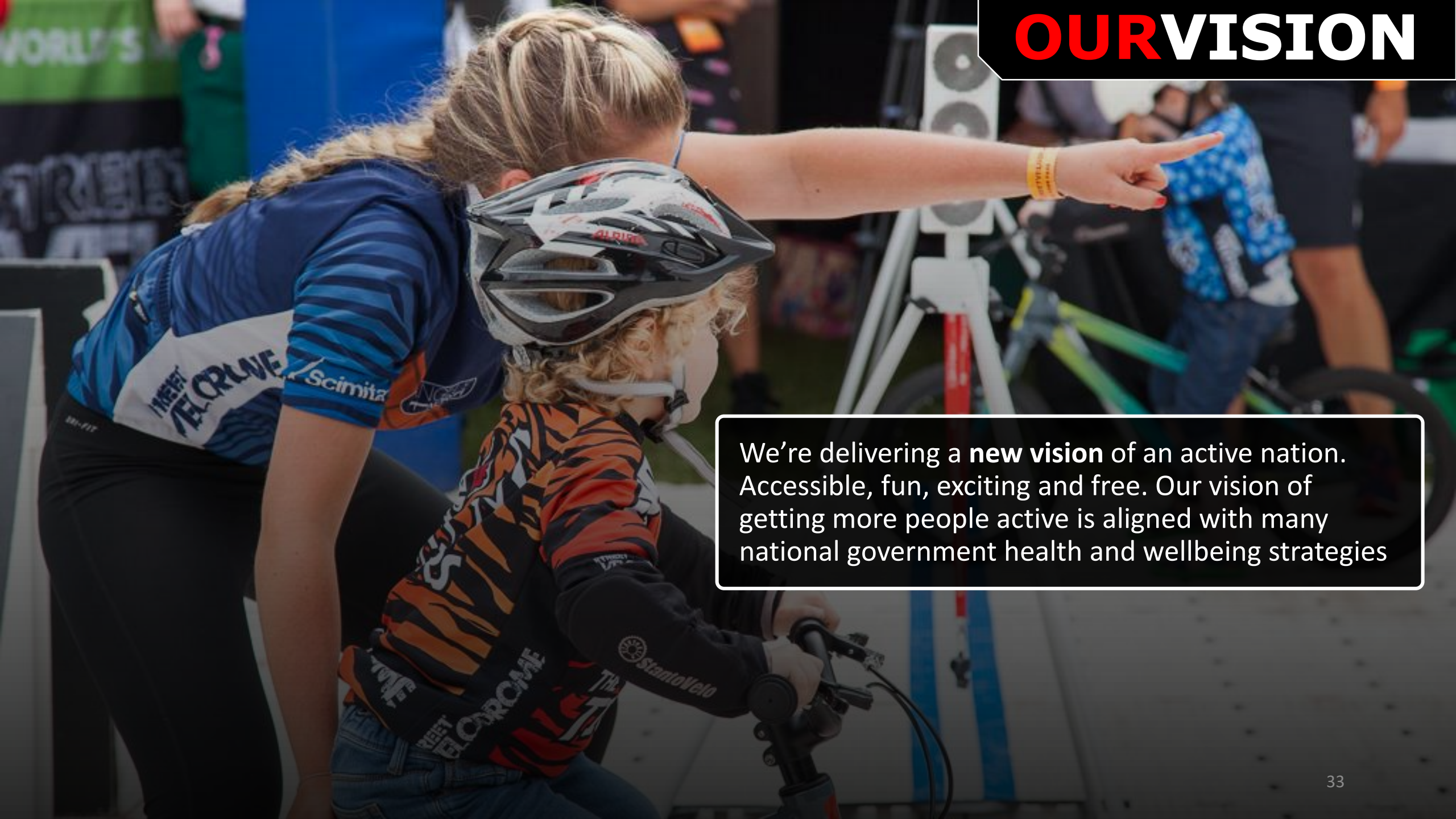
OUR VISION

A photograph of four cyclists from behind, hugging each other. They are wearing bright green jerseys with 'VELODRONE' and 'STREET' printed on them, along with various sponsor logos like 'TRABEC', 'DGC', and 'system'. They are also wearing helmets in white, yellow, and black. The background is a blurred outdoor setting, possibly a track or a public space.

We **build trust** by reaching out through cycling and cycle sport to celebrate an active lifestyle. In doing so we are generating the positive social impact that brings.

We generate **pride** in success. We connect through people's sporting passion and imagination.

OUR VISION



We're delivering a **new vision** of an active nation. Accessible, fun, exciting and free. Our vision of getting more people active is aligned with many national government health and wellbeing strategies

STREETVEL ODDROME

CUBEMANAGEMENT

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