



#bikeparty

PartnershipOpportunity

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



“It’s a unique sporting arena”



Delivered by CUBEMANAGEMENT



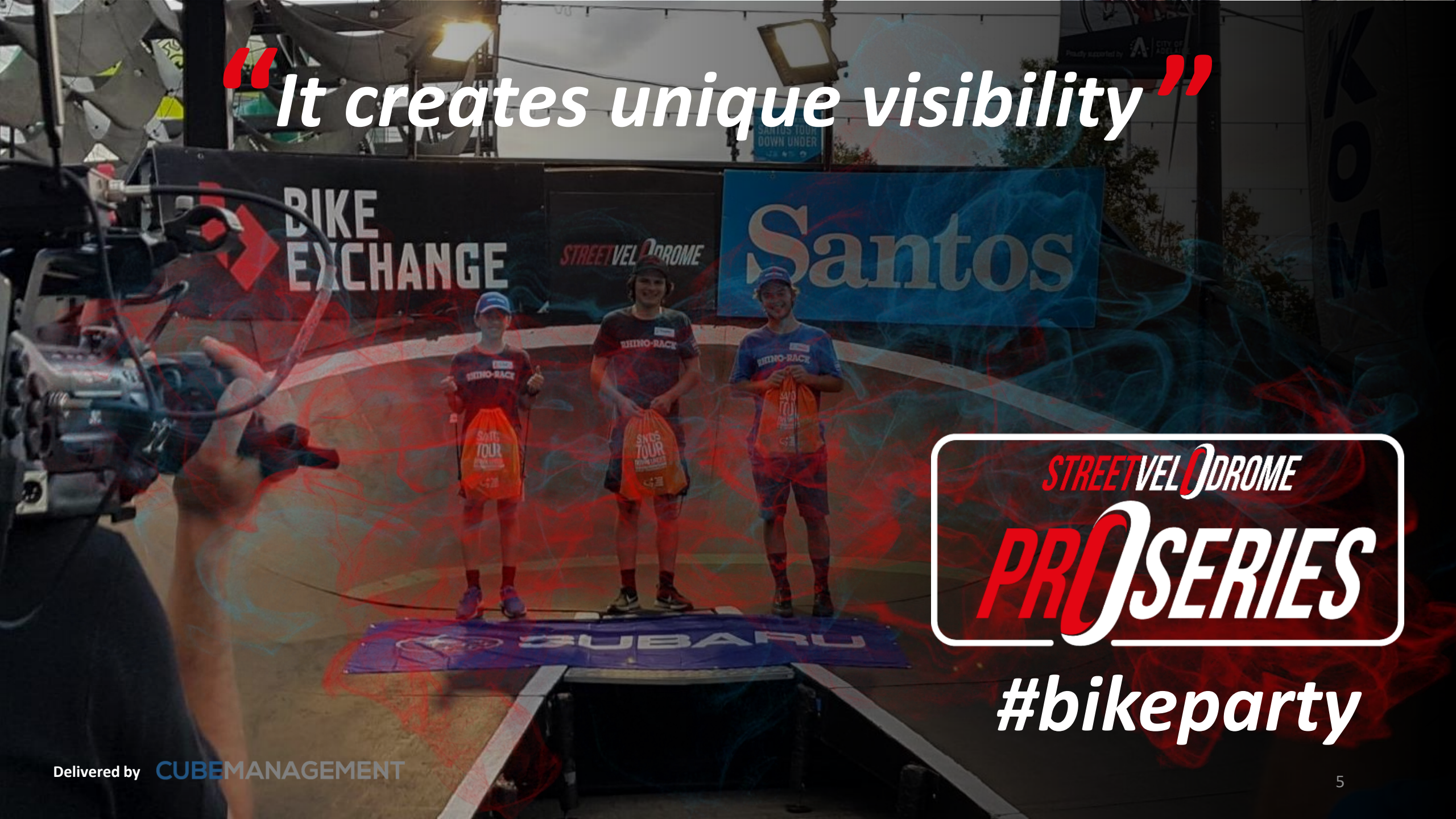


STREETVEL **ODROME**
PRO *SERIES*

#bikeparty

“It’s fast & dramatic, It’s a crowd puller”

“It creates unique visibility”



STREETVEL DROME
PRO SERIES

#bikeparty

STREETVEL DROME
PROSERIES

#bikeparty

*“It’s active lifestyle
entertainment,
It’s #bikeparty”*

Delivered by

MANAGEMENT

*“ It entertains,
It celebrates an
active lifestyle ”*

STREETVEL **ODROME**
PRO *SERIES*
#bikeparty

“It’s a cycle sport challenge like no other”



THE CONCEPT

- An innovative self-contained pop-up active lifestyle entertainment event held right in the heart of major cities across the UK and globally.
- Pro & Amateur Olympic-style track pursuit racing using a unique pop up banked velodrome, surrounded by live music, food & beverage and other retail / promotional activities.
- Its sporting format is specifically devised to generate high speed sporting theatre, dramatic, close racing with an entertaining and broad appeal.
- It creates the energy to encourage people to step outside their comfort zone and try something different, to be inspired, to be more active and to have fun.
- Its 'free at the point of participation & spectating' offering makes it truly accessible to all.
- It uniquely offers partners the opportunity to have a cycle sport-based event without the need for costly and disruptive road closures or major infrastructure impact.
- It can generate media content / media value unlike most other participant activations
- It energizes the grass roots and offers a robust brand activation opportunity to new and existing audiences.



EVENTCONTENT

- Venues are selected in major city centre locations.
- Events are held midweek, in the evenings, generating a high energy, exciting and engaging event space.
- The event offering will deliver high footfall levels and extended visitor dwell times.
- On track action is supported by a live DJ set and on going action sport stunt show performances.
- The events will provide opportunities for retail, food and beverage, brand activation and engagement.
- Our social / digital media package will extend reach to a wider audience with live stream, highlights and presenter magazine shows and guest vlogging content.
- The StreetVelodrome BikeParty series will be a celebration of an active lifestyle, of shared experiences, of having fun through sporting passion that can energize change.

Amateur Qualifying | 12pm

VIP Track Session | 4pm

Main Stage Live Music | 5pm

Pro/Elite Qualifying | 6pm

DJ Set & Stunt Show | 7pm

Pro Series Racing | 8pm

THE RACING



- There's both male & female / Pro & Amateur categories.
- Pro/Elite riders from differing cycle sport disciplines compete alongside local qualifying amateurs.
- In qualifying all competitors set 2 lap qualifying time trials. The top 8 in each category qualify to race.
- The best riders go head to head in high speed Olympic-style track pursuit races.
- Racing is fast and furious with close finishes and incidents guaranteed.
- Each races takes approximately 30 seconds to run
- Our live commentary team and track centre referee keep the audience fully informed and engaged in the action.
- It's a straight knock-out tournament with the winners progressing to take the cash prize.

THE SERIES

- The series will visit a number of major city centres with riders (both Pro/Elite and Amateur) racing for cash prizes.
- Competitors will also be battling for series ranking points offering them a seeding advantage at the **SuperFinals**
- The **SuperFinals** are the climax to the series with the overall winners decided in the final head to head race.

THELEGACY

We believe cycling is a life skill not just a sport. Our **Cycling Futures** programme brings the fun and enjoyment of cycling right into the heart of the community.

This innovative schools and community out-reach programme will utilise the StreetVelodrome event space prior to the BikeParty event to delivery a robust and inspirational active lifestyle message.

Participating groups enjoy exclusive track sessions with coaching provided by BikeParty Series pro riders with all equipment provided.

Local participating schools will be able to download cross curricular lesson plans designed to help deliver the benefits of cycling message within national curriculum frameworks.

*STREETVEL*ODROME
CYCLING
FUTURES

THE REACH

Our 2017 /2018 series delivered:

Pro Series Events | **10**

UK Digital Reach | **5.5m**

Amateur participants | **10k**

UK Total Reach | **8.4m**

Live Event Footfall | **500k**

Countries receiving the TV Series | **80**



EXISTING PARTNERS



REDBULL UK

Acting as presentation partner RedBull UK will be providing live music entertainment, a pro series athlete area, elite athlete appearances, event sound system vehicle, social media coverage and live event vlog coverage.



CONTENT CREATION

Media Production Opportunities

We can offer a range of turnkey media production options to meet your specific objectives and budgets. These range from sponsored social media content, live stream and global broadcast media production.

We'll build up the media production package to suit your budget and audience reach requirements. Or alternatively the brand partner can produce their own content thanks to our media rights package.

sky sports



★EUROSPORT



BT Sport

BRANDACTIVATION

- ***Product sampling***
- ***Data Capture***
- ***Prize Competitions***
- ***Merchandising***
- ***Brand Awareness***
- ***VIP Hospitality***

Activation & Brand Opportunities

We offer a range of turnkey brand opportunities from product sampling, data capture, competitions, static display and merchandising. We can build up a package to meet your objectives and budget.

Alternatively our brand partners can undertake their own activations within the StreetVelodrome event space.

Series Partnerships Available

Period - November to April 2020/2021, 2021/2022, 2022/2023

Key Benefits

- Series naming rights / primary partner
- Host partner rights
- Exclusive category partnerships
- Two or three year partnerships
- Flexible media content production packages
- Flexible live event activation packages



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. ”

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 also 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.



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



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Adelaide 2019



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