



2016-2017

SPONSOR PLAN

**Val di Sole**

  
**TRENTINO**



*premium partners*



# Join the battle

Mountain biking in **Val di Sole – Trentino** is back: after the exciting 2015 Downhill and Cross-Country World Cup finals and the Four Cross World Championships, the 2013, 2012 and the 2010 stages of the World Cup, the 2011 World Cup Finals and the Mountain Bike and Trials World Championships organized in June 2008, Val di Sole is once again back on the international sports scene.

## UCI MTB World Championships

VAL DI SOLE - TRENTINO 2016

- the most widely viewed and followed bike events in the year
- the best bikers in the world will challenge each other for the rainbow jersey
- major side events
- Junior italian cup finals (400 athletes)



# World Champs Figures

- 6 Days of races
- 3 Various disciplines: DHI, 4X, TRIALS
- 53 Nations Represented
- 500 Athletes
- 350 Volunteers
- 30.000 Spectators
- 300 Accredited photographers and journalists
- 50.000.000 Television spectators in the world
- 450.000 Video streaming spectators
- 13 TV networks connected in the world
- 23 Nations covered with television broadcasts
- 70 Hours of broadcast in the world
- 293.929 Users that followed our social networks in 2013 (over a period of two weeks)
- 4.000.000 Contacts through the website of the event



# The venues of the last few years

The top tourist destinations in the world have chosen to host at least one edition of this incredible event, placing them in the spotlight of the international world of biking.

2011 2012



2013 2014



2015



# UCI Mountainbike World Cup


VAL DI SOLE - TRENTINO 2017

- the top world circuit for mountain bike competitions
- the best bikers in the world
- seven stages in the world





# World Cup Figures



Days of races	3	▀
Various disciplines: XCO, DHI, 4X	3	▀
Nations represented	30	▀
Athletes	1.000	▀
Volunteers	350	▀
Spectators (2015 World Cup Finals)	30.000	▀
Accredited international media (2015 World Cup Finals)	120	▀
Hours of direct broadcasting	11	▀
26 mins of replay highlights on RaiSport	10	▀
Television spectators	1.500.000	▀
Spectators on Redbull TV in streaming video	361.000	▀
Readers reached in 2012 (Audipress facts)	27.024.000	▀
Readers reached in 2013 (Audipress facts)	48.897.000	▀
Readers through the web in 2013	5.281.969	▀
Users that followed our social networks in 2013 (over a period of two weeks)	293.929	▀



# The most well-known stages

The top tourist destinations in the world have chosen to host at least one or more editions of the World Cup, proving just how important these events are from a promotional point of view for the area hosting the event and for the partners of the events:



# Future competitions

## CROSS COUNTRY > World Cup 2017

**Track length:** 4km **Vertical drop:** 210m/lap

The track has been redesigned to provide greater visibility for spectators



## DOWNHILL > World Champs 2016 - World Cup 2017

**Track length:** 3km **Vertical drop:** 550m

The race track, redesigned in 2015, is considered one of the most difficult and technical in the entire world





## TRIALS > World Champs 2017

The venue chosen for this discipline is in one of the characteristic towns of the valley: 5 sections with natural and artificial obstacles



## FOUR CROSS > World Champs 2016 - World Cup 2017

**Track length:** 600mt **Vertical drop:** 880mt

This track is considered one of the best at an international level







# The event organizers

These sports events are organized by the Comitato Organizzatore Eventi Val di Sole, that has been organizing mountain biking events since 1993.

- 22 Years of experience in organizing biking events in Val di Sole
- 40 National and international events
- 5 Stages of the World Cup, including 2 finals
- 1 2008 Mountain Bike World Championships
- 1 2015 4X World Championship
- 1 2006 MTB European Championship
- 7 Stages of the 4X — Pro Tour circuit
- 1 MTB European Cup
- 10 XCO international races

# The organizers

AUTONOMOUS  
PROVINCE OF  
TRENTO

VAL DI SOLE  
TOURIST  
BOARD

MUNICIPALITIES AND  
VAL DI SOLE  
COMMUNITY

ITALIAN  
CYCLING  
FEDERATION

Organizing Committee

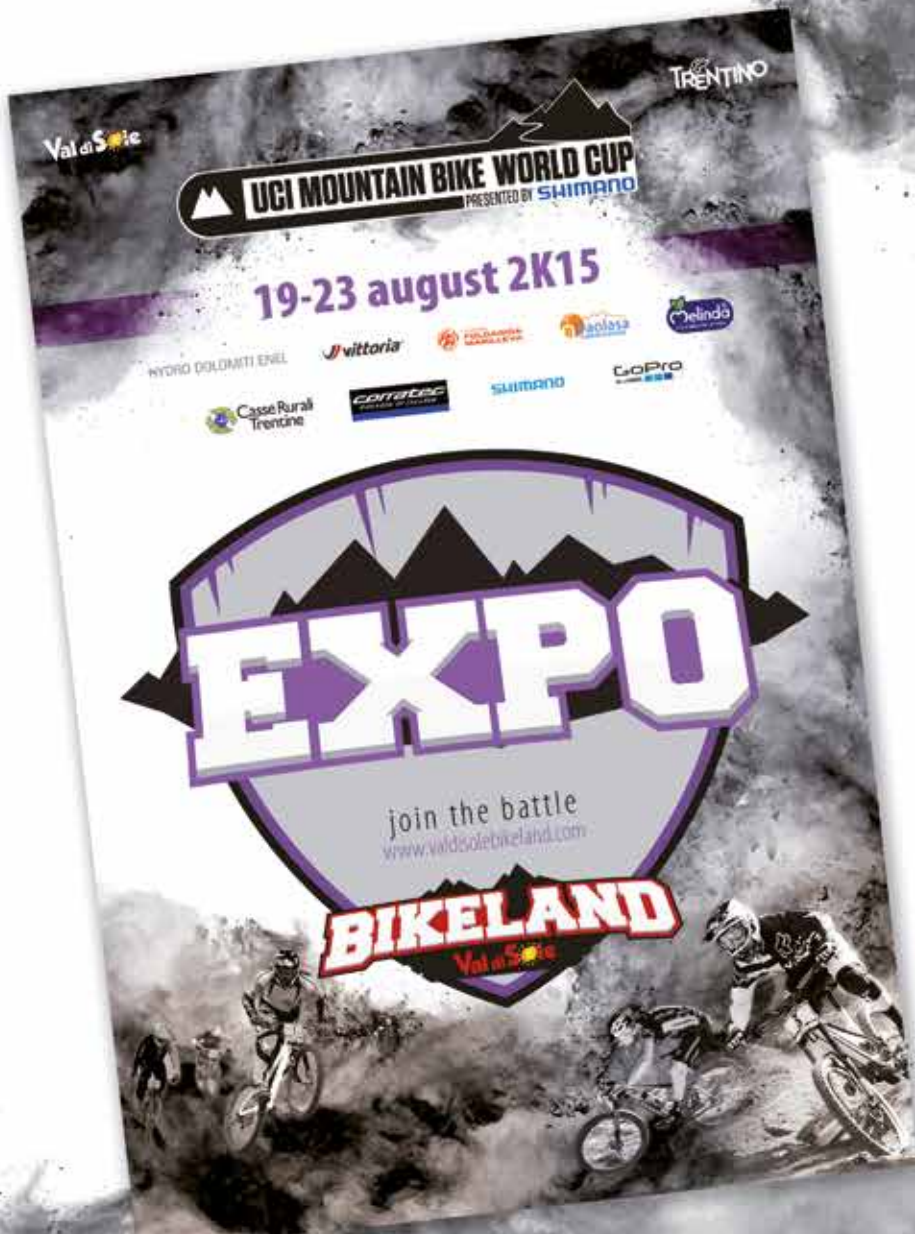


# Event Program

WEDNESDAY 19 August 19-23 August		ECO	DW	45 WORLD CHAMP	WORLD CUP	WORLD CHAMP	WORLD CUP
08:30 - 11:00	Downhill Course Inspection by UCI						
08:30 - 09:30	World Cup Riders Confirmation >>> UCI ELITE MTB Team						
09:30 - 11:00	World Cup Riders Confirmation >>> UCI ELITE MTB Team						
11:00 - 12:00	4X Group Inspection by UCI						
11:00 - 12:00	World Cup Riders Confirmation >>> UCI ELITE MTB Team						
14:00 - 15:00	4X World Championships Riders Confirmation >>> All riders						
15:00 - 17:00	On Foot Downhill Course Inspection - Elite Team						
17:00 - 18:00	Team Managers Meeting - All riders						
18:20 - 20:00	Official 4X Training						
08:30 - 10:00	World Cup Riders Confirmation >>> All riders >>> Final Confirmation DW						
10:00 - 12:00	On Foot Downhill Course Inspection by UCI						
12:00 - 14:00	Official Downhill Training >>> World Cup Riders Group II						
14:45 - 16:15	Downhill Training Session >>> World Cup Top 30 Men Elite, Top 20 Women and Top 10 Men Juniors						
17:00	Team Managers Meeting - All riders						
18:00	Team Managers Meeting >>> Downhill						
19:00 - 20:15	Official 4X Training						
20:15	4X World Championships - Qualifying Round						
08:30 - 10:00	Official Downhill Training >>> Group II						
10:00 - 11:45	Official Downhill Training >>> Group A						
09:30 - 11:00	Official XC Riders Confirmation >>> XC Riders						
11:00 - 13:00	Official XC Training >>> Reserved for women						
13:00 - 14:10	Official XC Training >>> All riders						
14:10 - 15:00	World Cup Downhill - Qualifying Round - Men Juniors						
15:00 - 16:00	World Cup Downhill - Qualifying Round - Women						
16:00 - 18:30	PRISM CLIMBER F 2016 World Championships VAL D'ISÈRE						
19:00 - 20:15	Official 4X Training						
20:15	4X World Championships - Final >>> Followed by Awards						
22:00	Entire E3 Night - Free Party with Vibe FM						
08:30 - 10:00	Official Downhill Training >>> Men Juniors and Women qualified for the final						
10:00 - 11:45	Official XC Riders Confirmation >>> XC Riders						
09:30 - 11:00	Official XC Training >>> Reserved for women						
11:00 - 13:00	Official XC Training >>> All riders						
13:00 - 14:10	World Cup Downhill - Qualifying Round - Men Juniors						
14:10 - 15:00	World Cup Downhill - Qualifying Round - Women						
15:00 - 16:00	World Cup Downhill - Final - Men Elite						
16:00 - 17:00	World Cup Downhill - Final - Women						
17:00	Team Managers Meeting >>> Cross country						
18:00	Team Managers Meeting >>> Cross country						
19:00 - 20:15	Official 4X Training						
20:15	4X World Championships - Final >>> Followed by Awards						
22:00	Entire E3 Night - Free Party with Vibe FM						
08:30 - 10:00	World Cup Olympic Cross-country - Men U23 >>> Followed by Awards						
10:00 - 11:45	World Cup Olympic Cross-country - Women Elite >>> Followed by Awards						
11:45 - 13:00	World Cup Olympic Cross-country - Men Elite >>> Followed by Awards						
13:00 - 14:10	World Cup Olympic Cross-country - Women Elite >>> Followed by Awards						
14:10 - 15:00	World Cup Olympic Cross-country - Men Elite >>> Followed by Awards						
15:00 - 16:00	World Cup Olympic Cross-country - Women Elite >>> Followed by Awards						





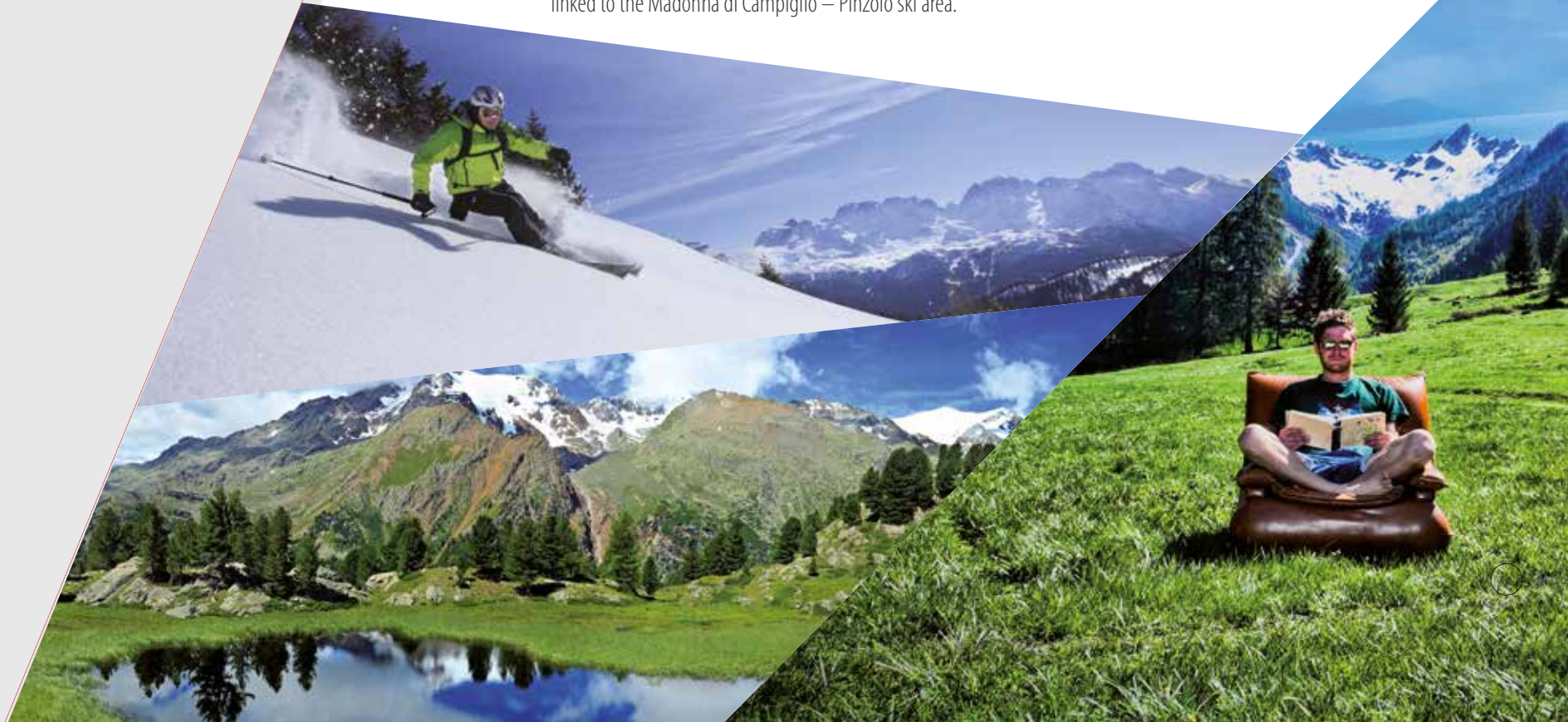


# Val di Sole

## THE LOCATION

Val di Sole, located in the northwestern part of the Trentino region, is surrounded by some of the most famous mountain groups in the entire Alpine area: the Brenta Dolomites, the Adamello-Presanella, the Ortles-Cevedale mountain groups and the Maddalene. Trekking, Nordic walking, horse-back riding, nature outings and numerous exciting activities in complete contact with nature like rafting, canoeing-kayaking and hydrospeed on the famous Noce River, are the main activities during the summer season.

The valley is also well-known during the winter season for its ski areas like Folgarida Marilleva that is directly linked to the Madonna di Campiglio – Pinzolo ski area.





# Val di Sole

## STRONG POINTS

- Geographic position and accessibility
- Numerous outdoor summer/winter activities
- A wide range of accommodation facilities
- Amenities for bikers: cycling path, train+bike, bike bus, bike parks, 29 MTB tracks
- Important ski resort — Skiarea Campiglio Dolomiti di Brenta with 150 km of slopes





# Marketing & comunicazione

UCI MOUNTAINBIKE WORLD CUP | VAL DI SOLE - TRENTINO 2017

## TELEVISION COVERAGE:

As of today video content will be provided on the following:

- Rai Sport - LIVE – TV BROADCAST
- Eurosport - Europe
- SBS - Australia
- CBC - Canada
- BBC - Scotland
- TVE - Spain
- WCSN - Usa
- Zee sport - India
- Supersport - Norway, Russia, South Africa
- VRT, RIBF - Belgium
- TSI, TSR, DRS - Switzerland
- FR2/FR3 - France
- NOS - Holland
- Bike Channel
- Redbull TV
- Gazzetta TV

BBC



CBCtelevision



# Marketing & comunicazione

UCI MOUNTAINBIKE WORLD CHAMPIONSHIPS | VAL DI SOLE - TRENTINO 2016

## TELEVISION COVERAGE:

As of today video content will be provided on the following:

- **Rai Sport - LIVE – TV BROADCAST**

- 13 international live broadcaster
- 20 international pre-recorded broadcasters

BBC



## Promotional activities

MARKETING ON-LINE/OFFLINE/EVENTS

- Promotional activities at exhibits and both national and international sports events
- Press campaigns
- Branding activities – Folgarida Marilleva ski area and other strategic locations
- Marketing through the web, social networks and newsletters
- Radio ads
- Pre-event video trailers and Val di Sole Bike Land promotional bike videos
- Gadgets and co-marketing with other events and partner

# Sponsorship package

PUBLICITY SPACE AND PROMOTIONAL RIGHTS

## SPONSOR VISION:

brand development and recurring theme that focuses on **"sustainability, sports, innovation"** linked to the specific brand.

## SPONSORSHIP LEVELS:

three sponsor categories

Premium partner

Official partner

Technical supplier

A limited number of sponsors with a guarantee of equal visibility among all of the sponsors at each level.





# Customer relationship management

- staff members dedicated exclusively to promoting our sponsors during the entire event
- media visibility reports (TV networks, press, web) which will be given to sponsors at the end of the event
- access to our photo archives with the possibility to use these images for promotional/commercial purposes

DEDICATED STAFF  
FOR SPONSOR  
VISIBILITY

VISIBILITY  
REPORTS

ACCESS AND USE OF  
PHOTO AND VIDEO  
ARCHIVES

PROMO ACTIVITIES  
OF THE EVENT  
THROUGH SOCIAL  
MEDIA

Partners





# Premium partners

GUARANTEED VISIBILITY FOR THE **DOWNHILL** RACE



# Premium partners

GUARANTEED VISIBILITY FOR THE **CROSS-COUNTRY** RACE





# Premium partner

GUARANTEED VISIBILITY FOR THE **FOUR-CROSS** RACE



# Premium partner

GUARANTEED VISIBILITY FOR **ALL RACES**





# Premium partner

ADDITIONAL GUARANTEED VISIBILITY

- important and vast promotional space in the official sponsor area next to the arrival area

- **brand name on the:**

- giant screen
  - staff uniforms
  - organizing committee uniforms
  - official brochure
  - official event poster
  - official video trailer
  - press releases
  - all team/media/rider/mechanic/oc passes
  - official web site with hyperlink
  - official newsletter
  - 1 page in the official brochure
  - official event program
  - **sponsor banner:**
    - on the stands
    - in the VIP area
    - the food tent
- 20 promotional posts on our social networks







# Official partners

GUARANTEED VISIBILITY FOR THE **FOUR-CROSS** RACE



# Official partners

ADDITIONAL GUARANTEED VISIBILITY

- important and vast promotional space in the official sponsor area next to the arrival area
- **brand name on the:**
  - giant screen
  - official brochure
  - official event poster
  - official video trailer
  - press releases
- official web site with hyperlink
  - official newsletter
- 1 page in the official brochure
  - official event program
- **sponsor banner:**
  - on the stands
  - the food tent
- 10 promotional posts on our social networks









# Technical partners

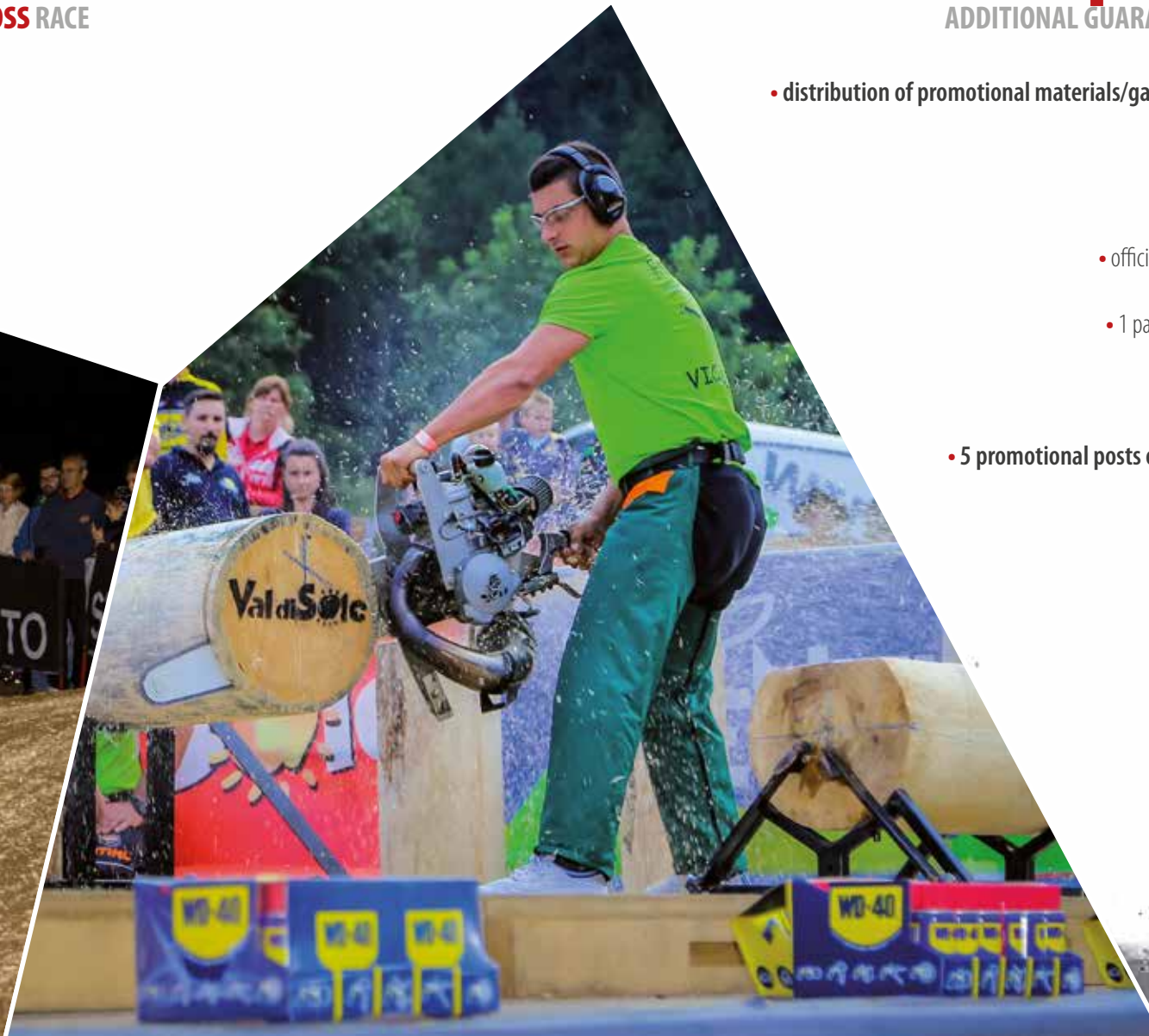
GUARANTEED VISIBILITY FOR THE **FOUR-CROSS** RACE



# Technical partners

ADDITIONAL GUARANTEED VISIBILITY

- distribution of promotional materials/gadgets at the info-point
- brand name on the:
  - giant screen
  - official brochure
  - press releases
- official web site with hyperlink
  - official newsletter
- 1 page in the official brochure
  - official event program
- sponsor banner:
  - the food tent
- 5 promotional posts on our social networks





# 2015

UCI **Four-cross** World Champs | UCI **Downhill & Cross** Country World Cup













# Join the next battle

see you in 2016



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**Val di Sole**

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**TRENTINO**