

CITY OF PORT COQUITLAM



2018 SPONSORSHIP OPPORTUNITIES

GEAR UP! for July 13, 2018

Heading into its third year, the **PoCo Grand Prix presented by Dominion Lending Centres** has made its mark as a highly anticipated professional cycling event and regional attraction.

Part of BC Superweek – Canada’s biggest professional road cycling series – the event drew 7,500 people to Port Coquitlam last year (up 150% from year one) with a successful formula that combines the excitement of pro cycling with a street festival featuring live entertainment, free family activities, a beer garden, Kids’ Race, Corporate Challenge race and more.

The third annual PoCo Grand Prix on Friday, July 13 will build on the event’s proven success and brand recognition.

Opportunities at all levels

Opportunities are available for businesses of all sizes to sponsor, participate and benefit from the buzz – including exclusive naming rights, official goods and service suppliers, in-kind contributions, and display space.

Don’t miss out on the chance to align your business with this world-class event. Contact sponsors@pocograndprix.ca or **604.927.5218** to discuss a custom package.



Dominion Lending Centres has signed on as presenting sponsor for five years. Other former sponsors are also returning, but many opportunities are still available!

A proven success

Last year’s event:
7,500+ spectators
902,000+ web hits

Expand your reach

Take advantage of high-profile opportunities and multi-year savings

Extensive marketing

Event and sponsor marketing before, during and after the event

PART OF  **BC SUPERWEEK**

www.pocograndprix.ca | sponsors@pocograndprix.ca | **604.927.5218**

SPONSORSHIP LEVELS & REWARDS



Rewards	Gold Sponsor: \$10,000	Silver Sponsor: \$5,000	Event Sponsor: \$2,500
Banners	<ul style="list-style-type: none"> 24 prominent banners (provided by sponsor) along race course fencing Promotion at Volunteer Recognition Dinner Prominent banner space available in stage and start/finish line area (exclusive to Gold level+) 	<ul style="list-style-type: none"> 12 banners (provided by sponsor) along race course fencing Promotion at Volunteer Recognition Dinner 	<ul style="list-style-type: none"> 6 banners (provided by sponsor) along race course fencing
Advertising	<ul style="list-style-type: none"> Logo on poster (distributed to local businesses, regional bike shops) Logo in pre-/post-event ads (12+) Name in media releases 	<ul style="list-style-type: none"> Logo on poster (distributed to local businesses, regional bike shops) Logo on pre-/post-event ads (12+) Name in media releases 	
On-site promo	<ul style="list-style-type: none"> Logo displayed periodically on jumbo event screens Logo on race-day program Logo on large supporters' board at VIP tent 	<ul style="list-style-type: none"> Logo displayed periodically on jumbo event screens Logo on race-day program Logo on large supporters' board at VIP tent 	<ul style="list-style-type: none"> Logo on large supporters' board at VIP tent
Online promo	<ul style="list-style-type: none"> Prominent logo and URL on website Online promotion pre-race and post-race Logo in online version of summer Leisure Guide Acknowledgement via social media 	<ul style="list-style-type: none"> Logo and URL on website Online promotion pre-race and post-race Logo in online version of summer Leisure Guide 	<ul style="list-style-type: none"> Online promotion pre-race and post-race Logo on sponsorship page of website
Volunteer Jersey	<ul style="list-style-type: none"> Logo on back of jersey 	<ul style="list-style-type: none"> Logo on back of jersey 	
Display space	<ul style="list-style-type: none"> 2 10'x10' display spaces at PoCo Grand Prix Expo (sponsor to provide booth) 	<ul style="list-style-type: none"> 1 10'x10' display space at PoCo Grand Prix Expo (sponsor to provide booth) 	<ul style="list-style-type: none"> 1 10'x10' display space at PoCo Grand Prix Expo (sponsor to provide booth)
Announcements	<ul style="list-style-type: none"> Mentioned during the event at least 6 times (sponsor to provide copy) 	<ul style="list-style-type: none"> Mentioned during the event at least 2 times (sponsor to provide copy) 	
VIP Experience	<ul style="list-style-type: none"> 12 VIP passes (includes complimentary refreshments and food) Exclusive VIP parking passes available 	<ul style="list-style-type: none"> 6 VIP passes (includes complimentary refreshments and food) 	<ul style="list-style-type: none"> 2 VIP passes (includes complimentary refreshments and food)



Exclusive Additional Opportunities Available for Gold Level+

- Start pro races / hand out awards on stage
- TV commercials on 2 jumbo event screens
- TV interviews (live or recorded) on 2 jumbo event screens
- Private corporate viewing area
- Additional race day announcements and course banners
- Additional online Leisure Guide advertising, with daily updates