

CITY OF PORT COQUITLAM

# MARKET YOUR BUSINESS!

FRI JULY 17, 2020 | DOWNTOWN PORT COQUITLAM



## 2020 SPONSORSHIP & ADVERTISING OPPORTUNITIES



More than 10,000\*  
viewers

Customized packages  
and opportunities

Extensive advertising  
in print and online

PART OF  **BC SUPERWEEK**  
PRO CYCLING SERIES

\* 2019 statistics

[pocograndprix.ca](http://pocograndprix.ca) | [sponsors@pocograndprix.ca](mailto:sponsors@pocograndprix.ca) | 604.927.5218





## GET INVOLVED IN 2020

**Get months of advertising from sponsorship packages customized to showcase your business and meet your marketing needs**

Back for its fifth year, the PoCo Grand Prix presented by Dominion Lending Centres – part of BC Superweek – will build on the proven success of combining a thrilling **professional cycling event** with a vibrant **street festival**.

The event features high-speed racing, entertainment, family fun, a beer garden, Kids' Race and more.

Businesses big and small can benefit from advertising in a variety of mediums, plus community goodwill and exclusive rewards.

Contact [sponsors@pocograndprix.ca](mailto:sponsors@pocograndprix.ca) or **604.927.5218** to discuss your custom sponsorship.

### EXPOSURE

**10,000 event-goers\***

**High-traffic website**

**Programs mailed to all households**

**Postcards and posters in prominent locations**

**Online and print ads**

**E-newsletters and media releases**

[See back for more!](#)

\* Based on 2019 attendance

### OPPORTUNITIES AT ALL LEVELS

→ **NAMING RIGHTS** (fully customizable):

- Presenting Sponsor **SOLD: Dominion Lending Centres**
- VIP Experience
- Entertainment & Stage
- Kids' Race & Zone
- Pace Car

→ **GOLD, SILVER & EVENT SPONSOR LEVELS** (cash, in-kind, or combo)

→ **OTHER OPPORTUNITIES** (cash, in-kind, or combo):

- Individual race course banners
- Official timing sponsor
- Décor sponsor (VIP Experience & Services)
- Tent supplier
- Swag and clothing
- Water and coffee suppliers
- Social media and advertising
- Beer garden
- PoCo Grand Prix Expo



Last year's Kids' Race had 430 participants

**GET INVOLVED STARTING AT \$350!**



## EXCLUSIVE VIP EXPERIENCE

Available for Gold, Silver and Event Sponsor levels or equivalent

More  
REWARDS  
INFO on  
back!



**PRIME VIEWING** of the stage, start/finish line and course

**NETWORK** with valued clients, other businesses and community leaders

**COMPLIMENTARY** refreshments and food



## POCO GRAND PRIX EXPO

Get your products and services into the heads of thousands of potential customers from the Tri-Cities and throughout Metro Vancouver with a display in the PoCo Grand Prix Expo.

Sign  
up for  
\$350

### OPPORTUNITIES

- Showcase your products and generate new leads
- Choose from multiple locations within the site
- Customized displays
- On-site sales permitted
- Power and internet connection available



## SPONSORSHIP LEVELS & REWARDS



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

**In-kind  
contributions  
considered at  
all levels**

### 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