

# CYCLING HOLIDAY IN BAVARIA

*Business Proposal*

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# ABOUT THE EVENT



## A PURE CYCLING HOLIDAY

We offer a first-class cycling event in Bavaria to all cyclists in May 26 - 28.

**Take** your bike, **Escape** your busy city busy life style, **Meet** new friends, Enjoy the mountain view in the Alps and the local food!

## HIGHLIGHTS



### RIDE LEADER

There are 2 different Cycling styles: Social & Challenge. Every team has the ride leader to safeguard the participants.



### MECHANICS

We will offer mechanics service not only on the first day, and also take care of it throughout the event.



### CATERING

During the ride, we will prepare you at the particular points the energy food.



### PHOTOGRAPH

All you need to do is ride safely and leave the shooting to our professional photographers

# ROUTE OVERVIEW

## Friday

- WarmUp Ride | ~35KM
- Keyword: Social, mechanics check

## Saturday

- Social Ride | ~75KM
- Challenge Ride | ~180KM

## Sunday

- Social Ride | ~65KM
- Challenge Ride | ~100KM

## Highlights

- Lake: Sylvensteinspeicher, Achensee, Walchensee
- City: Bad Tölz, Lenggries, Innsbruck
- Mountain: Alps



# SERVICE DETAILS



## Hotel

- Partner Hotel with 3 Stars
- Double Room (same gender)
- Single Room (extra charge)
- Breakfast + Dinner

## Catering

- At Least 1 time pro route
- Energy Gel
- Local Food
- Fruit

## Photograph

- Professional Photographer
- Professional Camera
- GoPro (by Ride Leader)
- Single shoot package (option)

## Bike Shuttle Bus

- Optional Service
- Person + Bike
- Flexible route package
- Operated by Partner Bus Company

# WHY CHOOSE US

not only sharing brand values

## PERCEPTUAL EXPERIENCE

### BRAND IMAGE

An environmentally friendly way  
An expression of love for life

### ENGAGEMENT

Not only sharing brand values and  
purposes but also creating unique  
opportunities for sponsors.

### LONG-TERM COLLABORATION

We share our passion for cycling  
and we organise social rides  
This will not be a one-off  
investment.

## ■ FOR BUSINESS

### Visibility:

Official Websites:  
Social Media Channels & Video  
Others: Jersey, Advertising Partners...

### Benefit:

ROI & ROO Calculation  
Direct target Customer  
Support by Sales Specialist

# PACKAGE

Thank you very much for your trust. We would like to provide you with a detailed consultation service so that you know every detail.

## 01 PLATINUM SPONSOR

The platinum sponsors' package is limited to only one sponsor. This package is a wonderful opportunity for your brand that really want to maximise exposure during the event.

- Budget: € 5000+
- Brand's name in the middle of the jersey
- Customised promotional program
- Continue to appear in the next 3 months of riding activity in our club
- Marketing and local promotion support

## 02 GOLD SPONSOR

This package increases your brand's exposure in the event's promotional materials and throughout the venue during the cycling event.

- Budget: € 1000+
- Include the gold sponsors' package
- Brand's name on the jersey
- An exclusive product or brand article

## 03 SILVER SPONSOR

The silver sponsors' package as an entry-level sponsorship opportunity for you who are eager to explore the benefit of our event sponsorship.

- Budget: € 200+
- Product / service sale corporation
- Brand name on the promotional website
- Marketing and local promotion support
- Customised promotional post creation



ABOUT THE EVENT

CONTACT:

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