



BC

BIKE *RIDE*

The Ultimate Road Trip Experience

*“Single-track is what mountain bikers the world over seek.
Single-track is like powder for skiing or big waves for surfing!”*

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BC BIKE *RIDE*

THE ULTIMATE *ROAD TRIP EXPERIENCE*

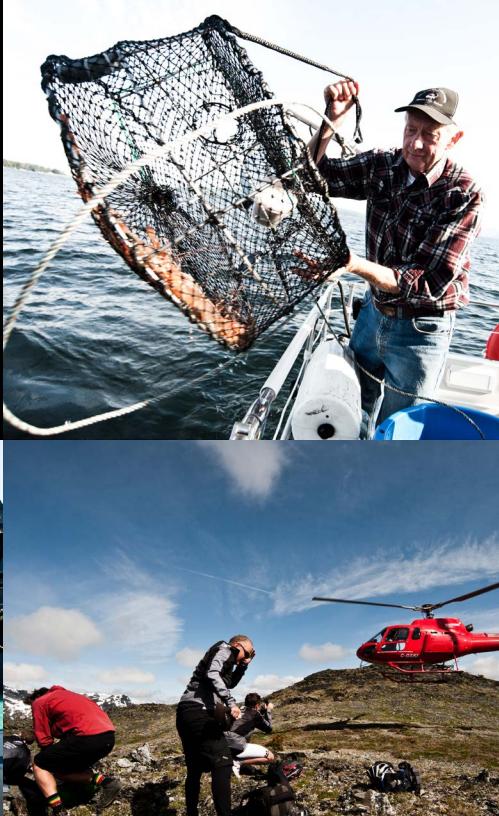
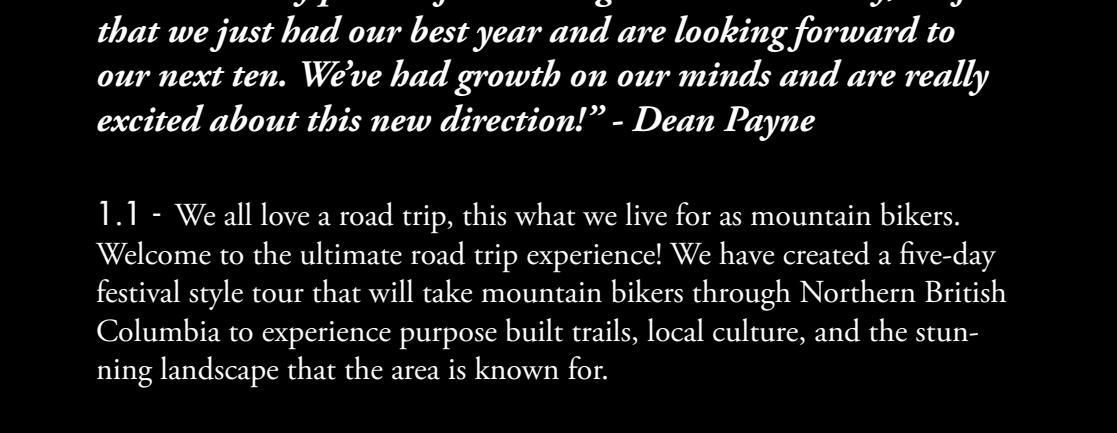
"We are really proud of our strong tenth anniversary, we feel that we just had our best year and are looking forward to our next ten. We've had growth on our minds and are really excited about this new direction!" - Dean Payne

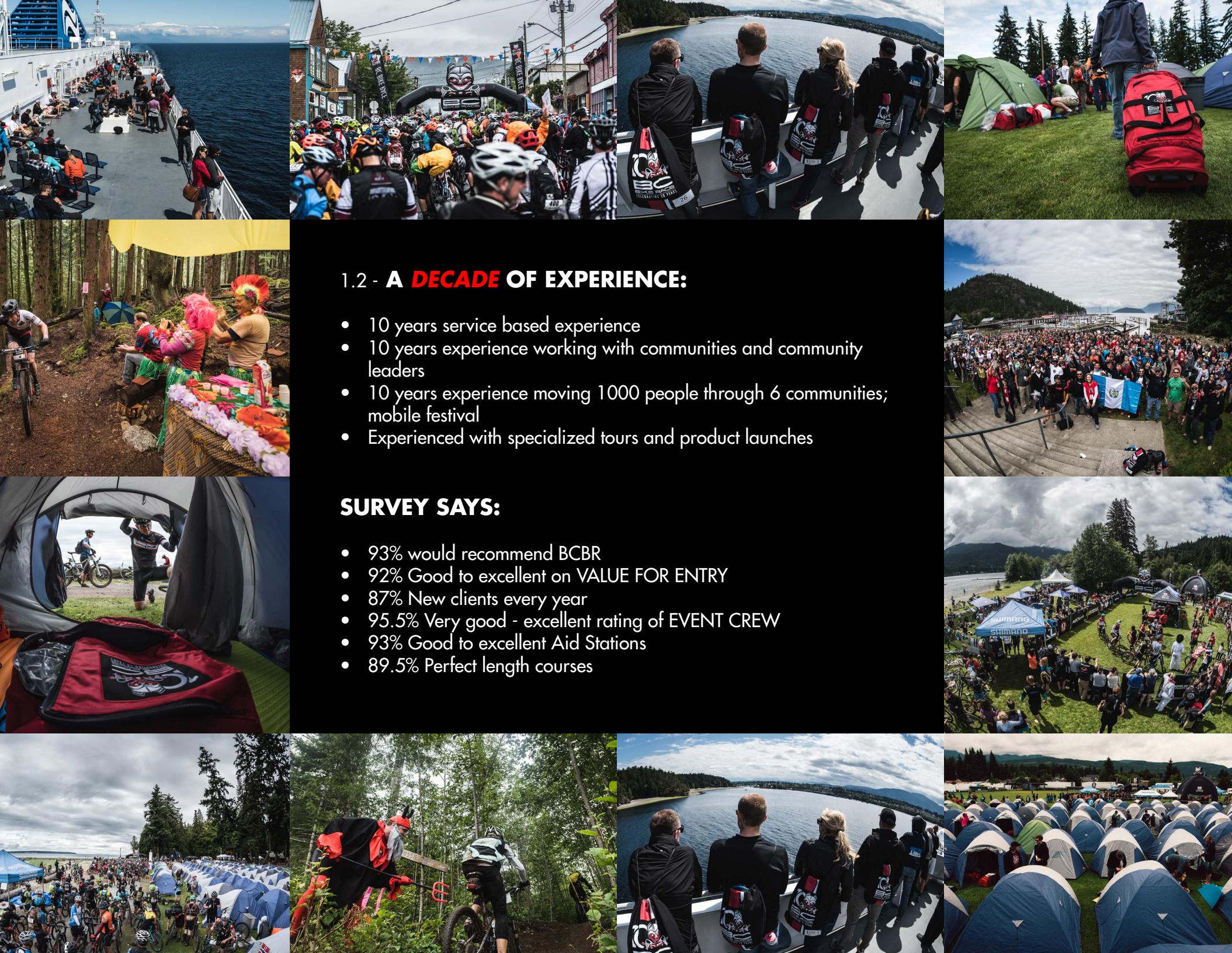
1.1 - We all love a road trip, this what we live for as mountain bikers. Welcome to the ultimate road trip experience! We have created a five-day festival style tour that will take mountain bikers through Northern British Columbia to experience purpose built trails, local culture, and the stunning landscape that the area is known for.

Our decade of producing the BC Bike Race naturally lends itself to the creation of a mobile festival tour in the theme of the Jamaica Fat Tire Festival, The Sedona Mountain Bike Festival, Mountain Bike Oregon, the Fruita Fat Tire Festival, and Outerbike in Moab.

THE ULTIMATE *ROAD TRIP EXPERIENCE:*

- cross-country, downhill, and all-mountain riding
- full service camp
- gourmet meals
- socializing around the campfire





1.2 - A DECADE OF EXPERIENCE:

- 10 years service based experience
- 10 years experience working with communities and community leaders
- 10 years experience moving 1000 people through 6 communities; mobile festival
- Experienced with specialized tours and product launches

SURVEY SAYS:

- 93% would recommend BCBR
- 92% Good to excellent on VALUE FOR ENTRY
- 87% New clients every year
- 95.5% Very good - excellent rating of EVENT CREW
- 93% Good to excellent Aid Stations
- 89.5% Perfect length courses

HIGH TOURISM VALUE - CREATION

2.1 - WHY EVENTS ARE THE VEHICLE TO MARKET: CREATE A UNIQUE PROPERTY

Consumers are more adverse than ever to advertising – so marketers are becoming increasingly sophisticated in how to get to their target audience.

As media dollars shift from TV, print, and radio to digital, social, and other media forms, it is more important than ever to ensure how media are working together, both uniquely and synergistically. The media multiplier effect is now extended beyond traditional advertising to multichannel marketing, both offline and online.

*reference available on request

Reaching 'Bucket List' Status

In ten short years BC Bike Race has achieved global 'bucket list status' by creating an authentic event that speaks to the unique experience that differentiated us and delivered a product to, on average, 30+ countries per year. Additionally, our waitlist is brimming over with eager participants who trust our vision.

2.2 - EXCERPT FROM ECONOMIC IMPACT ASSESSMENT

Official study completed in 2014 by the Canadian Sport Tourism Alliance:

"Overall, the event generated \$3.4 million of economic activity in the Province of British Columbia with \$2.3 million having occurred in the host communities (Table 3.1).

Considerable tax revenues were also produced by the event, totaling \$11.8 million. The event supported federal government tax revenues of \$5.3 million while an additional \$4.0 million in taxes accrued to the Province of British Columbia. Moreover, \$2.4 million in taxes was supported in British Columbia municipalities, of which \$1.7 million accrued in Whistler. "

THE UNIQUE PROPERTY OF NORTHERN BC

3.1 ITINERARY

We are very excited to introduce BC Bike Ride to Northern British Columbia. It is the new frontier for destination mountain biking and with that we are celebrating a new era of diversity in purpose built mountain bike trails in our province. Almost every town has a stash of handbuilt singletrack to explore.

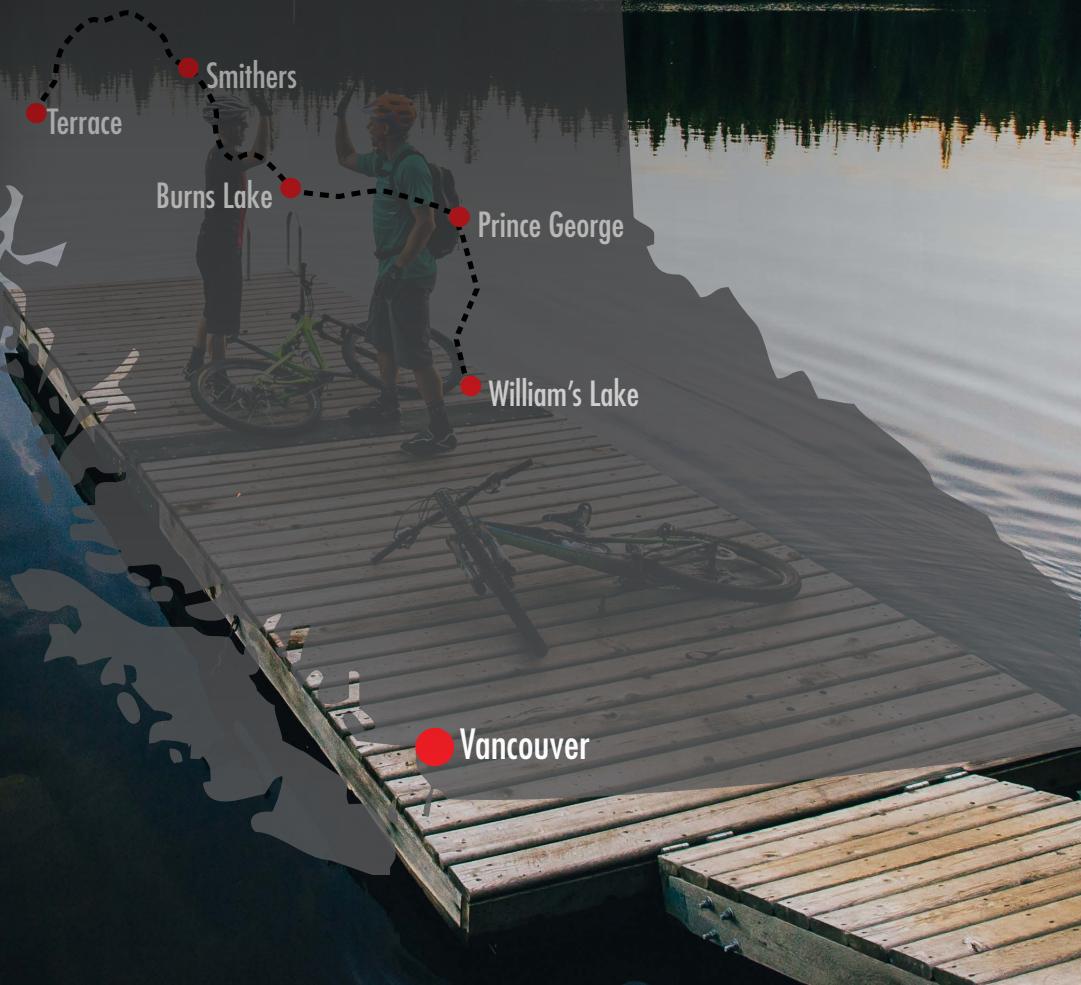
William's Lake offers 200 km of purpose built singletrack within city limits and another 100+ km within a 30 minute drive with everything from epic cross-country to steep and gnarly downhill. It's also home to the largest bike park in the Interior with 10 acres of jumps, drops, and log work; riders are sure to be entertained.

Prince George is the traditional home of the Lheidli T'enneh and Carrier Sekani First Nations people. From Pidherny to the Otway and Heritage River trails, Prince George offers a wide variety of cross-country, all-mountain, and downhill riding experiences.

Burns Lake offers a progressive beginner-to-advanced trails network designed by world-renowned experts including the IMBA trail crew, Gravity Logic and Jay Hoots, as well as a local trail crew. It offers a rider-focussed sequence of cross-country, freeride and downhill trails, as well as a skills park, jump park and Rider Cross track, all just ten minutes from downtown on Boer Mountain.

Smithers lies in the beautiful Bulkley Valley – a prime mountain biking location surrounded by forested hillsides, stunning alpine meadows and rugged mountain peaks. The area offers everything from wide-open pathways to historical mining roads, alpine singletrack, and steep, technical freeride trails.

Terrace has become increasingly popular as a destination for mountain biking. With a core group of riders who are dedicated to building and maintaining trails in the area, both Terrace and the nearby suburb of Thornhill offer hundreds of trails to explore.





3.2 - ALIGNMENT WITH REGIONAL AND COMMUNITY TOURISM PLAN, THE CONSORTIUM

BC Bike Race is in alignment with the regional and community tourism marketing strategy of the Mountain Bike Tourism Association of BC. The consortium plan to join routes and communities is embodied within the circle route itinerary designed by BC Bike Race and the BC Bike Ride. This annual event provides strong compelling evidence to drive traffic to what are considered non-mainstream locations, pulling the traveler to explore what previous has not been on their radar.

Recreation tourism is a growing economy and the towns we are aligned with have all created assets called trails to facilitate that growth, but it is the international event that can create the buzz and attract the global media to produce marketing assets for those communities, to get the reach and draw needed. BC Bike Race has spent 10 years working with these communities, growing together and sharing our mutual stories.

3.3 - COMMUNITIES ENGAGEMENT, BUSINESS', LOCAL AMBASSADORS AND LOCAL CLUBS

BC Bike Race has spent ten years working with multiple communities and understands the need to involve those local entities in the process and execution of what is a local event, hosting international people showcasing the local region to the world. This is a hugely critical part of the plan and the success of the event.



RELIABLE/PROVEN MEDIA DISTRIBUTION PLAN

4.1 - IMPRESSIONS

2013 IMPRESSIONS - 12,600,355
2014 IMPRESSIONS - 13,646,002
2015 IMPRESSIONS - 14,003870

Events embody the synergy between the community, the authentic experience and the telling of that Story. BC Bike Race has done a good job tracking the growth of its impressions through all media channels.



4.2 - DISTRIBUTION PLAN (LOCAL, NATIONAL, NORTH AMERICAN, AND INTERNATIONAL)

BC Bike Race has a dynamic media team that is experienced at capturing, producing and distributing the content of the event, the community, and the participants, through all streams of mainstream media and social media. The content captured will provide year-round content to keep the experience alive and tell the story of the region. It is important that a comprehensive plan is in place to drive all facets of awareness; newspaper, online content, print, and possibly TV and Radio.

4.3 - SOCIAL MEDIA GROWTH (FOLLOWERS)

2014 Instagram - 410 - 1508 260%

Facebook - 7400 - 10 432 40%

Twitter - 1713 - 2487 46%

2015 Instagram - 1508 - 4351 188%

Facebook - 10 432 - 13 368 - 28%

Twitter - 1713 - 3420 37.5%

2016 Instagram - 4351 - 7205 60%

Facebook - 13 368 - 19 223 69.5%

Twitter - 3420 - 4126 81%