



2016

uk Streetvelodrome


1ST, 2ND & 3RD JULY



Worthing Seafront, Beach House Grounds
adjacent to Splashpoint Leisure Centre

Sponsorship Pack





'Adur & Worthing Councils fully embraced their hosting of Round 5 of the Series. Their pre-event communications and PR set a new standard for our regional host partners.'

Carl Thompson
Director, Street Velodrome UK



Welcome



Following on from the success of the 2015 event, I am delighted to welcome back the Worthing Street Velodrome in 2016, this year for an additional day. Thanks to our sponsors in 2015, the Worthing Street Velodrome proved extremely popular. The event was an exciting addition to the summer events programme, and it allowed local amateur cyclists, both adults and children, and including those with disabilities, the unique opportunity to participate for free on a competitive cycling track alongside professional riders.

Worthing Borough Council is proud to welcome this event back to Beach House Grounds and it sits neatly into the Commit to Culture Partnership, supporting the development and profile of cultural activity across Sussex.

Sponsoring the Worthing Street Velodrome provides local companies the opportunity to connect with their communities, promote team building amongst staff, reach new and varied audiences, raise brand awareness and create positive PR, and

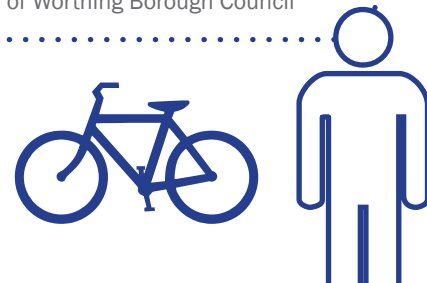
we are 100% committed to ensuring the sponsors receive a good return on their investment.

I hope you will join the Events Team and I in welcoming the UK Street Velodrome Series back to Worthing, along with the team of professional riders and that once again we have an exciting, innovative and free event for everyone to support this summer.

Jo Osborne
Events and Tourism Manager

.....
• “Last year’s inaugural Worthing Street
• Velodrome event was a brilliant weekend
• for Worthing which showed us off to
• the country at our very best. This year
• promises to be even better with increased
• opportunities for public involvement and
• spectating. My only reservation is the
• rash promise I made on camera to have a
• go on the course myself if the Velodrome
• returned. If you’re reading this - put the
• date in your diary now!”
.....

Cllr Daniel Humphreys
Leader of Worthing Borough Council





Worthing Street Velodrome 2016



Essential Information for 2016

The Worthing Street Velodrome event is part of a UK series where 6 destinations are host to the innovative pop up Velodrome track, the only one of its kind in the UK.

The series showcases the positive impact sport can have on individuals and local communities.

All the events in the UK series are filmed for the StreetVelodrome television series.

WHAT: A three day event encompassing all things cycling but also offering children's amusements, a catering village, live entertainment and much more. There will be something available for the whole family to enjoy.

WHERE: Held at Beach House Grounds, adjacent to Splashpoint Leisure Centre on Worthing Seafront.

WHEN: Friday 1st - Sunday 3rd July 2016

What is Street Velodrome?



Street Velodrome UK's ambition is to 'deliver change through accessible cycle sport'.

With both professional and amateur riders participating side by side, the Street Velodrome provides three days of outstanding public engagement.

WHAT IS STREET VELODROME?: The Street Velodrome is one of the world's most accessible cycle sport events. Using the concept of a pop-up track to bring the excitement of Olympic style track pursuit racing into town centres. With free events and equipment to use while open to the public, the Street Velodrome truly turns cycling into an open and fun sport, accessible to everyone.

WHO WILL BE SEEN ON THE TRACK?: Olympic & Elite Pro Riders, Street Velodrome Kids Series involving ages 5 through to 15, Amateur Riders, Local Community Groups, , Sponsors' Guests & Employees, Charities, Disability Groups.

THE SERIES: The series sees local qualifying amateur cyclists competing alongside Olympic and elite level cyclists, as well as a number of other inclusive events, such as the Street Velodrome Kids Series, free pro rider coaching sessions and more.

COMMUNITY ENGAGEMENT: The Street Velodrome is a fantastic way to engage with the public and has a large audience. Including a live expo, opportunities for the public to have a go on track and participate in races, free coaching sessions, cycle hire and goodybags.



New & improved track this year





The Event Format

Set over three days, the Street Velodrome event provides exciting track entertainment alongside an array of family friendly activities and plenty of food, drink and trade stalls.



DAY 1

The first day of activities is developed for local schools, community groups and media & corporate partners.



DAY 2

The second day opens the Street Velodrome to the public, offering free tryout sessions and a number of fun races between friends and families.



DAY 3

The third day is where the action really starts, with the local amateur, pro rider and kids series competition races.

Worthing Pro Rider Team



This year the audience in each town has a team of professional riders representing them during the entire UK series.



This provides a great way for the audience to get involved and engage with the entire series both before and after the main Worthing event.



Worthing's pro rider team will allow the promotion of the Worthing event and its sponsors across the whole country, throughout the Street Velodrome summer series.

New
for
2016!

How to Get Involved



Help Worthing flourish and reap the rewards for your company. Whether you're looking to invigorate your employees, target new markets, thrill your clients or underscore your commitment to the local community, your business should be part of this unique event.



Develop Your Corporate Profile

A partnership with the Street Velodrome will generate brand awareness, business loyalty and PR opportunities focused on both local, national and global audiences. This includes global television coverage for the town and sponsors on a prominent sports channel.

We will help you reach and influence key decision makers. Your company can be associated with one of the newest events in Worthing's summer calendar, with a team who have a wealth of successful events experience. Communicating widely through targeted PR, social media, print distribution, direct mail and email, we will support your company as a sponsor to ensure the widest coverage possible.



Generate Goodwill

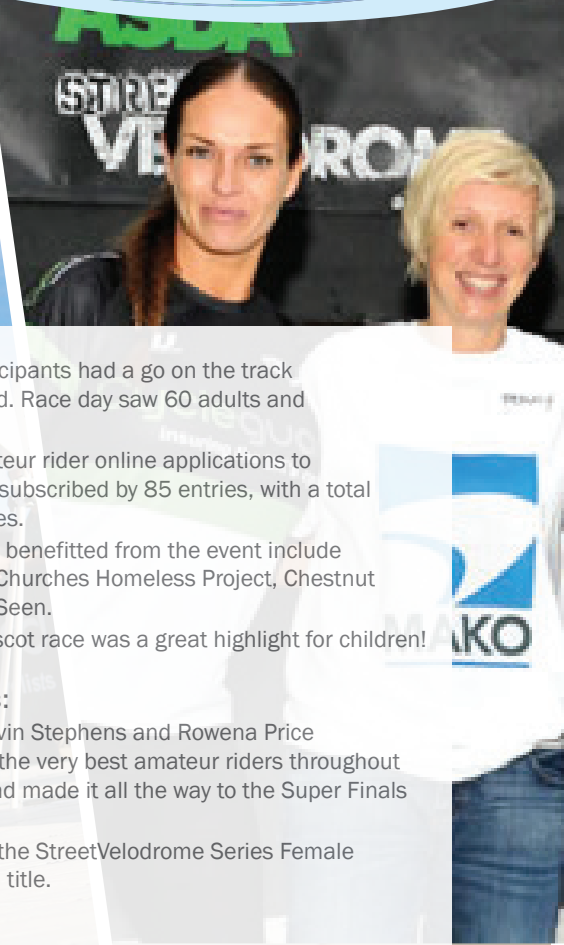
A partnership with the Street Velodrome gives your company a unique opportunity to demonstrate how important local community is to your business; our annual events reach thousands of local groups and families across some of the least advantaged areas in the region, every year giving more people the chance to access outstanding cultural and sporting occasions.











2015 Highlights

Gavin Stephens
Amateur Pro Rider Worthing



-  A total of 405 participants had a go on the track across the weekend. Race day saw 60 adults and 40 children.
-  The pre-event amateur rider online applications to compete were oversubscribed by 85 entries, with a total of 145 online entries.
-  Charity groups who benefitted from the event include ReRide - Worthing Churches Homeless Project, Chestnut Tree House, CircusSeen.
-  The Gully v Sid Mascot race was a great highlight for children!

Success Stories:

-  Worthing's own Gavin Stephens and Rowena Price qualified as two of the very best amateur riders throughout the entire series and made it all the way to the Super Finals in London.
-  Rowena Price won the StreetVelodrome Series Female Amateur Champion title.



Rowena Price
Amateur Pro Rider Worthing

Testimonial



- Sussex Transport was delighted to be a key sponsor of Worthing's inaugural Street Velodrome event.
- The event seemed perfect to showcase our Fleet Operator Recognition Scheme (FORS) Gold achievement, a prestigious management & safety accolade held by only a handful of UK Haulage companies.
- FORS Gold criteria was in part relevant to vulnerable road users, this was of interest to cyclists and pedestrians alike and we allowed members of the public to get a lorry drivers view of the world.
- Our brand was displayed on the Velodrome circuit, on posters and advertising throughout the town and on various websites and social media outlets. The space we were given to display our business was generous and we enjoyed a fantastic weekend in the sun, chatting to customers both past, present and prospects too – as well as bringing our business to the attention of the general public. It also proved to be a useful recruitment tool, several people showing interest in working for Sussex Transport as drivers.
- We would thoroughly recommend local businesses getting involved with this event!

Damian Pulford
Managing Director





Event Coverage & Brand Engagement

The 2015 event was broadcast on television thanks to a highlights series, with one thirty minute programme dedicated entirely to the Worthing event. BT Sport transmitted the programme several times, reaching a huge audience which allowed fantastic exposure for both the sponsors and the town of Worthing.

Coverage of the 2016 event includes distribution to existing partners BT Sport and British Eurosport, as well as to overseas networks and media platforms with the potential to reach over 180 countries including the USA, China, Australia, Middle East, Africa and South America.

2015 Print coverage of the event included:

-  Telegraph
-  Evening Standard
-  Metro
-  The Argus
-  Worthing Herald

Enormous third party media coverage, mainly from local host partners and online coverage.

The Telegraph **London Evening Standard**

Sponsoring the 2016 Street Velodrome is a fantastic way to generate brand awareness and show your business's support for the event, and you're able to benefit from massive brand engagement opportunities including:



Fully accessible event village



Product placement



Track-side banners, feather flags, branded merchandise and goody bags



Event Retail Opportunities



Direct Marketing



Branding of cycle park



We will help you to ensure that your business gets the best coverage possible. Communicating widely through targeted PR, social media, printing distribution, direct mail and email, we will support your company and make sure that your brand gets the opportunity to associate itself with a group that has a fantastic reputation for holding dynamic and exciting events within the community.

Social Media Stats for 2015



Last year's Street Velodrome had a massive reach with record social media impressions for the event. This year we expect it to be even bigger.

TV reach BT Sport: 68,000



ITV: approx 400,000



10,000 Community Engagement

Social Media Reach

(across Round 5/6 and Super final - London)

90.1K on Twitter

112k on Facebook

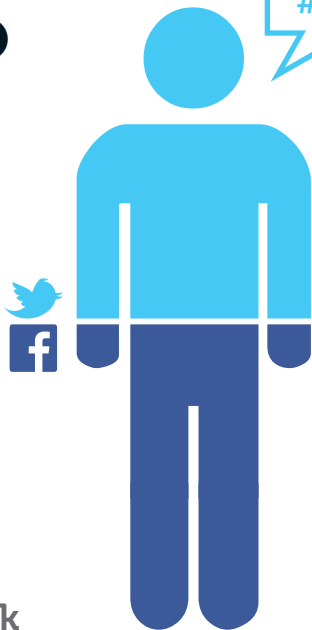
Total reach: 202k

Photo posts: Day 1 - 1,700 reach
Day 2 - 6,500 reach

www.streetvelodrome.co.uk

Page views: 8,860

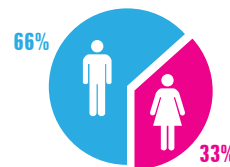
#WorthingStreetVelodrome



UK Series Statistics



1.2 Million Social Media reach
100K Digital engagement
(based on website visits in July 2015)
1.6 Million Broadcast reach



Audience engagement










Event Partner Opportunities

There are a number of ways to become involved as a sponsor with the StreetVelodrome all of which are both flexible and offer with a range of benefits.



Gold Sponsor / £5500 + VAT (two headline sponsors available)

-  Acknowledgement as one of two headline sponsors of three day event on Worthing Seafront with footfall of 10,000 per day, plus six months' exposure through the Street Velodrome Series marketing campaign launched in February at the London Bike Show.
-  Trackside brand advertising with prominent brand placement with global TV exposure (2015's series was broadcast on BT Sport to 600,000 UK adults plus distribution to 180+ countries). FOUR 2.4x0.8 metre banners. Artwork supplied by brand owner. Street Velodrome UK produce banners at cost to sponsor.
-  Promotional site allocation between 10am and 6pm on all three days for a 3m x 3m static stall or display at the Street Velodrome location. All promotional materials and stall infrastructure provided by brand owner.
-  Brand logo with URL link to sponsor website on www.streetvelodrome.co.uk, www.adur-worthing.gov.uk/streetvelodrome and www.visitworthing.co.uk
-  Coverage on all social media sites, campaigns and related posts.
-  On site brand advertising on both heras and pedestrian fencing used at event, including temporary bike park for visitors. Advertising materials to be provided by sponsor.
-  Brand logo on all event promotional print including 50 A4 posters displayed across Adur & Worthing throughout June 2016, 15,000 leaflets distributed in advance of the event and 10,000 event programmes to be made available to the public over the event weekend.













- Brand logo on all advanced outdoor advertising including banners displayed on main roads in and out of Worthing, Lancing and Shoreham. 20 large bus stop poster sites, bus side advertising, town centre marketing throughout Sussex using poster boards.
- Featured logo on car park advertising sites across Worthing.
- Brand referral on all online promotion.
- Company recognition as headline sponsor in local, regional and national press relating to the event including all press releases.
- Headline sponsor acknowledgement in local radio advertising campaign.
- Dedicated one hour track session with pro rider coaching for your staff or guests.
- Four complimentary tickets to see a forthcoming production at Worthing Theatres from the 2016 Autumn/Winter Season & invitation to Winter show press launch (show to be confirmed)
- Complimentary Gorilla Circus (www.gorillacircus.com) trapeze lesson for two people on Lancing Green in August / September 2016



Silver Sponsor / £2500 + VAT (three available)






-  Spectator trackside brand advertising with prominent brand placement. FOUR 2.4x0.8 metre banners. Artwork supplied by brand owner. Street Velodrome UK produce banners at cost to sponsor.
-  Promotional site allocation between 10am and 6pm on all three days for a 3m x 3m static stall or display at the Street Velodrome location. All promotional materials and stall infrastructure provided by brand owner.
-  Coverage on all social media sites, campaigns and related posts.
-  Brand logo on all event promotional print including 50 A4 posters displayed across Adur & Worthing throughout June 2016, 15,000 leaflets distributed in advance of the event and 10,000 event programmes to be made available to the public over the event weekend.
-  Featured logo on all advanced outdoor advertising, including banners displayed on main roads in and out of Worthing, Lancing and Shoreham. 20 large bus stop poster sites, bus side advertising, town centre marketing throughout Sussex using poster boards.
-  Company referral within all press releases and related media articles.
-  Dedicated 30 minute track session with pro rider coaching for your staff or guests.
-  Two complimentary tickets to see a forthcoming production at Worthing Theatres from the 2016 Autumn / Winter Season.




Event Partner Opportunities



Bronze Sponsor / £600 + VAT (six available)

-  Promotional site allocation between 10am and 6pm on all three days for a 3m x 3m static stall or display at the Street Velodrome location. All promotional materials and stall infrastructure provided by brand owner.
-  Coverage on all social media sites, campaigns and related posts.
-  Company referral within all press releases and related media articles.
-  Opportunity for your company staff and/or guests to join a shared track session with Pro Rider coaching. Space will be limited.
-  Two complimentary tickets to see a forthcoming production at Worthing Theatres from the 2016 Autumn / Winter Season.





For more information and to become involved with this
unique and exciting event please contact us:

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Worthing
Borough
Council

