

# Mercer Mountain Bike Festival presented by Knapp's Cyclery

Saturday, October 31, 2009



## Sponsorship Overview



# Mercer Mountain Bike Festival

## Concept

---

- The Mercer Mountain Bike Festival presented by Knapp's will be a family oriented event that will include mountain bike races (licensed and non licensed riders), how to ride clinics, music, food, a cycling industry expo, and family activities (hayrides, pumpkin carving, etc).
- Designed to highlight the scenic beauty of Mercer County, our goal, is to assist in the development and promotion of mountain bike trails and outdoor activity in general within the Mercer County Park System.
- Plans are in the works to expand the festival into a multi-day and multi-discipline event that would incorporate other elements and activities which would give sponsors additional advertising and branding opportunities

# Mercer Mountain Bike Festival Event Overview

---

- A men's and women's age graded categories- dual slalom events
- Hill Climb (up Belle Mountain)
- Start and Finish line set up at the climb to include announcing and results
- Expo, music, food, kids events, pet adoption day and concessions
- Potential tie-in with the Howell Living History Farm that would include family activities.
- Charity component to benefit Mercer County



# Mercer Mountain Bike Festival Charitable Component

---

- The Mercer Mountain Bike Festival is a great event to include a charity tie-in to further the support of the event.
  - A local Mercer County based charity will be the beneficiary
  - Potential expansion in future years to include working with local schools and youth centers to “Recycle a Cycle” to provide bikes for disadvantaged children, support



# Cycling Demographics

---

- U.S. Participants
  - 64 million participants total, 48 million, age 16+; 14.3 million children
  - 55% are male; 45% are female
  - Median Age is 32
  - 31 Million are AVID cyclists
  - 75% are College Graduates
  - 63% are professional managers
  - Median HH income is \$95,000+
  - 17 million bicycles are sold in the US each year

# Cycling Demographics

---

- U.S. Spectators- all cycling disciplines
  - Total U.S. spectator base (est.) 11-million, 9 million age 16+; 2 million children
  - 50% male; 50% female
  - Median Age 37
  - 60% are college graduates
  - Median HH income: \$110,000+

# Mercer Mountain Bike Festival Sponsorship Elements

---

- Sponsor branding on promotional materials, including website, posters, brochures, event merchandise
- Sponsor branding on on-course signage, staging at Start/Finish Area, directional signage
- Sponsorship Categories include: “Official”, Vehicle Sponsor, Timing Partner, Hotel, Health Club, Beer, Energy Bar/Drink/Gel, Healthcare Provider, Local Businesses. with specific benefits packages customized to meet sponsor needs
- Media Partnerships Available for Radio, Print, Cycling Press, and Internet



# Mercer Mountain Bike Festival

## Event Partners

---

- Knapp's Cyclery : A long established member of the Mercer County business community. Located in Lawrenceville, New Jersey, Knapp's offers products and services for everyone from beginning cyclists to professionals. As avid mountain bike riders, Pete and Stephanie Garnich are leading the effort to repurpose the former Belle Mountain ski area (and surrounding land) to be used for biking and hiking activities. <http://knappscyclery.com>

- Mercer County Park Commission



# About g4 productions

---

- **g4 productions** is a Mid-Atlantic based venture providing high-level expertise in event planning and production with a primary focus on participatory sporting events
- **g4 productions** produces exciting, international, professional sporting events, charitable fundraising events and every level of event in between
- **g4 productions** offers a complete range of services including event sponsorship solicitation, budget preparation, event promotion, hospitality, entertainment, technical direction and operational support. g4 can also provide team sponsorship solicitation and activation
- **g4 productions** can plan, promote and produce a turnkey event or offer consulting services to our clients providing a complete package of event information for in-house implementation
- [www.g4events.com](http://www.g4events.com) 908 832 6909

