

MARYLAND'S NEWEST WORLD-CLASS EVENT

SPONSORSHIP OPPORTUNITIES





BACKGROUND



The Maryland Cycling Classic is founded on a strong partnership with premier groups behind the leadership of businessman John Kelly and **Maryland Sports Commission's** Terry Hasseltine.

- On the public side: the **Governor's office** to **Maryland State Tourism** to **City of Baltimore** and **Visit Baltimore** have pledged financial support.
- On the event side: **Medalist Sports** and **KOM Sports Marketing**, the two premier organizers and marketing groups for the sport in the United States, with 100+ years total of experience, are contracted.
- The **UCI**, the international governing body for the sport, and **USA Cycling** domestically are sanctioning the event.



MARYLAND'S
SPORTS
COMMISSION



medalists**SPORTS**



King of the Mountain
SPORTS MARKETING



THE OFFERING & PROMISE

The Maryland Cycling Classic aspires to be Maryland's Biggest Block Party!

The Partnership offering for private companies and supporting public entities is an unique annual experience which builds community, supports healthy and happy lifestyle while enriching Maryland as a great destination and place to live.

The Partnership offering promises high ROI and intrinsic one-of-a-kind value.



The Maryland Cycling Classic will be the highest-ranked one-day world event in the U.S. in 2020!

Date

September 6, 2020

Event Name and Type

Maryland Cycling Classic

- international pro cycling race

- community health & wellness festival

Start City Finish City

TBD

Baltimore

Total Event Days

(3) Friday – Sunday

- Fri. = Community Engagement
- Sat. = Participation/Festival
- Sun = Race/Festival

Race Format

Road Race (circuit)

Teams

Elite professional; athletes 30 countries

Media Platform

Local, national, international

Sanctioning Bodies

Union Cycliste Internationale (global)

USA Cycling (national)



100+ Countries

EVENT BROADCAST

4 Hours

LIVE DIGITAL BROADCAST

Min. 1 hour

NATIONAL
BROADCAST

100,000

ROADSIDE
SPECTATORS

Est. \$20M

DIRECT ECONOMIC
IMPACT

Presenting Sponsor

- *Naming within event logo*
- *Naming within all marketing collateral and wordmark use*
- *Naming on all-controlled broadcast and digital platforms*
- *Branding on Start/Finish Truss (Main and Side Panels)*
- *Branding on Winner's Jersey (4 Panel Logo Placement)*
- *Custom VIP experiences*
- *Custom community outreach program*
- *Premier location in Health & Wellness Festival*
- *Awards presenters*



Health | Wellness Festival

- *Presenting rights and branding*
- *Large exhibitor demo space*
- *Dominant signage*
- *Selling rights*
- *Sampling rights*
- *Social integration (geo location)*
- *Dominant branding - all guides*



Community Engagement

- *Athlete Autograph Alley*
- *Fun Run*
- *Kid's on Bikes*
- *Bike Educational Program*
- *Athlete Public | School Appearances*
- *Fan Zones (see branding)*

On-Site

- *Start/Finish Truss branding*
- *Big Screen (units and special message programming)*
- *Road Signs (start/finish line)*
- *Wayfinder Boards*
- *Routing Signs*
- *Specialty signs and blimps*



Digital

- *Tour Tracker*
 - *Advertising*
 - *Message embed*
 - *Area sectional branding*
- *Electronic Guides*
 - *Advertising (elec. Coupons)*
 - *Direct marketing*

Experiential

- *Presenting sponsor VVIP Special Event and Cycling Exhibit*
- *VIP Exclusive Corporate Tents*
- *Athlete Meet & Greet*
- *Presenting Sponsor Citizen's and Corporate Challenge Ride*



Media & Branding

- *FanZone, presenting & activation*
- *Course side signage (see On Site)*
- *Awards & Stage Banners*
- *National TV Units*
- *Social Media Integration*



THANK YOU

CONTACTS

John Kelly

Maryland Cycling Classic, Chairman
jkelly@kellyway.com

Terry Hasseltine

Maryland Cycling Classic, Exec. Dir.
410.223.4139
thasseltine@marylandsports.us

Steve Brunner

KOM Sports Marketing
1.719.322.7022
steve@KOMsports.com

