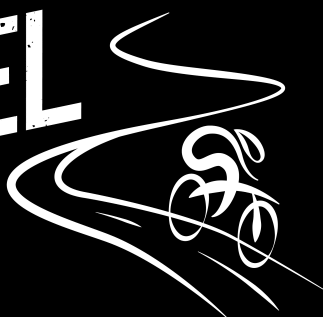




GREASY CHAIN CHARITABLE TRUST PROPOSAL

GRAVEL
AND TAR UCI 1.2



Partnership Prospectus

Greasy Chain Charitable Trust brings the UCI Gravel and Tar set of cycle races to life and invites you to invest in this iconic Manawatu event.

Promoting our region to all New Zealanders and the worldwide community.

NEW ZEALANDERS LOVE A *WINNER* AND WE DO LIKE A *CHALLENGE!*

THE GRAVEL AND TAR
CHAMPIONS AND PROMOTES NEW
ZEALAND, OUR PEOPLE, OUR
CULTURE AND OUR REGION AT
HOME AND ABROAD.

We are looking to partner with NZ businesses to help us super-charge our events which delivers sustainable tourism for our province, promotes New Zealand as a cycle tourism destination to the world, and enhances New Zealand's reputation as a world leader in gender equality. Each January, we deliver on these three challenges through our signature UCI Gravel and Tar cycling events. Now in its fifth year, the 2019 Gravel and Tar Cycle events included:

- **UCI 1.2 Gravel and Tar Classic** – 13 professional men's teams including six international teams,
- **UCI 1.2 Gravel and Tar La Femme** – seven professional women's teams - trans-Tasman, and
- **The Slicks and Stones 100** – an event for all amateur cyclists – young and old, riding close to 100km of the professional's circuit.

With accreditation from the International Cycling Body, Union Cycliste Internationale (UCI), these UCI events are reaching audiences around the world who are mad keen on cycling.



HIGHLIGHTS OF UCI 1.2 GRAVEL&STAR IN 2019



MORE THAN 2 MILLION VIEWERS ON GLOBAL CYCLING NETWORK (EUROSPORT); SBS (AUSTRALIA), GRAVEL CYCLIST (US), PEZ CYCLING (WORLD), ROADCYCLING.CO.NZ AND MORE

120 RIDERS, 20 TEAMS, EIGHT INTERNATIONAL TEAMS, PLUS THE BEST IN NZ – THEN THERE'S THE SLICKS AND STONES 100 OPEN TO ALL NEW ZEALANDERS

INTERNATIONAL VIDEO COVERAGE

A UNIQUE INTERNATIONAL EVENT – PART OF THE GRAVEL CYCLING MOVEMENT AS THE LATEST INTERNATIONAL TREND IN CYCLING, AND NEW ZEALAND (ONCE AGAIN) IS AT THE FOREFRONT

STRONG SUPPORT FROM PALMERSTON NORTH CITY COUNCIL AND MANAWATU DISTRICT COUNCIL

THIS YEAR'S WINNING MEN'S TEAM WAS FROM IRELAND

A 50% INCREASE IN PARTICIPATION IN THE LAST YEAR ALONE



GRAVEL&TAR 2020

FOR THE 2020 EVENTS (HELD ON AUCKLAND ANNIVERSARY WEEKEND IN JANUARY), THERE'S AN OPPORTUNITY FOR YOUR BUSINESS TO BE PART OF THE EVENTS WHICH ARE EXPERIENCING A RAPID GROWTH TRAJECTORY.

The Gravel and Tar is the perfect advertising vehicle to grow brand awareness to an audience in NZ and abroad. We expect that:

- In 2020, the Gravel and Tar events will have Sky TV on board.
- At least five top-ranked international women's teams plus teams from Australia and the best from NZ will participate in the Gravel and Tar La Femme, providing great press coverage both here and overseas, and particularly in Europe.
- The best men's teams in Oceania and Asia, riders from as far away as Ireland and the UK will participate in the Gravel and Tar Men's Classic.
- Expected audience - 3 million online and TV viewers in English and non-English speaking countries.
- The recently added 'Slicks and Stones 100' for amateur cyclists, is rapidly developing as the 'must do' event for keen NZ cyclists. And in its first year in 2019, it has already attracted overseas entries and we expect this to grow.

THE OPPORTUNITY

THERE ARE OPPORUNITTIES FOR BUSINESSES
TO PARTNER WITH US OR SPONSOR THE
EVENTS AT DIFFERENT LEVELS:

The UCI 1.2 Gravel and Tar La
Femme – the toughest one-
day cycling event for women
in the world, providing equal
prize money

The UCI 1.2 Gravel and
Tar Men's Classic – the
toughest one-day cycling
event for men in the
Southern Hemisphere

The Slicks and Stones
100 – rapidly gaining the
reputation as “a challenge
any cyclist worth his or
her salt must do”

Category	No. available	Amount (ex GST)	Details of investment
Naming Rights	3	\$25,000	Cash
Gold Sponsor	1	\$15,000	Cash
Silver Sponsor	2	\$10,000	Cash
Bronze Sponsor	3	\$5,000	Cash
Dinner Sponsor	1	\$3,000	Cash
Race Number Sponsor	1	\$2,000	Cash
Intl. Team Sponsor	4	\$3,000	Cash plus clothing if necessary
NZ Team Sponsor	2	\$1,000	Cash plus clothing if necessary
Sprint Prime Sponsor	1	\$1,000	Cash plus signage for course
Vehicle Sponsor	1		In kind
Nutrition Sponsor	1		In kind
Water Bottle Supplier	1		In kind
Cow-bell Sponsor	1	\$2,000	Or In kind
Trophies	3	\$1,500	Perpetual/annual for each of the three events
Coffee Cart	1	\$500	Opportunity to do business at start and finish
Barrier Advertising	12	\$300	For three years plus signage costs



One of the biggest challenges for event organisers, is pre-packaged sponsor benefits programmes - they often imply that every company or firm is the same, with similar objectives who want the same solutions to their marketing and community engagement challenges.

We know that the range of corporate objectives is very diverse, depending on the type of firm and industry. For example, you may be interested in increasing in-store traffic through giveaways (or discounts) such as coupon distribution. Or perhaps you may be interested in generating awareness of your brand to the family or sporting market. Or perhaps you're reasonably new to the Manawatu (or New Zealand) and need wide brand awareness. Or perhaps you wish to be seen as a caring, community citizen. And so on. The point is . . . your sponsorship investment should be specific to your needs.

We will partner with you to design a package that will help your company meet its specific marketing objectives, which means that your sponsorship dollar will not only be well spent in terms of community support but will also be targeted to your marketing needs. So the sponsorship opportunities mentioned in the preceding table, are guides only. We will work with you to design a package that suits both our needs.





THE NEXT STEPS

WE'D LOVE TO HAVE YOUR BUSINESS INVEST IN AND PROMOTE THE GRAVEL AND TAR EVENTS FOR 2020 AND BEYOND:

1. Contact us to arrange a meeting with our Marketing Team.
2. Together, we will discuss and agree on the objectives you wish to achieve through either one of the sponsorship options.
3. We will then submit a partnership/sponsorship proposal for your agreement and sign-off.
4. The sponsorship starts and the benefits flow!

CALL STEVE STANNARD
(COMMITTEE CHAIR) ON
022 684 8718 OR
STEVE@GRAVELANDTAR.COM
TO ARRANGE A MEETING TO
DISCUSS HOW WE CAN WORK
WITH YOU TO PROMOTE YOUR
BUSINESS.



GREASY CHAIN CHARITABLE TRUST PROPOSAL

GRAVEL & TAR EVENTS

PROUDLY
DESIGNED BY

EST. **GSA** 1991
DESIGN