



**MANAWATŪ
CYCLING
SPREE**
22 - 25 JAN 2021

BROUGHT
TO YOU BY



JANUARY 2021

8 EVENTS OVER 4 DAYS

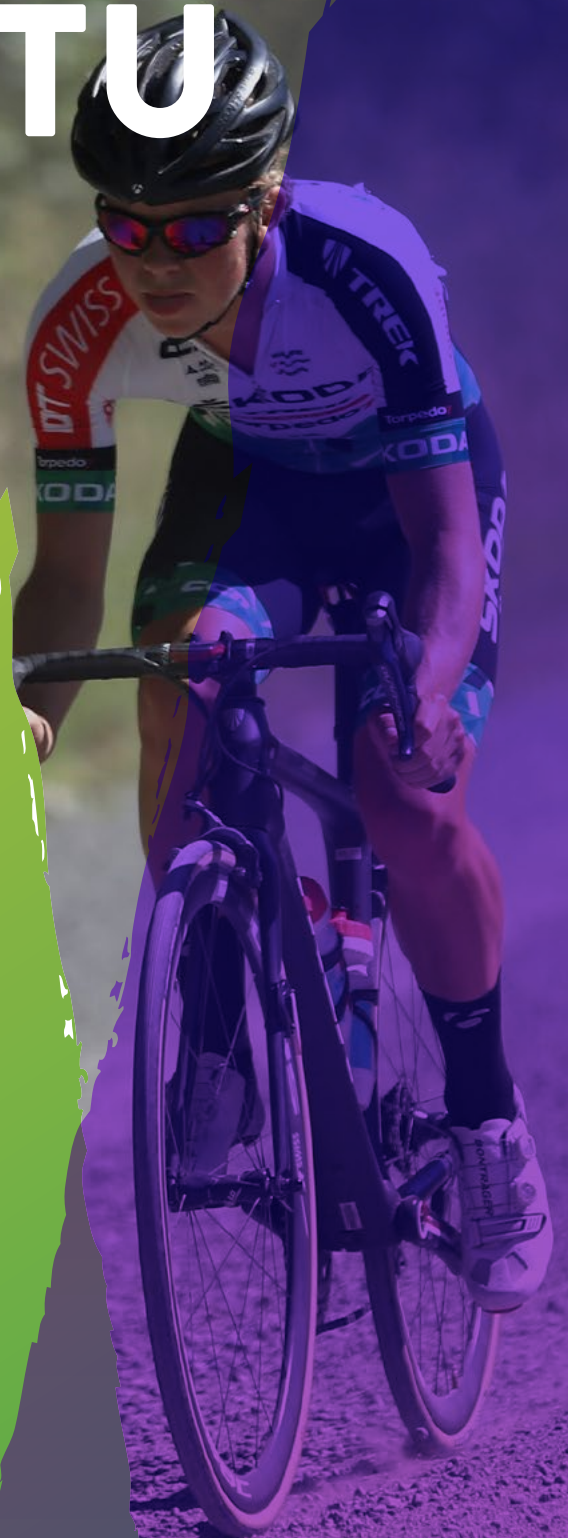
INTRODUCING MANAWATŪ CYCLING SPREE

OUR KEY EVENT, THE GRAVEL AND TAR IS NEW ZEALAND'S PREMIER ONE DAY CLASSIC.

THIS ANNUAL EVENT PROMOTES AND SUPPORTS NEW ZEALAND, OUR PEOPLE, OUR CULTURE AND OUR REGION AT HOME AND ABROAD.

Each January, we deliver one of the toughest road cycling challenges, the international UCI Gravel and Tar cycling races. We're now looking to partner with NZ businesses to help us sustain this annual event 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.

Run by the Greasy Chain Charitable Trust, in 2021 the Gravel and Tar has now been surrounded by a weekend of cycling activities for all the community - the Manawātū Cycling Spree. So, it will be time for everyone in the community to "Get on your bike" and enjoy the ride.



8 EVENTS OVER 4 DAYS

WELLINGTON ANNIVERSARY WEEKEND



**GRAVEL
AND TAR UCI 1.2**

**GRAVEL AND
TAR UCI 1.2
CLASSIC**

SATURDAY 23 JAN

Now in its sixth year, this event has seen teams from countries such as Sweden, Japan, the US and many others competing alongside the best domestic men's trade teams for glory on the beautiful and challenging back roads of the Manawatū.



**GRAVEL
AND TAR UCI 1.2**
La'Femme

**GRAVEL AND
TAR UCI 1.2
LA' FEMME**

SATURDAY 23 JAN

Recognised as one of the toughest one-day races on the international calendar, the La Femme has also been widely recognised as one of the first women's events in the world to pay equal prize money with the men's Classic.

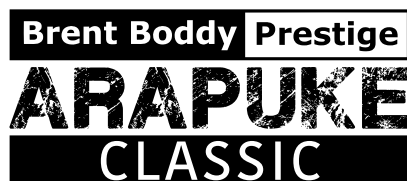


Principal Sponsor. | 

WESTPAC SLICKS & STONES

SATURDAY 23 JAN

The Slicks and Stones 100 – an event for all amateur cyclists – young and old, fast or slow – who wish to challenge themselves by riding close to 100km of the elite gravel and tar circuit. This year there's also a shorter 46km circuit for those wishing to try their skill.



ARAPUKE MOUNTAIN BIKE CLASSIC

SUNDAY 24 JAN

The Arapuke Classic, organised by the Manawatū Mountain Bike Club, takes riders over their choice of three courses, from 13 to 41 km of singletrack, in the stunning Tararua Range foothills on the doorstep of Palmerston North. And for 2021 there's also an e-bike category over 25kms.

This space is ready for a naming rights sponsor - read on to find out how your organisation can benefit by being a part of the Manawatū Cycling Spree.

E-BIKE CHALLENGE

SATURDAY 23 JAN

With the ever growing e-bike culture, this year the Slicks and Stones will include an e-bike challenge over 46kms that will tackle some of the Gravel and Tar demands that the traditional cyclists face. An interesting prospect indeed!



NIEUW NORMAL - MOUNTAIN BIKE EXTREME

SUNDAY 24 JAN

This is an event to experience as a spectator only - these riders are mad! If you've ever seen TV footage of people doing crazy things on bikes, then expect to see similar action live at the Manawatū newest cycling venue, Greens Estate. A must see! Note: In the event of bad weather, this event will run on Monday 25.

GRAVEL AND TAR CRITERIUM

CRITERIUM FRIDAY 22 JAN

criteriums, also known as “crits”, are changing race culture for the better. Instead of slogging up remote mountains, crits speed through streets like getaway cars, taking tight turns at over 40kmph. The experience is delightfully manic and exciting for riders and spectators alike. And we have included one in the Manawatū Cycling Spree! Look out for the junior categories too.



RETRO RIDE SUNDAY 24 JAN

The retro ride is a friendly event to get people moving and have fun - where you arrive as strangers ... and leave as friends! As part of the Manawatū Cycling Spree, it's for all people who have a retro bike or simply like dressing up in retro gear. Join us for a celebration of old-world style in the Manawatū.

This space is ready for a naming rights sponsor - read on to find out how your organisation can benefit by being a part of the Manawatū Cycling Spree.

FEILDING FAMILY FUN SATURDAY 23 JAN

Come join the fun in beautiful Feilding on the morning of the Gravel and Tar / Slicks and Stones. There'll be entertainment for the family - “Pimp your Bike”, Bouncy Castle, Learn how to ride a “Uni Cycle” and “Find the Bike” prizes, plus more ...



FAMILY FUN RIDE SATURDAY 23 JAN

The “get moving” Family Fun Ride is a family event that is part of the festival to enable cycling participation for all ages and abilities. This is a fun and friendly event for the whole family, meandering along the riverbank parkway of the beautiful Manawatū to finish at Memorial Park and enjoy the food and music at the Over The Line Festival.

CELEBRATE WITH THE EVENT CYCLISTS AT THE

OVER THE LINE FESTIVAL

A FUN DAY FOR THE WHOLE FAMILY

THIS EVENT IS ABOUT BRINGING YOUR PICNIC BASKET AND BLANKET, OR JUST MAKING THE MOST OF THE FOOD TRUCKS, MUSIC, AND SUPPORTING THE KINGS AND QUEENS OF THE GRAVEL AND TAR, SLICKS AND STONES.

The fun starts at Memorial Park from around 12 noon and continues into the early evening. There is live music, food trucks, kids entertainment, lucky wheel prizes and more - all on the beautiful grassy areas of Memorial Park. And you can watch the riders cross the finish line after their challenging ride from Feilding through the backroads of the Manawatū.



CALLING ALL RACE FANS

GET INVOLVED WITHOUT HAVING TO
DON THE SPANDEX

AS PART OF ANY ROAD CYCLING EVENT, THERE ARE DEDICATED FAN ZONES WHERE SUPPORTERS CAN CHEER ON AND SUPPORT RIDERS THROUGH, WHAT ARE ARGUABLY THE MOST PHYSICALLY DEMANDING ELITE RACES ON THE NEW ZEALAND CYCLING CALENDAR - EVEN MORE IMPORTANT TO WATCH IF YOU HAVE FRIENDS OR FAMILY RIDING IN THE SLICKS AND STONES.

There are a number of dedicated viewing locations waiting for an enterprising sponsor to add their naming rights. As one of our sponsors has previously done, you may also wish to make it a fun day out for your employees and their families by setting up BBQ facilities alongside the road to cheer on entrants in the Gravel and Tar / Slicks and Stones events.



READY TO GET STARTED? SO ARE WE, LET'S GO...

SPONSORSHIP TIERS & PACKAGES



EVENT NAMING SPONSOR

We're very fortunate to have Westpac as our naming rights sponsor for the Slicks and Stones. However, there is still an opportunity to have naming rights for the Gravel and Tar Men's Classic, the Women's La Femme, and a range of sub-categories (e.g. the e-bike category). Or your organisation may wish to sponsor one of the other events in the Manawatū Cycling Spree such as the Retro Ride or the Family Fun Ride.

THESE START FROM \$5,000

TIER ONE

This package aims to provide a sponsor with coverage across many events in the Manawatū Cycling Spree and can be customised to suit your marketing objectives and budget. For example you may wish to add your branding to team riders in the Slicks and Stones or provide spectator tickets to the Nieuw Normal Mountain Bike Exhibition. Plus your sponsorship is featured in our Spectator's Booklet. We're open to suggestions that match your marketing plans.

FROM \$1,250

THERE'S AN OPPORTUNITY FOR YOU TO BE PART OF A GROUP OF EVENTS WHICH IS EXPERIENCING A RAPID GROWTH TRAJECTORY.

We are looking to partner with You to help us super-charge our events which garners community support and involvement, promotes New Zealand as a cycle tourism destination to the world, plus enhances New Zealand's reputation as a world leader in gender equality.

TIER TWO

We're looking to match sub-categories of the various events and activities with sponsors who are targeting specific demographics. For example, your market may be the family, and so providing lucky dip prizes for the Family Fun Ride could be your gig. Once again, we're happy to work with you to maximise your exposure and audience reach.

FROM \$750

BUSINESS PACKAGE

Specifically designed for businesses that have a product, service or relationship with the sport of cycling - an ideal way to promote your business' image to a key market.

\$500.00

SUPPORTER PACKAGE

We're grateful to all supporters who "put their hand in their pocket" each year to support us achieve our goals.

ALL AMOUNTS GRATEFULLY
ACCEPTED



Principal Sponsor. | 



NEXT STEPS

WE'D LOVE TO HAVE YOU INVEST IN AND PROMOTE THE GRAVEL AND TAR EVENTS FOR 2021. YOU CAN PLAY A KEY ROLE IN MAKING THE "MANAWATŪ CYCLING SPREE" A WEEKEND TO REMEMBER:

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 Naming Rights for one (or all) of the events in a specifically designed sponsorship package to suit your marketing needs.
3. We will then submit a sponsorship proposal for your agreement and sign-off.
4. The sponsorship starts and the benefits flow!

CALL BOB SELDEN (COMMITTEE CHAIR) ON 027 565 1110 OR EMAIL BOB@GRAVELANDTAR.COM TO ARRANGE A MEETING TO DISCUSS YOUR GRAVEL AND TAR SPONSORSHIP PROPOSAL.

The Manawātū Cycling Spree is proudly supported by The Palmerston North City Council and the Manawātū District Council

EVENT ORGANISERS



THE GREASY CHAIN CHARITABLE TRUST IS A NOT-FOR-PROFIT ORGANISATION DEDICATED TO HELPING NEW ZEALANDERS BECOME AND REMAIN HEALTHY, THROUGH CYCLING

The Greasy Chain Cycling events and activities were borne of a passion for cycling in the Manawātū as a way to:

1. Improve public health (particularly the reduction of obesity and type two diabetes) through regular, healthy, outdoor exercise.
2. Reduce the current levels of increasing work-related stress in today's work environment.
3. Provide greater independence for people, particularly older people unable to drive.
4. Over time, increase the amount of urban cycle trips taken by the public and thus reduce noise and carbon emission pollution
5. For the Gravel and Tar Classic and La Femme to become "cannot miss" events on the UCI calendar for elite riders, and for the Slicks and Stones 100 to become a "must do" for keen amateur cyclists.



BROUGHT
TO YOU BY



WHERE
WILL YOU BE
WHEN THE
DUST SETTLES?

GRAVELANDTAR.COM



PROUDLY
DESIGNED BY

