

Trek Red Truck Racing Team

2011 Yaletown Grand Prix Event & Sponsorship Information



The Yaletown Grand Prix

On July 3rd, 2011 the Yaletown Grand Prix will take over the streets of Vancouver's most vibrant urban neighbourhood for a 8th exciting year. Over the last seven years, the Yaletown Grand Prix has firmly established itself as one of the highlights of Vancouver's summer. The streets buzz all day with thousands of enthusiastic spectators who enjoy a full day of racing excitement to celebrate Canada Day.

As Vancouver's only downtown bike race, the Yaletown Grand Prix is an important event for the city's vibrant cycling community. The competition is fierce and our elite events feature some of the top racers in the province and country. Our 2010 champions were Shalie Sanbrooks and Svein Tuft, a multi-time national team member.

For 2011 and beyond, we are focused on welcoming more of the cycling community to the event—commuters, families and casual riders. With the opening of the Yaletown-Roundhouse Canada Line station in August 2009, the Grand Prix is even more accessible through public transport and bike routes. We're hoping to add secured bike parking to make the Grand Prix day a celebration of cycling in all forms.

The following kit contains an event and neighbourhood overview including details about Yaletown and possible partnership opportunities. The Yaletown Grand Prix is an effective and attractive way to connect your brand to the affluent neighbourhood of Yaletown through sport, wellness and a community celebration of our Canada Day holiday.

The Partnership Opportunity

Combining neighbourhood Canada Day celebrations and an action-packed spectator sports event in an ideal urban setting, the Yaletown Grand Prix is a unique and exciting partnership opportunity.

With up to 20,000 spectators on hand to enjoy the day and wander through the streets of Yaletown and tens of thousands more reached through our pre-event promotional and marketing campaigns, the Yaletown Grand Prix offers a potent and cost-effective marketing platform.

We'd love to work with you to develop a custom sponsorship and activation package that perfectly matches your brand and marketing goals. The following are some broad categories of sponsorship and activation that have been successful for past sponsors.

Sponsorship Levels

- Title
- Presenting Bike
- Partner
- Supporter

- On-site promotions and visibility: With up to 20,000 spectators on-site during the course of the event, the Yaletown Grand Prix is a great and effective place to reach new clients with sampling, information and street-level outreach
- Pre-event publicity: Alongside our pre-event media and PR efforts, your publicity efforts will tie you to wellness, sport and the celebration of our National Holiday
- Contesting: You can easily lever your sponsorship through contesting and promotions—what's more attractive in summer than bikes or VIP treatment on the patios of Yaletown?
- Client Rewards and Hospitality: The Yaletown Grand Prix offers a great opportunity to host and reward clients and staff. Yaletown is Vancouver's most famous neighbourhood and we can offer superb hosting whether it's in our first-corner VIP area or dedicated custom hosting for your group



The Event

The Yaletown Grand Prix bike races are short-course high-speed events called 'criteriums'. Crits are raced on closed courses less than 2km in length and are run for a fixed number of laps or time like a car race.

While the big prizes are given away for the first places across the finish line at the end of the race, there are intermediate prizes given throughout the race to keep the pace and excitement high.

A team must make tactical decisions whether to save their designated sprinter for the end of the race or whether to try and break the field up and let a solo specialist go for the prize.

The Yaletown Grand Prix offers amateurs a rare chance to race on a downtown course in front of their friends while pros like 2008 Olympian Svein Tuft and former World Champions Roland Green and Alison Sydor can race on one of the most exciting courses in the country in front of sponsors and thousands of fans.

Event Facts and Figures

Date: Sunday, July 3, 2011
Race Schedule: 1:30-6:30pm (estimate)
Venue/Route: Yaletown business and residential district
Format: Criterium bike race

Prize Money: \$10,000 CDN
2010 Champions: Svein Tuft
Shalie Sanbrooks
Competitors: Up to 500 (75:25 M/F ratio)
Spectators: 20,000

Sanctioned by: Cycling BC
Event Director: Paul Done/epicmedia
Event Organizers: MJG Restaurants & Trek Red Truck Racing