

SPONSORSHIP KIT

1000
THOUSAND KILOMETER RIDE



The 1000 Kilometer Ride is an annual cycling event that involves two-man cycling teams riding a thousand-kilometer cycling course of ten stages over ten days. The route stretches from the Philippines' capital city of Manila to the southernmost tip of Eastern Samar in the Visayas.

Now on its third year, the event will be opened to the public for the first time since it started two years ago. The first two installments of the event had been exclusively for volunteers of Bike Scouts Philippines because of its purpose of celebrating the foundation of the Bike Scouts as well as to mark the day Typhoon Yolanda made landfall in the Philippines in 2013.

VALUE & BENEFITS

An important element of the event is the promotion of Community-Based Disaster Preparedness and Response among the communities covered by each stage of the ride. The advocacy aims to introduce partner communities to the idea of helping themselves in times of disasters - using bicycles, life-saving portable technology and data collection for disaster mapping.



RIDE_PERSEVERE_FINISH

2017
PHILIPPINES

Long-distance Stage Ride

Your participation helps **PROMOTE**
community-based disaster
preparedness using bicycles

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EVENT FORMAT

The 1,000 Kilometer Ride cycling event is first-of-it's-kind in its combination of both competitive and non-competitive participation options without the use of categories. Participants ride for the achievement of finishing the 1,000 kilometer course, which is the principal purpose of the event, but the more competitive participants can opt to race against each other in designated *Speed Segments* on every stage that will allow them to accumulate points that will determine their overall *race ranking* in the event. This system gives participating teams the opportunity to enjoy the beautiful landscape on the course with the choice to compete without disrupting the style of the *cycling experience* carefully designed for the event. All finishers get a specially-designed 1000KM Coin, competitive teams get a certificate and bragging rights.



EVENT SCHEDULE

The 1,000 Kilometer Ride rolls out on November 8th of every year to coincide with Typhoon Yolanda's landfall in the Philippines. This year, there will be a pre-event participants' briefing scheduled for November 6th where participating teams and event sponsors will be formally introduced to the public and the media. The ride from Manila to Samar will take ten days, passing through Laguna, Quezon, Bicol, Sorsogon, Samar and Leyte. There will be a finish line setup on the bridge crossing from Calicoan Island on the Pacific Ocean coast of Eastern Samar to the island village of Sulangan. A victory party will follow and a finishers' dinner on the beach.



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MEDIA VALUES

The 1,000 Kilometer Ride event page on Facebook has a current audience reach of 17,000 and growing, expected to reach a maximum of thirty-five thousand audience reach by the start of the event. This is in addition to a dedicated audience of 962 unique individuals on the Bike Scouts Philippines' Facebook Group, 1,400 on the Bike Scouts' Facebook Page and with re-share potential on at least 10 Philippine-based cycling groups on Facebook with online membership ranging from a low of 3,000 members to a high of 15,000 individual cycling enthusiasts.

DAILY UPDATES

Images and video updates will be posted daily from the course with live video from places with internet connection that can support live streaming on Facebook and/or YouTube. Updates will appear on the 1000 Kilometer Ride Facebook page, Instagram and YouTube to ensure reliability and ease of access for social sharing.

MEDIA PARTNERS

The event will partner with an online and broadcast media partner to provide additional media support and widespread reach across all platforms.

EVENT CONTENT

A post-event video (2min, 5min and 10min versions) will be produced and shared online to highlight the full experience of the ride featuring sponsors' messaging, visuals and other applicable materials embedded into the story.

POST-EVENT

A tentative post-ride exhibit may be organized at a public venue to highlight the images, video and other materials that show the experience of riding the full 1,000 kilometers of the course. The staging of this event will depend on the availability of sponsorship dedicated to the exhibit.

ADVOCACY

The 1000 Kilometer Ride event supports the Bike Scouts Philippines' advocacy of promoting community-based disaster preparedness and response using bicycles and portable life-saving technology. There will be school visits by a dedicated advocacy team on every stage of the course to meet and speak with students and their teachers how they can be better prepared for natural disasters. This element of the project is essential because sponsorship for the event makes it possible for the Bike Scouts advocacy team to reach the communities that are most vulnerable to the effects of natural disasters that regularly affect them.

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SPONSORSHIP PACKAGES

GOLD SPONSORSHIP: P200,000.00 *(Exclusive of product sponsorship)*

Gold Level Sponsorship provides full event partnership for potential sponsors with placement of business name or brand in all materials as Presenter of the event.

INCLUSIONS: Placement of business name of brand on all event materials, content and media releases (where available, may be subject to additional fees from media provider). Name or brand of Gold Sponsor will appear on all event shirts, jerseys, event banners, event stage materials, social media content including live updates and in all vehicle markings that will be used by the support teams on the road.

Gold Sponsors will have access to all event images and video for marketing applications and will be given Team Member status for participation in all media engagements (where possible).

SILVER SPONSORSHIP: P100,000.00 *(Exclusive of product sponsorship)*

Silver Level Sponsorship provides event partnership status for potential sponsors with placement of business name in secondary areas of all event materials.

INCLUSIONS: Placement of business name of brand on all event materials, content and media releases (where available, may be subject to additional fees from media provider). Name or brand of Silver Sponsor will appear in secondary areas of all event shirts, jerseys, event banners, event stage materials, social media content and in all vehicle markings that will be used by the support teams on the road.

BRONZE SPONSORSHIP: P50,000.00 *(Exclusive of product sponsorship)*

Bronze Level Sponsorship provides event sponsorship status for potential sponsors with placement of business name in selected event materials.

INCLUSIONS: Placement of business name of brand on selected event materials, print and social media content. Name or brand of Bronze Sponsor will appear in selected event banners and on event stage materials, social media content and in all vehicle markings that will be used by the support teams on the road.

PRODUCT SPONSORSHIP: Value equal to P25,000.00

Product Sponsorship provides event sponsorship status for potential sponsors with placement of business name in selected event materials.

All sponsors will have access to all event venues and activities for marketing and sales activities or other marketing-related initiatives.

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EVENT MANAGEMENT

The 1000 Kilometer Ride cycling event is an annual cycling event organized by Bike Scouts Philippines and Goozam. The organizing team is composed of professional event managers, coordinators and suppliers with long experience in organizing and managing corporate and commercial events around the Philippines.



For questions about event implementation please contact the event director:


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 The1000KmRide

 bikescoutsphilippines

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