



# GFNY THAILAND 2021

**A unique opportunity to associate your brand with the world's largest and most prestigious cycling series - GRAN FONDO NEW YORK (GFNY), which debuts in Thailand in 2021!**

GFNY is a highly organised event designed to give amateur cyclists a taste of what it's like to participate in a professional cycling event.

With more than 20 events across the globe each year, including exotic locations such as Florida, Mexico, Portugal and Uruguay - GFNY has become a global cycling phenomenon, attracting amateur and professional cyclists from more than 120 nations.

GFNY brings thousands of athletes, their families and friends to attractive tourism destinations to enjoy sport, entertainment and family-friendly activities.

**GFNY events offer cyclists the same challenge around the world with a chance to qualify for the Elite Racer corral at all GFNY races, including at the GFNY World Championship, held annually in New York City.**

**Integrate your marketing with GFNY 2021...**

## THAILAND EVENTS

Expected to attract thousands of participants from Thailand and beyond, GFNY Thailand plans to run four events in Thailand each year at two locations:

- Countryside / Mountain Destination - such as Khao Yai National Park
- Beach Destination - such as Krabi

Both locations offer breath taking views and picturesque routes that are both challenging and rewarding.

There will be two events at each location

- 1 x cycling marathon
- 1 x running marathon - a new addition to the GFNY endurance sports brand

Total Expected Riders For the Cycling Events:

- GFNY Thailand 2021: 3,000 athletes & family from 20 nations
- GFNY Thailand 2022: 3,500 athletes & family from 25 nations
- GFNY Thailand 2023: 4,000 athletes & family from 30 nations

The events take great care to protect the environment and avoid single-use products and excessive packaging and offer a plethora of benefits to sponsors and partners, including staff health and well-being, experiential marketing, PR and branding.

**GFNY THAILAND 2021 has a comprehensive commercial sponsorship and partnership marketing programme with packages developed to suit differing levels of needs.**



**THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND**

# GFNY THAILAND 2021

## GFNY WORLD

## GFNY IN ASIA

**LARGEST & MOST PRESTIGIOUS**  
Cycling Series In The World

**40,000**  
GFNY World  
Participants In 2019

**CYCLISTS FROM 120 NATIONS**  
The World's Most  
International  
Cycling Series

**GFNY NYC**  
Cyclists From 97 Nations /  
World's Most International  
Cycling Event

**2016**  
Launched In Asia

**2021**  
Working On New  
Destinations Including Thailand

**GFNY HAS HELD RACES IN:**  
Indonesia: Bali, Lombok, Samosir  
Philippines: Bohol, Iloilo  
Malaysia: Ipoh

**RIDERS IN ASIA ARE FROM:**  
Australia , China, Indonesia, Japan,  
Malaysia, Philippines, Singapore, South  
Korea, Taiwan, Thailand, Vietnam



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# PACKAGES

## GFNY THAILAND 2021: ALL EVENTS

### TIER 1 - Title Sponsor - all events

One Title Sponsor with naming rights to GFNY THAILAND 2021 making a monetary investment - all events

### TIER 2 - Co-sponsors - all events

Up to 6 x Co-sponsors from non-competing categories of GFNY THAILAND 2021 making a monetary investment - all events

### TIER 3 - Official Suppliers & Media Partners - all events

Official Suppliers for GFNY THAILAND 2021 each making a VIK (value-in-kind) investment of goods and services essential to the event / s - all events

Media Partners for GFNY THAILAND 2021 each making a VIK (value-in-kind) investment of goods and services essential to the event / s - all events

### Race Exhibitor Only Packages - all events

Packages for businesses to exhibit at the Expo / s at GFNY THAILAND 2021 - all events

## SUPPORTING AUTHORITIES

GFNY THAILAND 2021 is looking for supporting authorities to be part of the GFNY THAILAND 2021 event series. GFNY is currently liaising with:

- Ministry of Tourism and Sports, Thailand
- Sports Authority of Thailand
- Tourism Authority of Thailand
- Local Tourism / Sports Offices in Khao Yai and Krabi

## GFNY THAILAND 2021: EVENT SPECIFIC

### TIER 1 - Presenting Sponsors & Host Sponsors - specific events

Presenting Sponsors & Host Sponsors for GFNY THAILAND 2021 making a monetary investment - one or more specific events

### TIER 2 Event Co-sponsors - specific events

Event Co-sponsors from non-competing categories for GFNY THAILAND 2021 making a monetary investment - one or more specific events

### TIER 3 - Event Official Suppliers & Event Media Partners - specific events

Event Official Suppliers providing goods & services essential for GFNY THAILAND 2021 - one or more specific events

Event Media Partners for GFNY THAILAND 2021 - one or more specific events

### TIER 4 - Local Partner Packages

Packages for Khao Yai or Krabi businesses

### Race Exhibitor Only Packages - specific events

Packages for businesses to exhibit at the Expo / s at GFNY THAILAND 2021 - one or more specific events



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# WHY GET INVOLVED?

Association with GFNY THAILAND 2021 offers sponsors numerous benefits including:

- IMAGE ENHANCEMENT** - with cycling and running events at Thailand's most beautiful & stunning locations
- BRAND EXPOSURE** - raising brand awareness of products and services and association with leading events
- CSR** - promoting a healthy lifestyle through cycling and running, with opportunities to enter staff teams
- HOSPITALITY OPPORTUNITIES** - entertaining target audiences both internal and external
- EXPERIENTIAL MARKETING** - exposure to over 30,000 participants, spectators and attendees at four events throughout the year
- INTEGRATED MARKETING** - worldwide media exposure
- NETWORKING** - with business leaders
- SUSTAINABILITY** - GFNY cares about the environment with a huge focus on reuse



Companies associating with GFNY THAILAND 2021 tie in with the following values: Aspirational; Major Historical & Pioneering Events; Excitement; Competition; Professionalism; Escapism; and Sport.

## GFNY PARTICIPANT DEMOGRAPHICS

**MALES: 40s, 30s 50s**  
Largest Age Groups

**PSYCHOGRAPHIC**  
Competitive, Dedicated and Savvy

**BEHAVIORAL**  
Successful Professionals Seeking Athletic Challenges

## GFNY GLOBAL REACH

**2,000,000 WEBSITE VIEWS PER YEAR**  
58% New, 42% Returning Visitors

**100,000 EMAIL NEWSLETTERS**  
4 x Per Month

**820,000 VIDEO VIEWS**  
Weekly YouTube Channel:  
YouTube Show: Gruppo.

**10,000 LISTENERS**  
Daily Podcast

**REGULAR PRESS RELEASES**  
Distributed To Major Cycling Media



**THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND**

# GFNY TOURISM IMPACT

## 2 - 10 DAYS GFNY

Athletes Stay At The Event Location

## STAY AT HOTELS

Visit Tourism Attractions

## SHOP AT LOCAL STORES

Dine At Local Restaurants

## ECONOMIC BOOST

Job Creation  
Utilising Local Products & Services

## GFNY WORKS WITH LOCAL

Hotels / Tour Operators



## ESTIMATED TOURISM FOR INAUGURAL EDITION

NUMBER OF RIDERS	TOTAL VISITORS	DAYS STAYED	AVERAGE SPEND THB	TOTAL DIRECT SPENDING
100	200	8	5,000	8,000,000
300	600	4	5,000	12,000,000
1,000	2,000	2	5,000	20,000,000
100	200	1	3,000	600,000
<b>Total</b>	<b>3,000</b>			<b>40,600,000</b>

## BENEFITS - HOST CITY / NATION

- GFNY reaches cyclists in over 120 nations / Over 80 GFNYs held to date
- Association with a reputable, global brand
- Association with NYC and association with other quality events around the world
- Established rules, visual guidelines and event production guidelines
- Established best practices for organising cycling marathons
- Extensive media contacts globally, with outlets interested to cover global GFNY World races

## TOURISM GROWTH

Hosting GFNY is a direct impact of 2-10 days, it's a short-term tourism benefit. But after getting people to come to visit a city and have a positive experience as part of the event, they will want to make return trips, and tell their friends about their great stay and recommend the location also to their friends, which has a more lasting tourism impact.



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# GFNY TOURISM IMPACT

## REPUTATION MANAGEMENT

Hosting an internationally-renowned event helps solidify a venue as one of the world's leading sport cities. Hosting events offers entertainment and activities for the residents, and drawing foreigners adds to the prominence of a city.

## A SPORTS HUB

The economic benefit from cycling and running marathons doesn't end at an increase in hotel nights sold, restaurant meals or taxi trips. For example, offering a cycling marathon creates a hub for cycling. As the local rider base grows, there will be a growing demand for bike shops and businesses relating to sport and cycling to support the locals. Similarly, the destination will also become supported by visitors looking to train on the actual race course, further increasing tourism and the economy.

## COMMUNITY HEALTH

Sporting events drive the health and wellness of a society. The existence of local sporting events inspire people to get active. Society wants a better quality of life. Hosting an event that residents can participate in provides a real impact on a personal level for them.

GFNY engages with the prospective participants by offering training sessions with GFNY Ambassadors and GFNY Coaches on the race course and at various select locations.





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# WORLD SERIES RACES & THE WORLD CHAMPIONSHIP

GFNY is a personal endurance challenge where riders compete against others, the clock and themselves. GFNY NYC serves as the GFNY World Championship for the GFNY World Series of races.

GFNY World events provide the same challenge in locations around the world. Additionally, participants get the chance to qualify for the Elite Racer corral start at the GFNY World Championship in NYC and all GFNY World races for one year.

## TYPICAL EVENT TIMETABLE

Events have a mass start, individual chip timing from start to finish with awards for all categories, and closed roads or police-moderated traffic that ensures a smooth race.

All participants wear the signature green GFNY race jersey, which has become a hallmark for a truly global racing community.

Races are open to professionals and amateurs.

## ROUTES

Every GFNY has two route options:

Long route (120 -160km with 0 - 3000m climbing)

Medium route (65 - 90km and 0 - 1500m climbing)

Each event lasts for three days, with the following format:

TIMING	ACTIVITY
<b>Day 1 - Friday</b>	
09.00 – 11.00	Group Ride
13.00 – 17.00	Expo & Registration Open
18.30	Welcome Social Event
<b>Day 2 - Saturday</b>	
09.00	Group Ride
10.00	GFNY Kids Race (Optional)
13.00 - 19.00	Expo & Registration Open
<b>Day 3 - Sunday</b>	
07.00	Race Start
18.00	End of Festivities

## MEDALS

Every finisher, regardless if they finish the long route or medium route, receives a Finisher Medal. GFNY is both a race and a personal challenge and open to anyone regardless of whether they are in it to win or simply just to participate.



## THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

### GFNY RACES

#### ALL GFNY RACES OFFER

- Host location within driving distance from a major airport (2 hrs from an international airport, 30 mins from a national airport)
- Tourism attractions, to attract international cyclists and their families
- A selection of hotels at all budget levels
- Priority for cyclists at intersections throughout the full course (right of way at stop signs, lights, etc.), usually police-enabled. In order to provide individual chip timing and rankings by finish time

#### THE STRUCTURE OF GFNY

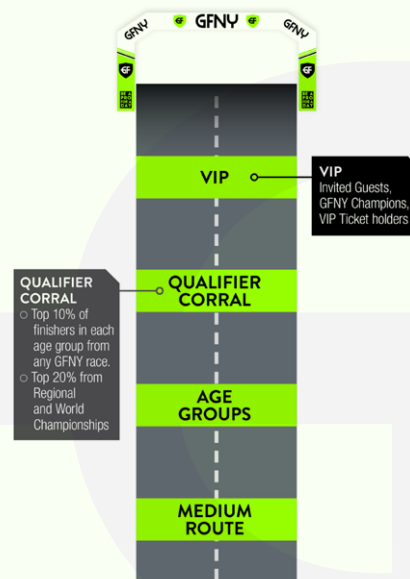
GFNY provides international marketing, a consistent set of rules, and visual and production guidelines to ensure that participants have a consistent experience across the different GFNY World events that they attend.

Local team in the host country manages and produces the GFNY races in their country.

#### QUALIFICATION OPTIONS

Elite Racer Qualification is valid for 380 days from Qualification date at every GFNY World race.

Riders start from one of four areas:



#### GFNY CHAMPIONSHIP RACES

Overall Champions (man and woman) of a GFNY Regional Championship win flights, hotel and entry to GFNY World Championship NYC to compete for the GFNY World Championship crown.

#### 2020/2021 CHAMPIONSHIPS



GFNY THE GLOBAL CYCLING MARATHON SERIES





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# GFNY EVENTS AROUND THE WORLD

DATE	EVENT	LOCATION
25 Oct 2020	GFNY Florida	Sebring, Florida, USA
08 Nov 2020	GFNY Cozumel Mexico	Cozumel, Quintana Roo, Mexico
15 Nov 2020	GFNY Chile	Casablanca, Chile
06 Dec 2020	GFNY Ecuador	Manta, Ecuador
06 Dec 2020	GFNY Uruguay	Colonia, Uruguay
07 Mar 2021	GFNY Bali	Bali, Indonesia
07 Mar 2021	GFNY Monterrey	Monterrey, Nuevo Leon, Mexico
14 Mar 2021	GFNY Punta del Este	Punta del Este Maldonado Department, Uruguay
21 Mar 2021	GFNY República Dominicana	República Dominicana
28 Mar 2021	GFNY Italia	Montepulciano, Province of Siena, Italy
09 Apr 2021	GFNY Jerusalem	Jerusalem, Israel
18 Apr 2021	GFNY Peru	Cusco, Peru
02 May 2021	GFNY Panama	Panama
16 May 2021	GFNY New York City	New York, NY, USA
04 July 2021	GFNY Costa Rica	San Jose, Costa Rica
29 Aug 2021	GFNY Alpes Vaujany	Vaujany, France
19 Sept 2021	GFNY Sante Fe	New Mexico, USA
Tbc	GFNY Portugal	Cascais, Portugal
Tbc	GFNY Argentina	San Juan, Argentina
Tbc	GFNY Philippines	Iloilo City, Philippines

## GFNY EVENT EXAMPLES

**GFNY BALI  
FEBRUARY 2020**



**1355**  
REGISTERED RIDERS

**RIDERS FROM 26 NATIONS:**

AUSTRALIA, BRAZIL, BRUNEI, CANADA, CHINA, COLOMBIA, COSTA RICA, FINLAND, FRANCE, GERMANY, INDIA, INDONESIA, ITALY, JAPAN, MACAU, MALAYSIA, MEXICO, NIGERIA, PHILIPPINES, POLAND, SINGAPORE, SOUTH AFRICA, SPAIN, SWITZERLAND, UNITED KINGDOM, UNITED STATES

**GFNY ITALIA  
MARCH 2019**



**823**  
REGISTERED RIDERS

**RIDERS FROM 33 NATIONS:**

ARGENTINA, BELGIUM, BRAZIL, CANADA, CHILE, COLOMBIA, COSTA RICA, CZECH REPUBLIC, DENMARK, FRANCE, GERMANY, IRELAND, ISRAEL, ITALY, MALAYSIA, MAURITIUS, MEXICO, NETHERLANDS, NIGERIA, PANAMA, PERU, POLAND, PORTUGAL, PUERTO RICO, RUSSIA, SPAIN, SWEDEN, SWITZERLAND, TURKEY, UNITED KINGDOM, UNITED STATES, URUGUAY, VENEZUELA

**2ND EDITION**

HAD 892 REGISTRATIONS 6 WEEKS OUT FROM RACE DAY, AT THE TIME THAT THE RACE WAS POSTPONED.



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## ABOUT THE GFNY BRAND

**GFNY is a global endurance sports brand:  
Recognisable... Desirable... Trusted...**

### RECOGNISABLE

GFNY is immediately recognisable with its green color and every participant wearing the official race jersey. GFNY has had the mandatory race jersey since 2010.

### DESIRABLE

A clear BE A PRO FOR A DAY concept. GFNY offers a world-class cycling experience for everyone, from the lead rider to the last rider. Cyclists enjoy the camaraderie of a GFNY event, challenging themselves and earning their Finisher Medal. At GFNY, each rider is celebrated as the star of the event.

### TRUSTED

Launched in 2010, GFNY now has more than 20 races in 17 countries. All GFNY races offer:

- Safe event, world-class event production
- Consistent experience and common set of rules
- Participant and family recreation in desirable tourism destinations
- The chance to earn a spot in the Qualifier Corral at all GFNY World races
- An international field of riders, 20-100 nations present at every GFNY

The known and trusted GFNY brand gives riders confidence to travel and take vacation days to take part in a GFNY race.

## ENVIRONMENT

**GFNY cares about the Environment...** Probably the biggest negative impact that cycling has on our planet is the unsightly trash that some riders leave behind. As a large-scale sporting event, GFNY avoids single-use products or excessive packaging where possible, with its focus on "Reuse".

Some of the steps GFNY takes to minimise its impact on the environment include:

**Jerseys** - GFNY jerseys have side pockets for storage of wrappers

**Eco Zones** - those who don't want to stop can get rid of trash at GFNY aid stations without slowing down  
**Water Bottles** - every rider receives the GFNY Fly bike bottle by ELITE. It is the result of a 3-year study conducted with two different University research teams aimed at introducing not only the lightest water bottle in the market but also the most eco-friendly plastic bike bottle

**GFNY Goodie Bags** - are quality over quantity including useful items that don't create garbage

**GFNY Product Packaging** - GFNY doesn't add unnecessary packaging and always offers the most environmentally friendly option

**GFNY Apparel** - the cycling apparel factory in Italy is OekoTex certified: the apparel does not contain components and chemicals that are dangerous for your skin and rest of the body which means the apparel is also low impact on the environment

**GFNY Speed Sunglasses** - are now made of a 58% bio-based material





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# BRANDING & PROMOTIONAL CAMPAIGN

## BRANDING & PROMOTION

GFNY THAILAND 2021 has many high profile branding opportunities ensuring Sponsors have high visibility, before, during and after the events. These include:

**Event Lead Up** - Online, print, media, press conference, magazine & news

**Event Weekend Extravaganza** - Features many activities, booth at Event Village and branding across all race materials, handouts, gift bag and signage

**Post-Race** - includes a complete wrap up digital campaign, press reviews, direct mail to all competitors and continued advertising for all events

See inventory for full details.





## THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

### MEDIA PARTNERSHIPS & COVERAGE

GFNY THAILAND 2021 is seeking a maximum of 10 media partnerships.

Sponsors and Partners will benefit from editorial and advertising coverage with these media.

GFNY World events receive extensive international media coverage in advance of, during and after the event.

The event receives approximately 4 million unique views per month globally in print and online through various media outlets.



**Cycling Magazines:** Bicycling (US, SWE, BRA), Cyclepresse (CA), Cycling Plus (UK) Cycling Weekly (UK), Cyclist UK, Cicloturismo (IT), Tour (DE), RoadBike (DE), Cyclosprint (BE), Grinta! (BE), Interval (ISR), Kadens (SWE), Ciclismo a Fondo (ES), Outside (US), Ciclismo a Fondo (ES), Top Vélo (FR), CycleSport (FR), Cycle Sports (JP), Men's Health (US)

**Newspapers:** Wall Street Journal (US), New York Times (US), NY Post (US), La Gazzetta dello Sport (IT), America Oggi (US)

**Television:** WCBS (NYC), WPIX (NYC), NY1 (NYC), SKY Sports (IT), RAI (IT)

**Websites:** Bloomberg, Bicycling, BikeRadar, CyclingNews, cycling.it, Lower Hudson Valley News, NorthJersey.com

### PR SUPPORT

All Sponsors and Partners will have rights to associate with GFNY THAILAND 2021 for PR and advertising activity.

Sponsors can create media coverage through news PR activity. There will be coverage in local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines. Press releases will also be issued through a variety of regional and international sports and cycling web sites.

GFNY THAILAND 2021's policy to invite, transport, accommodate and feed selected media has proved highly successful and guarantees fantastic value for money for Sponsors in terms of media exposure.

GFNY THAILAND 2021's management and consultancy services includes everything required to promote and manage a memorable and successful event including comprehensive marketing support, a solid race planning, robust logistics, an easy and efficient registration system and health and safety requirements.



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### SOCIAL MEDIA

Sponsors can link in with social media platforms to run competitions and promotions.

-  YouTube <https://www.youtube.com/c/GFNYWorld> - **2.15K Subscribers**
-  Facebook <https://www.facebook.com/granfondony/> - **42,132 Followers**  
Facebook Groups <https://www.facebook.com/groups/gfnyclub/> - **4.2K Followers**
-  Instagram [https://www.instagram.com/gfny\\_world/](https://www.instagram.com/gfny_world/) - **16.9K Followers**
-  Twitter <https://twitter.com/granfondony> - **4.1K Followers**

### GFNY Gruppo

GFNY Gruppo is GFNY's weekly YouTube show. The GFNY Gruppo team travel to many GFNY races and provide coverage of traveling to a race, the pre-race activities, rider interviews and the race action. During non-racing weeks, Gruppo covers other GFNY topics, such as: Race previews & course strategy; The 3 x medal and how to earn it; Travel tips to upcoming GFNY races; Interviews; Training tips; and Race news.

### DAILY COFFEE WITH GFNY PODCAST

Lidia and Uli use the DAILY COFFEE WITH GFNY podcast to reveal the latest GFNY news. Whether it's a course change, a new race or the latest apparel - you heard it here first. Topics they discussed this past week include:

- Live broadcasting GFNYs
- Goodie bag production
- Digging deep at a race
- A new finish line experience... and much more

(Almost) Every Day

(Mostly) Five Minutes

Apple Podcast, Spotify, Player FM, Stitcher, Libsyn, Amazon Music



### EXPERIENTIAL

With over 3,000 participants expected at each of the events plus access to spectators GFNY THAILAND 2021 offers a great opportunity for brands to sample and distribute their products and services at Expos at each event.

Many GFNY races around the world offer group rides as a way to prepare for the race. Some group rides are open to any rider, whether registered for a GFNY race or not, and some group rides are only open to riders who are registered for a specific race. GFNY group rides are social rides, not races. The main goal is to get out and on the bike together.



### HOSPITALITY

GFNY THAILAND 2021 offers a plethora of fantastic opportunities to entertain customers, clients and executives at events across Thailand.

Sponsors will have a number of opportunities to entertain their guest through bespoke packages.



### MERCHANDISING

GFNY THAILAND 2021 offers Sponsors and Partners the opportunity to produce joint branded merchandise. This could be used as give-away through media and presence marketing promotions. For example: GFNY THAILAND 2021 Goodie Bags.



# THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

## INVENTORY - ALL EVENTS

	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
<b>GFNY THAILAND 2021 - ALL EVENTS</b>			
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS - ALL EVENTS</b>			
Right to title [TITLE SPONSOR NAME] GFNY THAILAND 2021 - for advertising & PR use. Also naming rights to all of the 4 x Thailand events. Using Krabi Cycling event as an example. Right to title [TITLE SPONSOR NAME] GFNY KRABI 2021 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.	Yes		
Right to title CO-SPONSOR [TITLE SPONSOR NAME] GFNY THAILAND 2021 - for advertising & PR use. For all of the 4 x Thailand events. Using Krabi Cycling event as an example. Right to title CO-SPONSOR [TITLE SPONSOR NAME] GFNY KRABI 2021 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.		Yes	
Right to title OFFICIAL SUPPLIER / MEDIA PARTNER [TITLE SPONSOR NAME] GFNY THAILAND 2021 - for advertising & PR use. For all of the 4 x Thailand events. Using Krabi Cycling event as an example. Right to title OFFICIAL SUPPLIER / MEDIA [TITLE SPONSOR NAME] GFNY KRABI 2021 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.			Yes
Category Exclusivity - using timing as an example category - right to market themselves as OFFICIAL TIMING PARTNER for all GFNY THAILAND 2021 events and sole provider of timing services to the events	Yes	Yes	
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS - ALL EVENTS</b>			
<b>LOGOS &amp; IMAGES</b>			
Right to use a GFNY THAILAND 2021 Composite (lock-up) Logo on all internal and external marketing	Official Title Sponsor Logo	Official Co-sponsor Logo	Official Supplier / Media Partner Logo
Right to use GFNY THAILAND 2021 image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes
<b>BRANDING - ALL EVENTS</b>			
NB TOTAL BRANDING AREA IS SHARED 50 / 50 BETWEEN ALL EVENT AND EVENT SPECIFIC SPONSORS & PARTNERS	50% of branded area	Share of 40% of branded area - no greater than 20%	Share of 10% of branded area - no greater than 5%
Logo on Participants (Bib Number)	Yes		
Logo on Start Gate	Dominant	Yes	
Logo on Finish Gate	Dominant	Yes	
Logo on Podium / Stage Backdrop	Dominant	Yes	Yes
Street Banners (85cm x 140cm) some along Start Straight / Finish Straight	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Branding on water cups at drink stations - at Sponsor's own cost	Yes		
Logo on Finish Line Tape	Yes	Yes	No
Verbal mentioning of sponsor name during race by MC	X 50 mentions	X 20 mentions	X 10 mentions
Logo on Race Officials	Dominant	Yes	

## INVENTORY - ALL EVENTS

	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
Press Conference - Logo on Stage Backdrop. (Press Conference at sponsor's own cost)	50%	Share 40%	Share 10%
Branding on finisher medals	Yes, on medal	Yes, on ribbon	
Logo on any LED Screens	Yes	Yes	Yes
<b>BRANDING - OTHER</b>			
Insertion of promotional material or product sample into Goodie Bag, if applicable	Yes	Yes	Yes
Name on any Tickets produced. Use of backside of Tickets for advertising purposes (at sponsors cost)	Yes		
Inclusion of logo in any post event Video	Yes	Yes	Yes
<b>MEDIA &amp; PR RIGHTS - ALL EVENTS</b>			
Right to use association with all GFNY THAILAND 2021 events in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote GFNY THAILAND 2021 produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship - at sponsor's own expense	Yes	Yes	
<b>PROMOTIONAL CAMPAIGN - ALL EVENTS</b>			
Inclusion in promotional campaign - level dependent on tier	Yes	Yes	Yes
Advertising in any Official Programme produced	Full Page	Half Page	Quarter Page
<b>DIGITAL &amp; SOCIAL PROGRAMME - ALL EVENTS</b>			
Branding on GFNY THAILAND 2021 emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	
Inclusion in any GFNY THAILAND 2021 race-dedicated content	Yes	Yes	Yes
<b>EXPERIENTIAL - ALL EVENTS</b>			
Booth in Expo at each event	5m x 12m	6m x 3m	3m x 3m
Sampling	Yes	Yes	Yes
<b>HOSPITALITY &amp; TICKETING - ALL EVENTS</b>			
VIP Passes with access to hospitality area - no. dependent on Tier	Yes	Yes	Yes
VIP tickets with access to hospitality area for promotional purposes	30	20	15
General tickets to event for promotional use - no. dependent on Tier	Yes	Yes	Yes
<b>MERCHANDISING PROGRAMME - ALL EVENTS</b>			
Opportunity to produce joint branded merchandise. Logos on specially produced merchandise	Additional	Additional	Additional



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INVENTORY - EVENT SPECIFIC	PARTNER LEVEL		
	TIER 1 EVENT PRESENTING SPONSOR / EVENT HOST SPONSOR	TIER 2 EVENT CO-SPONSORS	TIER 3 EVENT OFFICIAL SUPPLIERS/ EVENT MEDIA PARTNERS
<b>GFNY THAILAND 2021 – EVENT SPECIFIC</b>			
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS – EVENT SPECIFIC</b>			
Naming rights to one or more of the 4 x Thailand events. Using Krabi as the Cycling event as an example. Right to title [TITLE SPONSOR NAME] GFNY KRABI 2021 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.	Yes		
Right to title for one or more of the 4 x Thailand events. Using Krabi Cycling event as an example. Right to title EVENT CO-SPONSOR [TITLE SPONSOR NAME] GFNY KRABI 2021 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.		Yes	
Right to title for one or more of the 4 x Thailand events. Using Krabi Cycling event as an example. Right to title EVENT OFFICIAL SUPPLIER / EVENT MEDIA PARTNER [TITLE SPONSOR NAME] GFNY KRABI 2021 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.			Yes
Category Exclusivity – using timing as a category example - right to market themselves as OFFICIAL TIMING PARTNER for one or more of the 4 x Thailand events. Using Krabi Cycling event as an example - GFNY KRABI 2021 EVENT TIMING PARTNER and sole provider of timing services to the event	Yes	Yes	
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS – EVENT SPECIFIC</b>			
<b>LOGOS &amp; IMAGES</b>			
Right to use a GFNY KRABI 2021 Composite (lock-up) Logo on all internal and external marketing - using Krabi as an example	Official Presenting Logo & Official Host Sponsor Logo	Official Event Co-sponsor Logo	Event Official Supplier / Event Media Partner Logo
Right to use GFNY THAILAND 2021 image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes
<b>BRANDING - EVENT SPECIFIC</b>			
NB TOTAL BRANDING AREA IS SHARED 50 / 50 BETWEEN ALL EVENT AND EVENT SPECIFIC SPONSORS & PARTNERS	50% of branded area	Share of 40% of branded area - no greater than 20%	Share of 10% of branded area - no greater than 5%
Logo on Participants (Bib Number) – event specific	Yes		
Logo on Start Gate - event specific	Dominant	Yes	
Logo on Finish Gate - event specific	Dominant	Yes	
Logo on Podium / Stage Backdrop - event specific	Dominant	Yes	Yes
Street Banners (85cm x 140cm) some along Start Straight / Finish Straight - event specific	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Branding on water cups at drink stations – at Sponsor's own cost - event specific	Yes		
Logo on Finish Line Tape	Yes	Yes	No
Verbal mentioning of sponsor name during race by MC - event specific	X 50 mentions	X 20 mentions	X 10 mentions
Logo on Race Officials - event specific	Dominant	Yes	
Press Conference - Logo on Stage Backdrop. (Press Conference at sponsor's own cost) - event specific	50%	Share 40%	Share 10%

INVENTORY - EVENT SPECIFIC	PARTNER LEVEL		
	TIER 1 EVENT PRESENTING SPONSOR / EVENT HOST SPONSOR	TIER 2 EVENT CO-SPONSORS	TIER 3 EVENT OFFICIAL SUPPLIERS/ EVENT MEDIA PARTNERS
Branding on finisher medals - event specific	Yes		
Logo on any LED Screens - event specific	Yes	Yes	Yes
<b>BRANDING - OTHER</b>			
Insertion of promotional material or product sample into Goodie Bag, if applicable - event specific	Yes	Yes	Yes
Name on any Tickets produced. Use of backside of Tickets for advertising purposes (at sponsors cost) - event specific	Yes		
Inclusion of logo in any post event Video - event specific	Yes	Yes	Yes
<b>MEDIA &amp; PR RIGHTS – EVENT SPECIFIC</b>			
Right to use association with all GFNY THAILAND 2021 events in all promotional campaigns covering any PR and advertising – event specific	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote GFNY THAILAND 2021 produced by the organisers - event specific	Yes	Yes	
A press conference to launch the Sponsorship - at sponsor's own expense - event specific	Yes	Yes	
<b>PROMOTIONAL CAMPAIGN – EVENT SPECIFIC</b>			
Inclusion in promotional campaign – level dependent on tier - event specific	Yes	Yes	Yes
Advertising in any Official Programme produced - event specific	Full Page	Half Page	Quarter Page
<b>DIGITAL &amp; SOCIAL PROGRAMME - EVENT SPECIFIC</b>			
Branding on GFNY THAILAND 2021 emails, website, and all site communications including e newsletters - event specific	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts - event specific	Yes	Yes	
Inclusion in any GFNY THAILAND 2021 Podcasts race dedicated content	Yes	Yes	Yes
<b>EXPERIENTIAL – EVENT SPECIFIC</b>			
Booth in Expo at each specific event	5m x 12m	6m x 3m	3m x 3m
Sampling at each specific event	Yes	Yes	Yes
<b>HOSPITALITY &amp; TICKETING – EVENT SPECIFIC</b>			
VIP Passes with access to hospitality area - no. dependent on Tier - event specific	Yes	Yes	Yes
VIP tickets with access to hospitality area for promotional purposes - event specific	30	20	15
General tickets to event for promotional use - no. dependent on Tier - event specific	Yes	Yes	Yes
<b>MERCHANDISING PROGRAMME – EVENT SPECIFIC</b>			
Opportunity to produce joint branded merchandise. Logos on specially produced merchandise – event specific	Additional	Additional	Additional



**THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND**

## THE ORGANISERS

### ULI FLUHME - CO-FOUNDER

Uli has been racing for 20 years, including three years as an elite cyclist in Europe and three years as a professional triathlete.

In 2010, two years after moving to NYC, Uli put his adoration for NYC and passion for the sport of cycling together and co-founded Gran Fondo New York.

Uli has a law degree and worked at Deutsche Bank and UBS for seven years. His last role at UBS was General Counsel in Hedge Fund Services.

### LIDIA FLUHME - CO-FOUNDER

Lidia has completed 20 Ironman triathlons, including seven consecutive Ironman World Championships, and raced professionally for a year.

In 2010, Uli introduced Lidia to Italian Gran Fondo racing; she never rode so hard in her life. A week after racing her first Gran Fondo, Lidia co-founded Gran Fondo New York.

Lidia worked in finance for eight years, in investment banking, structured products and sales & trading at Merrill Lynch, Deutsche Bank and Bank of Tokyo. She received an MBA from NYU Stern.

## CONTACT

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