

ANGKOR WAT DECEMBER 5TH 2015

BIKE4KIDS!

SPONSORSHIP OPPORTUNITIES

ORGANIZED BY



EVENTS

Saturday 5th December, 2015

Time : 5am – 12:30pm

Location : Angkor Wat Temple Complex, Siem Reap / Elephant Terrace

Prizes

1st Place Men's (100km) – Brand New Mountain Bike and more

1st Place Women's (100km) – Brand New Mountain Bike and more

Men's and Women's 2nd & 3rd place winners in all categories receive awards as well

Race Categories : 100km Race - 30km Ride -17km Family Ride

Award Categories : 100km - 1st, 2nd, and 3rd Men's and 1st, 2nd and 3rd Women's
30km - 1st, 2nd, and 3rd Men's and 1st, 2nd and 3rd Women's

Supporting Events : Post - Event Brunch (5th December, Elephant Terrace)

Beneficiaries : VFI's Child Protection and Education Projects
- Cambodian Center for the Protection of Children's Rights, Il Nodo
Terre des Hommes – Netherlands Child Exploitation Projects
- Cambodian Women's Crisis Center, Action Pour Les Enfants

Fundraising Target : US \$100,000



VISION

'To raise money for the children of Cambodia, through individual and corporate sponsorships, by encouraging participants of all ages to experience cycling through the beautiful Angkor Wat temple complex'

The Angkor Wat Bike4kids! Event began as a small event back in 2006 welcoming just 60 participants. Its steady growth over the past 9 years has turned it into Cambodia's most popular cycling event, attracting almost 800 participants in 2014.

The event prides itself on both its local and international attraction. Riders travel from across the globe every year to take part in this race, uniting for one special cause.

Since the race started in 2006 almost \$200,000 in net proceeds have supported Phnom Penh slum schools, Battambang slum schools, Phnom Penh Safe House Projects, Hearts of Gold Land Mine Victims, Children's Programs in Sihanoukville and Youth Fellowship Programs, Cambodian Center for the Protection of Children's Rights, Il Nodo just to name a few.

An event of this magnitude relies heavily on corporate sponsorship and support. Such an amazing race would not be possible without the help from brands like yours.



2014 EVENT HIGHLIGHTS

Our previous Angkor Wat Bike4Kids! Event was a tremendous success on many different levels. Here are a few of the 2014 highlights.

- Our BikeKids! cause fundraising event welcomed approximately 800 participants – an outstanding increase from previous years.
- Participants represented over 36 nationalities - Over 50% of whom were Cambodians!
- Participants raised over \$30,000 in individual sponsorships toward Cause Projects
- Pre-event and post-event press coverage exceeded all previous races. Highlights included: race coverage aired on CTN & Bayon, TV5 and TV3, TVP, TVK, Apsara TV, SEA TV, Hong Meas TV, CNC TV features in the Phnom Penh Post and Cambodia Daily as well as articles in Raksmeay Kampuchea, Kampuchea Thmey, Kos Santipheap, Norkor Wat, Dam Ompil, Asia Life Magazine, Sea Globe & radio coverage across Love FM & Asia Free.



International press coverage highlights included:

- Bicycling Magazine & Online
- Road Cycling Magazine & Online
- Cyclingnews.com
- Adventure Cyclist Magazine & Online
- The event was partnered, sponsored and supported by some of Cambodia's top brands including: Terre des Homme – Netherlands, DKSH, Shimano, Sohka Resort and Hotels, GIANT, Coca-Cola



SPONSORSHIP OVERVIEW

The 2015 Angkor Wat Bike4Kids! Event offers a selection of sponsorship packages to suit different marketing budgets. Our team at Village Focus International works hard with brands like yours to ensure that you get the most out of the promotional opportunities available.

The Angkor Wat Bike4Kids! offers the following packages:

- **Headline Sponsor only \$20,000**
- **Gold Sponsor only \$10,000**
- **Silver Sponsor only \$7,000**
- **Bronze Sponsor only \$5,000**

Many 'in kind' opportunities are available and greatly appreciated, as well!

RECOGNITION

All company will benefit as follows:

- Usage rights to the AWB4K! Event logo for branding purposes
- National/International recognition at all press conference events
- Sponsorship thank you board on awards stage

Posters/Flyers:

Logos on all flyers and posters (amount to be determined) and all banners to include company logo

Event Guidebook:

Color ad in the event guidebook seen by all participants, family and friends. Recognition as event sponsor /supplier

Website:

Listing as sponsor / supplier on official website www.bike4kids.org

Link to your corporate homepage

Newsletter:

Company logo included in our numerous newsletters to all participants

Participation Pack:

Opportunity to place promotional products/ materials in the riders packs (subject to agreement) Facebook / Twitter and all Social Media Recognition as the event sponsor/supplier



SPONSORSHIP LEVELS

HEADLINE \$20,000

Event Naming Rights 'Angkor Wat Bike4Kids!' presented by 'Company Name Here'.
 All media conferences will include headline sponsor info
 Official Bike Race website to feature company logo on homepage
 Interview opportunity with select TV channel on race day
 Company representatives to speak at the post event awards ceremony
 All press releases to include official event title, company logo plus additional recognition.
 Cycling jersey to feature logo in premium position
 Start/Finish line structure to include official event title with logo on premium position
 Opportunity to have booth on-site at the event area (max. size 5m x5m)
 Awards stage to feature company logo branded photo-board
 Race certificates to include official event title plus additional logo usage
 Race course barricades branded using company logo (15 pcs.)
 Participant bib numbers to include company logo
 Logo on all participant race entry cards
 All banners/billboards to include official event title plus additional logo use
 Flyers and posters to include official event title plus additional logo use
 Tuk Tuk signage to include official event title plus additional logo use

GOLD \$10,000

Gold Sponsorship Package Angkor Wat Bike4Kids!
 Opportunity to have company branded booth onsite at event area
 Cycling jersey to feature logo in prominent position
 Start / Finish line structure to feature company logo
 Award stage to feature company branding
 Race course barricades branded using company logo (7pcs.)
 Participant bib numbers to include company logo
 Logo on all participant race entry cards
 Full page advertisement in event guidebook

SILVER \$7,000

Silver Sponsorship Package Angkor Wat Bike4Kids!
 All press material to feature company logo
 Cycling jersey to feature logo on sleeve
 Start / Finish line structure to include logo
 Opportunity to have company branded booth onsite at event area
 Half page advertisement in event guidebook
 Tuk Tuk signage to include company logo

BRONZE \$5,000

Bronze Sponsorship Package Angkor Wat Bike4Kids!
 Opportunity to have company branded booth onsite at event area
 Quarter page advertisement in the event guidebook
 Tuk Tuk signage to include company logo

Plus, 10 Complimentary rider registrations / 10 participation packs including cycling jerseys and complimentary award ceremony brunch

Plus 6 Complimentary rider registrations / 6 Participation packs including cycling jerseys and complimentary award ceremony brunch

Plus 3 complimentary rider registrations / 3 participation packs including cycling jerseys and complimentary award ceremony brunch

Plus 2 complimentary rider registrations / 2 participation packs including cycling jerseys and complimentary award ceremony brunch

SAMPLE OF PROMO / EVENT MATERIALS



TUK TUK SIGNAGE



X-STAND BANNER

EVENT GUIDE BOOK



START/FINISH ARCH



CYCLING JERSEY

BARRICADES BANNERS



EVENT T-SHIRT



GIFT SUPPORT

Water Station Sponsor Price: \$400 plus water cost

Become our official water provider and get the following benefits:

- Exclusive sponsor of all 6 water stations throughout the course which includes:
- Company banner at each water station
- Opportunity for company staff to be at water stations and interact with hundreds of riders
- Opportunity to bring additional branding including parasols, iceboxes, branded staff uniforms, etc.
- Opportunity to have company branded booth onsite at event area

Fruit Station Sponsor Price: \$200 plus fruit cost

Become our official fruit provider and get the following benefits:

- Opportunity to have a booth on-site at the event area and distribute fruit to riders and spectators (3m x 3m)
- Opportunity for company staff to be at booth to interact with hundreds of riders and spectators

Massage Station Sponsor Price: \$200 plus massage staff

Become our official massage provider and get the following benefits:

- Branded on-site booth (5m x5m)
- Opportunity for company staff to be at booth to interact with hundreds of riders and spectators

PLEASE CONTACT US

For more information about the Angkor Wat Bike4Kids! Event and the available sponsorship opportunities please contact us at the following details:

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