



# e-Global Winter Cycling Congress

February 2021



**Sponsorship and  
marketing  
opportunities**

**ORGANISED BY:**



WINTER CYCLING FEDERATION



**klinkhamer  
group**

conferences & events



Sponsorship  
and marketing  
opportunities

e-Global  
Winter  
Cycling  
Congress  
February 2021

## WELCOME TO VIVA LA BIKE BOOM! E-GLOBAL WINTER CYCLING CONGRESS

Dear Industry Partners,

The Winter Cycling Federation, in collaboration with Klinkhamer Group, is honoured to organize its first e-Global Winter Cycling Congress in February 2021. The congress will take place online and will be a one-of-a-kind experience. The congress will highlight three winter cycling themes:

- **Changing Gears (politics, advocacy and municipal policy)**
- **Keeping the Wheels Turning (urban planning and design, equipment, how-to's, maintenance and operation)**
- **Pedalling for the Future (physical and mental health, community building, climate and social justice)**

The main congress theme, **Viva La Bike Boom!**, brings attention to the recent global boom in bicycle sales and reflects the variety of topics in the congress program.

Industry support will be key to the success of the e-Global Winter Cycling Congress. Your presence and generous contributions will enable us to maintain an affordable registration fee. At the same time, you will be given the opportunity to demonstrate your commitment to a world where cycling year round is understood as a normal, practical way of moving around, even in times of COVID-19. You will also show your support for cycling as a viable transportation option for people of all ages and abilities.

On the following pages, various marketing and sponsorship options are listed, from which you may select different elements up to the amount of your company's financial contribution. Please review all marketing and sponsorship opportunities and combine those options that suit your marketing needs best.

On behalf of the organizing partners, we are excited to welcome you as a partner of Viva La Bike Boom!

Sincerely yours,

**Winter Cycling Federation  
Board**

**Klinkhamer Group**



## GENERAL INFORMATION

<b>Event:</b>	Viva La Bike Boom! e-Global Winter Cycling Congress
<b>Congress date:</b>	11 February 2021
<b>Venue:</b>	Online
<b>Expected viewers:</b>	500 viewers
<b>Congress host:</b>	Winter Cycling Federation / Klinkhamer Group   conferences & events
<b>Program directors:</b>	Angela van der Kloof, Europe & Asia Anders Swanson, North America
<b>Program managers:</b>	Matti Hirvonen, Europe & Asia Becca Wolfson & Isla Tanaka, North America
<b>Event management:</b>	Robbin Grouwels, Klinkhamer Group (robbin@klinkhamergroup.com)
<b>Website:</b>	<a href="http://wintercycling.org/Congress2021">wintercycling.org/Congress2021</a>

### What is the e-Global Winter Cycling Congress?

The 2021 e-Global Winter Cycling Congress is a joint effort of the Winter Cycling Federation (WCF) and Klinkhamer Group | conferences & events. The WCF was founded in 2013 and held its first international congress the same year in Oulu, Finland. After this first gathering, it became clear that WCF had identified an overwhelming need for more knowledge about winter cycling, and that an annual congress concentrated on relevant issues was required. Because of the COVID-19 pandemic and in-person gathering restrictions, the WCF and Klinkhamer Group are organizing an online Winter Cycling Congress for 2021.

The Winter Cycling Federation's vision is "winter cycling for everyone" - a world where cycling year round is understood as normal and practical, where cycling is a viable transportation option for people of all ages and abilities. WCF's mission is to create opportunities for inspiration, research and collaboration that help cities and countries around the world learn what it takes to develop, implement and maintain bicycle-focused transportation systems year round.

Drawing upon inspiring examples from some of the premier cycling jurisdictions in the world, the Winter Cycling Congress (WCC) is now established as the main forum for sharing examples and good practices of winter cycling design, planning, policy, and implementation around the world. Its aim is to operate globally, since winter conditions are a reality for billions around the world.



## INDUSTRY SUPPORT AND SPONSORSHIP LEVELS

When selecting a sponsorship option, you will be given a sponsorship category status based on the final amount of your support. The total contribution may consist of items such as advertisements, sponsored sessions or speaker sponsoring. You will benefit from outstanding advantages linked to your sponsorship category.

The congress is expected to attract around 500 professional viewers such as: politicians, local and regional administration, bike tourism professionals, consultants, advocacy and activist groups, academics, industry professionals, media and bloggers.

Participants will come mainly from North America and Europe, and we are working to attract people from northern Asian cities.

### Benefits of sponsorship of the e-Global WCC 2021:

- Disseminate high quality information and knowledge of cycling
- Showcase good practices, latest trends and innovations from around the world
- Exchange ideas and networking with stakeholders around the cycling crowd
- Create synergies and mutual learning

### Reasons why you should sponsor e-Global WCC 2021:

- Put your business in the spotlight
- Show your (corporate) social responsibility by supporting cycling as form of transportation
- Get in front of your target market
- Get your brand noticed
- Attract new clients, customers, and business
- Give attendees a taste of your business
- Market your business inexpensively

**Sponsorship opportunities are an excellent way to keep your company's name out front!**

## SPONSORSHIP CATEGORIES

### Category

### Minimum Contribution

#### ● **Avalanche Sponsor**

**€ 8.000**

If the total amount of your sponsorship reaches € 8.000, you will receive the following benefits in addition to the items you choose from the shopping list on the following pages:

- *Logo on e-Global WCC website with link to company's homepage*
- *Acknowledgement as Avalanche Sponsor in the final program (with logo and 200-word company profile)*
- *Acknowledgement during the live-stream (with logo on screen)*
- *8 complimentary registrations*

#### ● **Glacier Sponsor**

**€ 5.000**

If the total amount of your sponsorship reaches € 5.000, you will receive the following benefits in addition to the items you choose from the shopping list on the following pages:

- *Logo on e-Global WCC website with link to company's homepage*
- *Acknowledgement as Glacier Sponsor in the final program (with logo and 100-word company profile)*
- *Acknowledgement during the live-stream (with logo on screen)*
- *5 complimentary registrations*

#### ● **Blizzard Sponsor**

**€ 2.500**

If the total amount of your sponsorship reaches € 2.500, you will receive the following benefits in addition to the items you choose from the shopping list on the following pages:

- *Logo on e-Global WCC website with link to company's homepage*
- *Acknowledgement as Blizzard Sponsor in the final program (with logo)*
- *Acknowledgement during the live-stream (with logo on screen)*
- *2 complimentary registrations*

#### ● **Flurry Sponsor**

**€ 1.000**

If the total amount of your sponsorship reaches € 1.000, you will receive the following benefits in addition to the items you choose from the shopping list on the following pages:

- *Acknowledgement as Flurry Sponsor in the final program (with logo)*
- *Logo on e-Global WCC website with link to company's homepage*
- *Acknowledgement during the live-stream (with logo on screen)*
- *1 complimentary registration*

#### ● **Snowflake Sponsor**

**no minimum amount**

- *Acknowledgement as Snowflake Sponsor in the final program*
- *Logo on e-Global WCC website with link to company's homepage*

## SPONSORSHIP SHOPPING LIST

What you can choose from to customize your sponsorship:

ITEM	PRICE	DESCRIPTION
<b>PRE-CONGRESS PROMOTION</b>		
Blog post	€ 750	Your guest blog featured on our website. The blog will also be promoted on our Facebook, LinkedIn and Twitter pages, via our newsletter, as well as through our media partners.
Logo visibility	€ 250	Your logo on our website, social media channels and congress materials with a direct link to your website.
Digital Congress Bag insert	€ 200	1 advertisement/brochure (.PDF, max. 4 x A4 pages) to be put in our digital congress bag which will be sent to all registrants before the congress.
<b>Exclusive:</b> Registration page sponsor	€ 1.000	Your logo and a company profile will be visible on the registration page of the congress.
<b>Exclusive:</b> Viva La Bike Boom! pre-congress package sent to all attendees by post.	€ 5.000	All attendees will receive a <b>Viva La Bike Boom! box</b> with a printed program and instructions to enter the platform. The box is customized with your logo and you can include promotional items.
<b>Exclusive:</b> Surprise attendees with home delivery	€ to be discussed with sponsor	As we can't eat lunch or have a reception together in person, we could see if it's possible to deliver lunch or snacks ahead of time to participants.



## PROGRAM

Organize a session	€ 2.000	Organize your own 1-hour session during the congress. The sponsor will be responsible for speakers and content. The organizers will provide a digital meeting room. Including 2 complimentary registrations on top of the complimentary registrations in your sponsorship package.
Partner up with a speaker	€ 750	Sponsor a speaker already program by the organizers. Your name, logo and link to your website will be put in the program next to the speaker and will be visible during the presentation.
Partner up with a session	€ 1.000	Sponsor a session already program by the organizers. Your name, logo and link to your website will be put in the program next to the session and will be visible during the presentation.
Sponsor a Q&A Session	€ 2.000	Host and sponsor a 20-minute live Q&A session to give viewers the chance to interact with you – and each other – and find out more about your products.
Sponsor a pitch	€ 750	Deliver a 5-minute pitch during the live stream.
<b>Exclusive:</b> In-your-home scavenger hunt	€ 2.000	Organize an in-your-home scavenger hunt (dedicated branded time slot in the program).

## MARKETING DURING LIVE STREAM

Product promotion video 3 minutes	1x € 750	Your product promotion video (max. 3 minutes) will be shown during the live streams for a set number of times (see details to the left). We will also place the video on our website and social media channels.
	2x € 1.250	
	3x € 1.500	
	5x € 2.000	
Product promotion video 30 seconds (video advertisement)	1x € 250	Your product promotion video (max. 30 seconds) will be shown during the live streams for a set number of times (see details to the left). We will also place the video on our website and social media channels.
	2x € 500	
	3x € 750	
	5x € 1.000	

<b><u>Exclusive:</u></b> Welcome message for the virtual attendees	€ 1.000	A word of welcome on behalf of your organization to all the viewers at the beginning of the congress.
Banner visibility during live stream	€ 750	Your banner will be visible during the live stream of the congress.
<b><u>Exclusive:</u></b> Branded “thanks for attending” at end of the congress	€ 500	Have your logo and a few words from your organization included in the congress wrap-up.
Logo visibility during live stream	€ 500	Your logo will be visible during the live stream of the congress.

Please note: All marketing and sponsorship prices are collected on behalf of the congress host and organizer, excluding 21% Dutch V.A.T. The deadline for all sponsorship applications is 31 January 2021.





## ORGANIZING COMMITTEE

### Winter Cycling Federation board members:

- President, Timo Perälä, Oulu, Finland
- Vice-president, Pekka Tahkola, Oulu, Finland
- Secretary, Anders Swanson, Winnipeg, Canada
- Angela van der Kloof, Tilburg, The Netherlands
- Anthony Desnick, St. Paul, USA
- Bartek Komorowski, Montréal, Canada
- Becca Wolfson, Boston, USA
- Isla Tanaka, Edmonton, Canada
- Matti Hirvonen, Helsinki, Finland
- Vladimir Kumov, Moscow, Russia

### Klinkhamer Group | conferences & events, project team:

- Managing Director, Niels Klinkhamer, Maastricht, the Netherlands
- Managing Partner, Robbin Grouwels, Maastricht, the Netherlands
- Project Manager, Joyce Hellebrand, Maastricht, the Netherlands

We look forward to working with you!

For the most up-to-date information on the 2021 e-Global Winter Cycling Congress, please see our website: [wintercycling.org/Congress2021](http://wintercycling.org/Congress2021)