



PUMP TRACK

WORLD CHAMPIONSHIPS
QUALIFIER

SPONSORSHIP PACKAGE

SICAMOUS QUALIFIER

FINLAYSON PARK PUMP TRACK

EXPLORE
Sicamous



SEPTEMBER 7-8, 2024



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WHAT IS A PUMP TRACK AND PUMP TRACK RACING?

Velosolutions Pump Tracks are a worldwide success, combining rolling jumps with banked turns on a uniquely designed asphalt track. Riders use the track features to gain momentum and attack the track as fast as possible.

Pump track racing sees bike riders pitted against each other on a pump track either head to head or in a time trial format, using only the features of the track and the turns to gain speed and momentum.

In a time trial format, the riders are racing the clock over the exact same track. With times within a fraction of a second of each other, it is an exhilarating experience for athletes and spectators.



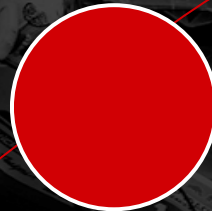


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2018

In 2018, Velosolutions in conjunction with Red Bull launched the first global pump track race series, the Pump Track World Championships.



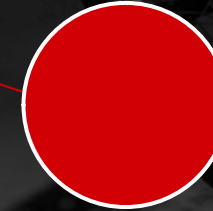
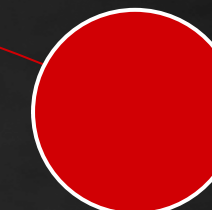
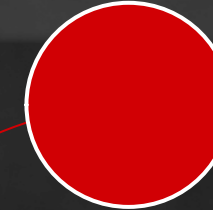
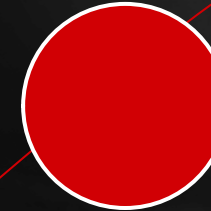
2018

2000 riders across BMX and MTB disciplines competed in 22 qualification rounds worldwide, culminating in the first World Final in Springdale, Arkansas, USA.



2019

In 2019 the winning podium included a UCI Gold Medal and the rainbow stripes after joining forces with the Union Cycliste Internationale, and became the UCI Pump Track World Championships.



2024

15-20 qualifiers lined up globally, the immense growth in pump track - with its unique and fresh approach to competitive biking - is undeniable.

A BRIEF HISTORY

****Sicamous is the ONLY Canadian Qualifier on the circuit for 2024**

QUICK FACTS

Our goal is to make the UCI Pump Track World Championship Qualifier in Sicamous accessible to all!

1. Race entry fees will be kept affordable to encourage rider engagement.
2. Riders must be 17 in the year of the event or older.
3. There are 2 race categories: Male & female
4. Riders can use any bike with any wheel size from 20" up.
5. The top 4 men and top 4 women from each event qualify for the World Final.
6. The winning male and female racer from each qualifier event will have their travel expenses paid to attend the World Championships.
7. Pro race day will be on Saturday. Sunday will be a FREE "Learn To Ride" workshop day for riders of all ages and abilities to try the sport out under the guidance of professional riders & coaches.



SPONSORSHIP TIERS AVAILABLE



Gold Tier (3 available): **\$2000**

- Branding visibility on the perimeter of the track via banner signage (outside field of play) and throughout the event space at Finlayson Park
 - 5 on site logos
- Emcee recognition throughout race day event
- Logo integration on Trans Canada Highway Billboard, event flyers, poster artwork and all digital & social media assets
- Inclusion on local press releases
- Product sampling opportunities on race day *product must be pre-qualified by race director)
- Inclusion on regional marketing activities prior to event
 - awareness at local community events: Canada Day, Family Day, Farmers Market

Silver Tier (4 available): **\$1500**

- Branding visibility on the event site via signage (outside field of play) at Finlayson Park
 - 4 on site logos
- Emcee recognition throughout race day event
- Medium logo integration on event flyers, poster artwork and all digital & social media assets
- Product sampling opportunities on race day *product must be pre-qualified by race director)
- Inclusion on regional marketing activities prior to event
 - awareness at local community events: Canada Day, Family Day, Farmers Market

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SPONSORSHIP TIERS AVAILABLE

Bronze Tier (4 available): **\$1000**

- Branding visibility on the event site via signage (outside field of play) at Finlayson Park
 - 3 on site logos
- Emcee recognition throughout race day event
- Product sampling opportunities on race day *product must be pre-qualified by race director)
- Inclusion on regional marketing activities prior to event

Athlete Area Sponsor (3 available): **\$500**

- Product sampling opportunities on race day *product must be pre-qualified by race director)
- Emcee recognition throughout race day event
- Branding inside Athlete Area x 2 logos

Sponsor spots are **First Come First Secured** - please email c.procyshyn@dosdc.ca to secure your spot!

Deadline to secure your sponsorship: **FRIDAY JUNE 14, 2024**





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BENEFITS FOR YOUR COMPANY



Connect with a young and active audience by offering unique experiences.



Local **brand activation** with a potential national reach.



Participating in the **development of a new sport** with both local and global reach.



Be apart of the urban / sport trend to **reinforce value and visibility** of your brand.



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THANK YOU FOR YOUR SUPPORT!

