

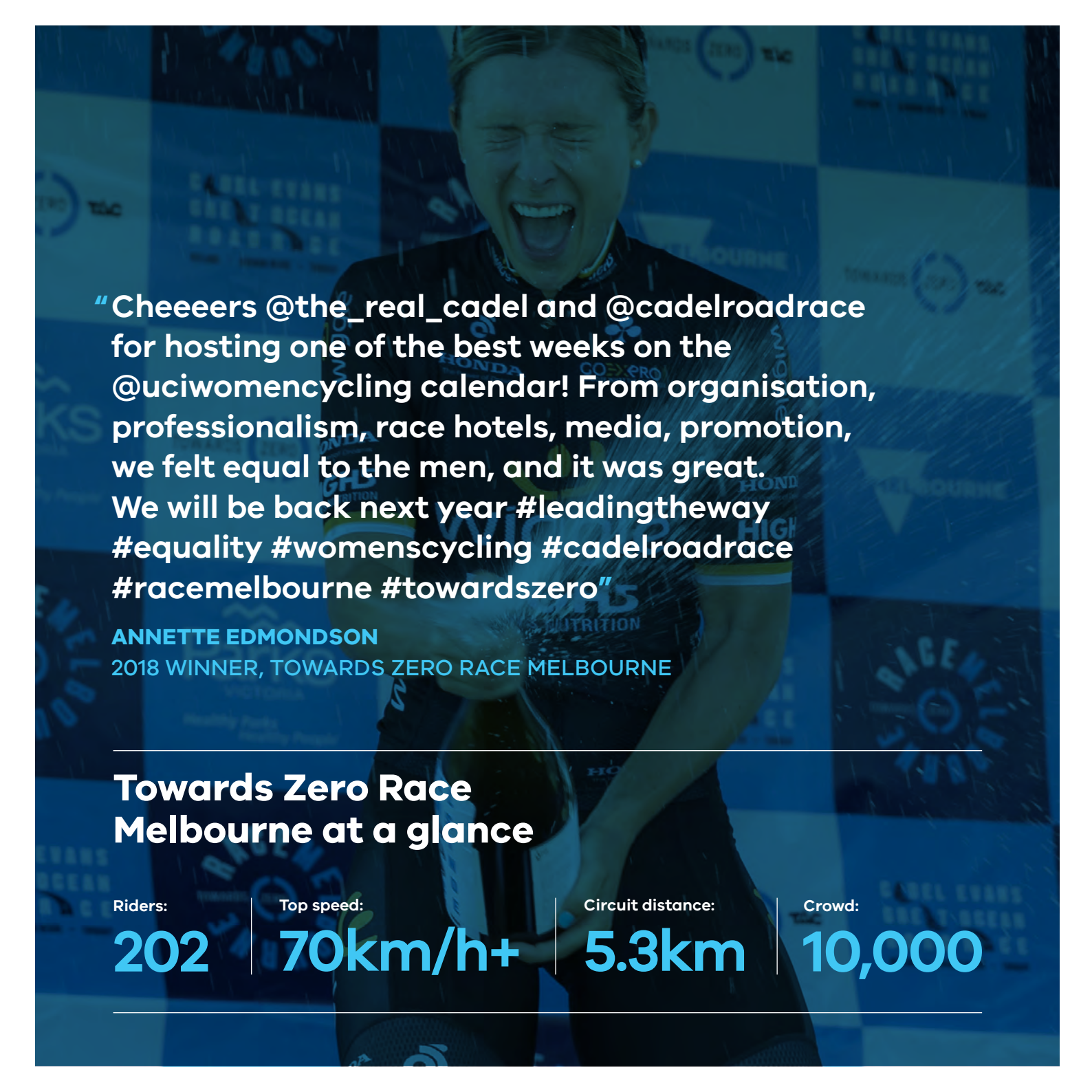
#RACE MELBOURNE

2019 Towards Zero
Race Melbourne

CORPORATE HOSPITALITY PROGRAM



CADEL EVANS
GREAT OCEAN
ROAD RACE
GEELONG - BARWON HEADS - TORQUAY

A female cyclist, Annette Edmondson, is shown celebrating on a podium. She is wearing a dark cycling jersey with various sponsor logos including Honda, GoPro, and Nutrition. She has a wide, joyful expression with her mouth open as if shouting or cheering. She is holding a bottle of champagne, which is spraying foam. The background consists of a checkered pattern with various logos, including 'TOWARDS ZERO' and 'MELBOURNE'.

“Cheeeers @the_real_cadel and @cadelroadrace for hosting one of the best weeks on the @uciwomenscycling calendar! From organisation, professionalism, race hotels, media, promotion, we felt equal to the men, and it was great. We will be back next year #leadingtheway #equality #womenscycling #cadelroadrace #racemelbourne #towardszero”

ANNETTE EDMONDSON

2018 WINNER, TOWARDS ZERO RACE MELBOURNE

Towards Zero Race Melbourne at a glance

Riders:

202

Top speed:

70km/h+

Circuit distance:

5.3km

Crowd:

10,000

Get set for a dose of fast and furious cycling at Melbourne's world-famous Australian Formula 1™ Grand Prix track. After the hugely successful inaugural event in 2017, Towards Zero Race Melbourne returned in 2018 with a twilight time slot at Melbourne's stunning Albert Park. In 2019 Towards Zero Race Melbourne is back with the world's fastest men and women hitting the Australian Formula 1™ Grand Prix track on Thursday 24 January.

Race Timings*

- 15:00** Ride4All (Public Ride)
- 16:00** Opening of Hospitality
- 16:20 - 17:55** Elite Women's Race
- 18:00** Elite Women Awards Presentation
- 18:20 - 19:50** Elite Men's Race
- 20:00** Elite Men Awards Presentation
- 20:15** Closing of Hospitality

*Timings subject to confirmation

Race Winners

- 2017** Elite Women: Kirsten Wild (NED), Cylance Pro Cycling
- 2017** Elite Men: Sam Bennett (IRL), BORA - hansgrohe
- 2018** Elite Women: Annette Edmondson (AUS), Wiggle High5
- 2018** Elite Men: Sam Bennett (IRL), BORA - hansgrohe

WHAT TO EXPECT:

In 2018, 15 Elite Women's and 16 Elite Men's teams competed, including the top 5 men's teams in the world and a number of World and Australian Champions

The Elite Women's and Men's races each contain 12-14 laps of the race circuit, ensuring plenty of action and opportunity to cheer on the riders

The circuit race format, especially on a flat course like this, is best suited to the fastest men and women of the sport

Hospitality Inclusions

- Private furnished 6x3 marquee and lawn area located on the race circuit within the final 100m of the race finish
- Canapes and open bar (wine, beer, soft drinks) from 4.00pm to 8.15pm
- VIP race vehicle hot lap during the race for 3 guests
- Special guest visits, such as the Race Director and Marquee Riders
- 5 car park passes
- Signage opportunity (additional cost)
- Cost per hospitality suite: \$5,450 +GST for up to 15 guests
- Additional guests: \$260 +GST per person

Cadel Evans Great Ocean Road Race

Event week culminates on Saturday 26 and Sunday 27 January 2019 with the Swisse People's Ride, the Deakin University Elite Women's Race and the Cadel Evans Great Ocean Road Race.

Experience the world's best cycling at Australia's only one day UCI WorldTour Race. With the start and finish on the Geelong foreshore, the modern Classic takes in Barwon Heads, Torquay and the stunning views of Bells Beach.

Contact us now for further information on Swisse People's Ride packages, corporate hospitality and sponsorship for the weekend's race.

Branding Opportunities

Companies securing a hospitality suite at Towards Zero Race Melbourne have the opportunity to brand their space with a range of options including:

- Branding on the facade facing the race route: from \$900 +GST
- Branding on the facade facing 'Pit Lane': from \$450 +GST
- Branded market umbrellas (2) track side, within the hospitality suite: from \$1400 +GST
- Limited provision of own items such as tear-drop and pull-up banners: FOC
- Contact us for further sponsorship and event branding opportunities

All branding and items are subject to approval by Visit Victoria.

“OVERALL THE EVENT WAS FANTASTIC AND OUR DELEGATES WERE EXTREMELY COMPLIMENTARY ABOUT BEING SO CLOSE TO ALL THE BIG CYCLING TEAMS AND ACTION. I COULDN'T FAULT THE POSITION, HOSPITALITY, FOOD AND ALSO THE PRE-PLANNING/LOGISTICS WITH VISIT VICTORIA'S SUPPORT.”

CA Technologies

2018 Towards Zero Race Melbourne



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