



SMOKEFREE PERTH CRITERIUMS

Event Info

The Smokefree Perth Criteriums concept was established in 2008 with the need to meet the demand for high profile cycling events in Western Australia. Criterium racing is the most exciting version of road racing with each race involving high speed and intense competition around a tight and intimate circuit. Each rider receives points for placing in the top 10 of the race and these points accumulate to decide the overall winner. With a large calibre of cyclists in the event, the overall winner is often not decided until the final race.

Many of WA's high profile cyclists have supported this event from its inception and as a result have provided us with high quality competition each year. The event held from the 11-14 February 2012 will be a valuable part of WA's cycling development as it provides an opportunity for up and coming junior cyclists to compete at an elite level.

Event Expo

At each venue there are opportunities to display and set up stalls presenting retailers with the perfect chance to interact directly with nearly 150 cyclists and their coaches who buy and consume your products. It is the most cost-effective way to reach your target market, as well as it being a perfect platform for recruiting new customers and strengthening relationships with existing clients.

Expo Options

Option 1:	Stall Space (providing your own 3m x 3m marquee)	\$200.00
Option 2:	3m x 3m marquee	\$500.00
	<i>Price includes 2 chairs and 1 trestle table</i>	

Extra Items:	Trestle Tables (per table)	\$16.50
	Round Tables (per table)	\$15.00
	Chairs (per chair)	\$3.00

Sponsorship Opportunities

TriEvents have a number of sponsorship opportunities available at various levels. We are able to offer valuable leveraging opportunities for your organisation to ensure that you get the best return on your investment. Sponsorship is an integral part to many organisations especially in the sports industry, and sends a positive message to the community about the organisations interest in giving back.

By having the company name or logo printed on advertising material the sponsorship brings recognition to the brand and increases product awareness. It is a good way to associate your brand with the values represented by this particular sport.

If you are interested in becoming an Event Sponsor please contact TriEvents on 08 9204 1899.

Website Advertising

The Smokefree Perth Criteriums has its own customized website which allows participants to easily access event information. The site has regular traffic passing through which increases closer to the event. In the 2011 event there were 3854 unique visitors to the site for the month of February, this is an excellent way to reach your target audience at minimal cost.

Option 3	Website Advertising (maximum 3 advertisements)	
----------	--	--



SMOKEFREE PERTH CRITERIUMS

Schedule of Events 2012

Date	Saturday 11 February – afternoon	Sunday 12 February – afternoon	Monday 13 February – evening	Tuesday 14 February – evening
Event	Race 1 – Osborne Park Criterium	Race 2 – Town of Victoria Park	Race 3 – City of Vincent (Leederville)	Race 4 – City of Fremantle

Questions and Contact Information

Questions regarding exhibiting and promotion can be directed to Frances Quick 08 9204 1899 or frances@trievents.com.au. During the event weekend Frances can be contacted on 0438 770 260. All applications for exhibiting must be received by 3 February 2012.

Contact Details

Name _____ Organisation _____

Email _____

Address _____

Suburb _____ Postcode _____

Contact Number _____ Mobile _____

Contact Person & Number on the Event Day _____

Expo Options	Quantity	Cost	Total Cost
Expo Option 1		\$200	
Expo Option 2		\$500	
Expo Extra Items			
Trestle Tables		\$16.50	
Round Tables		\$15	
Outdoor Chairs		\$3	

Website Advertising	Number of Months Advertising			Total Cost
	3 Months	6 Months	12 Months	
Advertising on Event Website – Per Ad space	\$200	\$350	\$600	

TOTAL: _____

Payment

Payment Type VISA Mastercard Cheque/Money Order

Cardholder Name _____

Card Number _____ - _____ - _____ / _____ Expiry Date _____ / _____

Signature _____