

STREETVEL **ODROME**



HOST PARTNERSHIPS

CUBEMANAGEMENT

“To bring the sporting theatre of Olympic-style track cycling right into the heart of the community”

OUR MISSION



“To create an entertainment based cycle sport event that has the power to energise change”

OUR MISSION

*“It entertains. It inspires
It celebrates the active
lifestyle.”*



The background image shows a curved, paved track for a velodrome. Two cyclists are visible: one in the upper left wearing a blue and red jersey and a red helmet, and another in the lower right wearing a green and yellow jersey and a blue helmet. The track has white and blue dashed lines. In the center, there are two black boxes. The top box is labeled 'STREET VELODROME' and the bottom box is labeled 'THE WORLD'S MOST ACCESSIBLE CYCLE SPORT'.

AWARDWINNING

“It’s a globally recognised innovation in accessible sport.”



Winners of the 2019 Highly Commended Innovation in Leisure Award, World Leisure Organisation Expo 2019.

THE CONCEPT



WHAT IS STREETVELODROME

- It is the World's most accessible cycle sport.
- Its 'free at the point of participation' offering makes it truly accessible
- An innovative self-contained pop-up cycle sport event solution.
- It offers a range of experiences for both beginners and experienced riders
- It creates a safe environment in which people can be outside their comfort zone and try something different
- It enables inspiring cycle sport events without the need for disruptive road closures
- It generates media content / media value unlike most other participant activations
- It energizes the absolute grass roots

THE DESIGN

THE DESIGN CHALLENGE

- It presents an exciting event space with size and scale
- Its pop-up. Able to travel and be installed anywhere
- Its quick to build and remove
- Its built and operated to be safe
- Its an 'accessible challenge' to beginners, yet still provide a thrill to experienced riders.
- It offers a platform for brand partners

30m to 45m

10m to 15m

THE CUSTOMER



“If you can ride a bike you’re going to love this”

THE CUSTOMER

THE ACCESSIBILITY CHALLENGE

- We must remove the usual barriers to participation.
- Zero entry fees, free equipment and free one to one coaching provided
- We must appeal to both inactive, hard to reach groups, as well as the active cycling community
- It has to appeal to non-participants too.
- It has to entertain to inspire.



THE CUSTOMER

THE EXPERIENCE

- Participants sign up for free to take part in public access events
- All equipment provided as well as one to one coaching
- They enjoy a fun race against a friend or family member in an Olympic-style track pursuit
- They can enter amateur competitions for free
- Or just enjoy the thrill of the ride



ENERGISING CHANGE

*“Cycle sport as
you’ve never
seen it before”*



ENERGISING CHANGE

HIGH ENERGY – HIGH IMPACT

Olympic-style track pursuit racing with live music entertainment right in the heart of the city.

A live event opportunity held in a city centre location with all the theatre and drama of Olympic track cycling. The elite racing is fast and furious with a high energy presentation and production.



#bikeparty

ENERGISING CHANGE

THE BIKEPARTY SERIES

- A series of high profile race events
- Held in city centre locations around the world
- Pro/Elite male and female competition devised to be exciting and entertaining
- Free for spectators
- Broadcast and social media coverage



STREETVEL **DROME**
PRO *SERIES*

#bikeparty

OUR AUDIENCE

GENERATING MEDIA

- Broadcast TV series
- Global TV distribution
- Regional news coverage
- Specialist media coverage
- Social media coverage

OUR AUDIENCE

Our 2016 -2018 series delivered:

Pro Series Events | **16**

Participants | **22k**

Live Event Footfall | **800k**

UK Digital Reach | **8.5m**

UK Total Reach | **12.4m**

Countries TV Series distributed to | **80**

CREATING LEGACY



**“It’s a gateway
to cycle sport”**

DUBLIN 2017

CREATING LEGACY



INSPIRING FUTURE OLYMPIANS

At each of our access events we run a fun Kids Series competition called the Sharks v Tigers.

Two opposing teams of 3 to 11 year olds race in Olympic-style pursuit races scoring points for their respective teams, either the Sharks or the Tigers.

The team with the most points wins, but all racers receive the same achievement award.

CREATING LEGACY

STREETVEL DROME NEXGEN SERIES

CREATING PRIDE IN SUCCESS

Our NexGen Competition is specifically devised for 12 to 16 year old riders. It's a competitive challenge involving time trials and Olympic-style pursuit racing.

All competitors are coached by Riders from the Pro Series and receive identical goodie bags regardless of outcome.

CREATING LEGACY



*“It’s active & fun,
It educates”*

STREETVEL DROME
CYCLING
FUTURES

CREATING LEGACY

INFLUENCING FUTURE BEHAVIOUR

We believe cycling is a life skill as much as it is a sport. Our **Cycling Futures** programme brings the fun and enjoyment of cycling right into the classroom.

Class size school groups enjoy exclusive track time with Pro Rider coaching and equipment provided.

After the fun of riding the banking teaching staff receive cross curricular lesson plans designed to help deliver the '*benefits of cycling*' message within the national curriculum framework of literacy and mathematics.

STREETVEL DROME
CYCLING
FUTURES

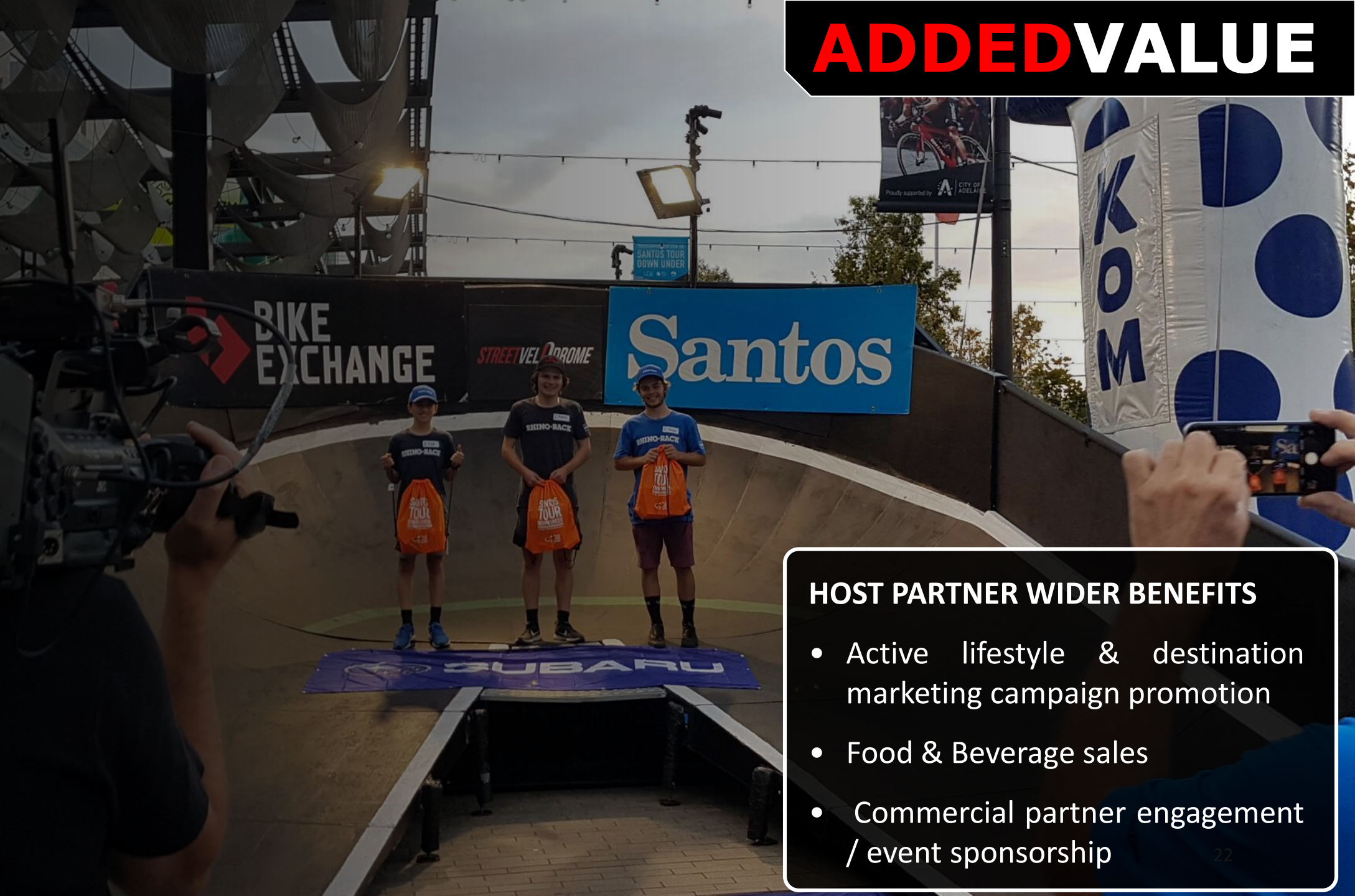
ADDED VALUE

“It creates unique visibility”





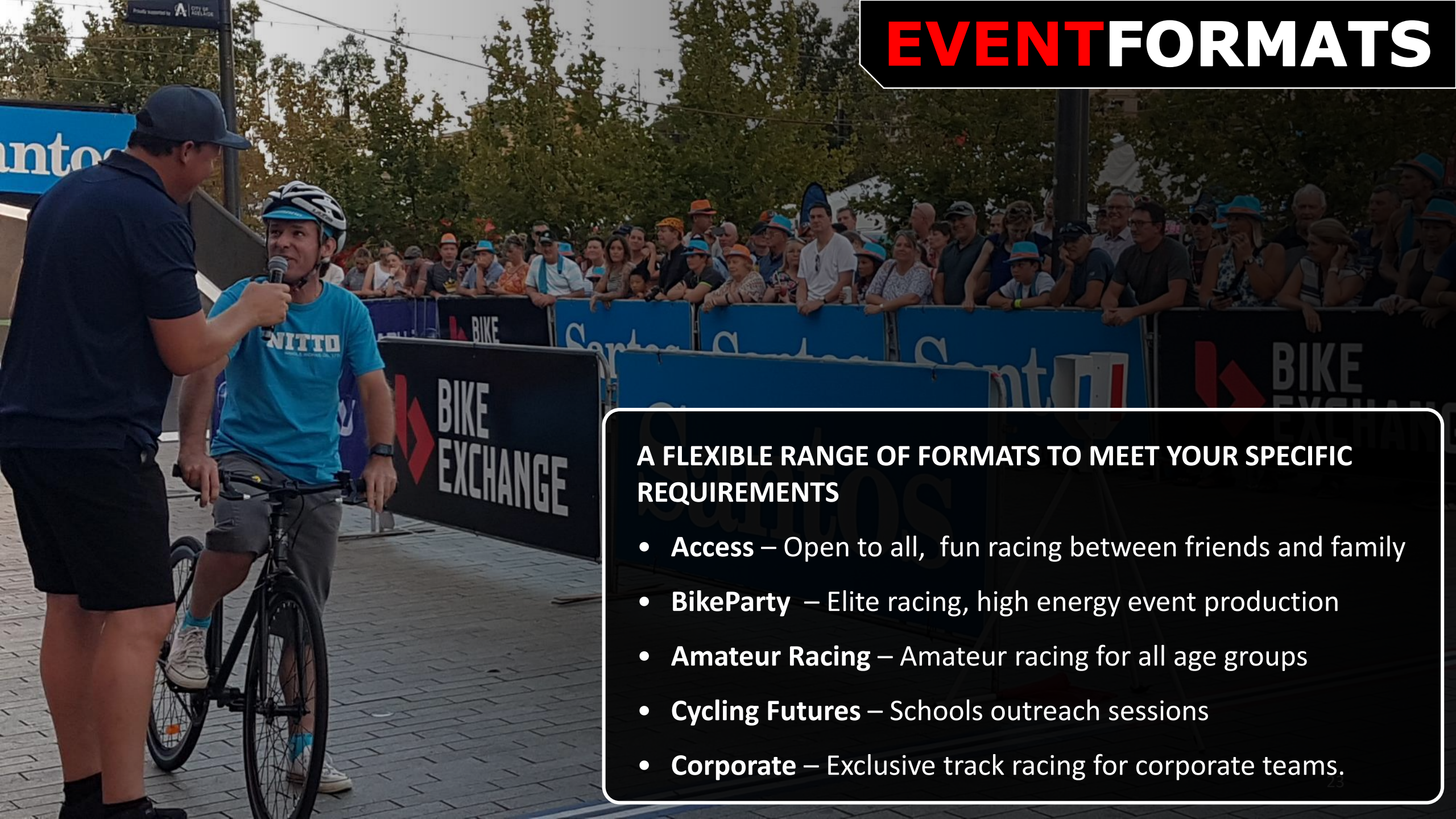
ADDED VALUE



HOST PARTNER WIDER BENEFITS

- Active lifestyle & destination marketing campaign promotion
- Food & Beverage sales
- Commercial partner engagement / event sponsorship

EVENT FORMATS



A FLEXIBLE RANGE OF FORMATS TO MEET YOUR SPECIFIC REQUIREMENTS

- **Access** – Open to all, fun racing between friends and family
- **BikeParty** – Elite racing, high energy event production
- **Amateur Racing** – Amateur racing for all age groups
- **Cycling Futures** – Schools outreach sessions
- **Corporate** – Exclusive track racing for corporate teams.

EVENT HOSTING OPTIONS

Our choice of three event types offer Host partners a flexible range of options. Bespoke packages can be arranged to meet very specific needs.

HOSTOPTIONS

EVENT TYPE CONTENT	BIKEPARTY (SINGLE DAY)	ACCESS (SINGLE OR MULTIPLE DAYS)	CYCLING FUTURES (SINGLE OR MULTIPLE DAYS)
PRO/ELITE RACING	YES	-	-
AMATEUR RACING	YES	YES	-
NEXGEN SERIES	YES	YES	-
CORPORATE RACING	YES	YES	-
KIDS SERIES	-	YES	-
PUBLIC ACCESS	-	YES	YES
CYCLING FUTURES	-	-	YES
KEY BENEFITS	Multi-day mass engagement event with large footfall, nationwide/regional/social media value offering destination marketing, commercial and F&B revenue stream opportunities.	Flexible package of competitive events with accessible options aimed at engaging the local community. F&B revenue stream opportunities.	Fully accessible community based events aimed at engaging and inspiring inactive to active behaviour change.

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CUBEMANAGEMENT

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