

THE MOST PRESTIGIOUS BICYCLE SHOW IN THE WORLD

**3 – 5 JUNE 2016**

**GRIMALDI FORUM MONACO**



SPONSORSHIP  
PACKAGE





# THE PREMIUM CYCLING AND LIFESTYLE EVENT GLOBALLY

The Principality of Monaco is host to numerous events that attract global attention: the Formula 1 Grand Prix, the Monaco Yacht Show, Top Marques Super Car Show, International Jumping Show, The Rolex Masters and many other events in different domains and Monaco's newest and most exciting event - LikeBike.

During its debut year in 2015, LikeBike Monte Carlo has established itself as the premium cycling and lifestyle event globally. LikeBike has attracted strong media interest and positive coverage from around the world and across numerous user interest sectors. This positive media exposure has assisted LikeBike to actively elevate cycling from a purely recreational and sporting activity to a fashion and lifestyle interest while also celebrating all aspects of cycling.

Monaco as a location is constantly of global media interest and is seen as the perfect location for LikeBike Exhibitions and Events for many reasons. It is the home to a considerable number of professional cyclists and numerous amateur enthusiasts. Monaco is a country that boasts a uniquely glamorous setting and a comfortable environment; further, this small but dynamic Principality is very sensitive to and positively addresses many environmental challenges. LikeBike's media power is further enhanced through obtaining the strong support from Prince Albert II and his Monaco Government.



## THE MOST PRESTIGIOUS BICYCLE SHOW IN THE WORLD

3 - 4 - 5 JUNE 2016

THE GRIMALDI FORUM - MONACO





## A BRANDED AUDIENCE WITH THE PRINCE

H.S.H. Prince Albert II of Monaco adds his signature to the prestigious 'Specialized' bike, which was auctioned at the now legendary LikeBike Charity Gala Dinner at the Yacht Club de Monaco on 4 April 2015.

" LIKEBIKE Monaco is not just a bicycle exhibition among others. LIKEBIKE MONACO is also a promise – to promote sport and efforts of each individual to couple health and pleasure in order to create a healthier world "

Son Altesse Sérénissime le Prince Albert II de Monaco



## LUXURY, DESIGN, FASHION, LIFESTYLE ON WHEELS... ALL ON GLOBAL DISPLAY

This unique and globally recognized B2B and B2C event brings together all aspects of Lifestyle and cycling under one glamorous roof in Monaco's finest exhibition Venue, The Grimaldi Forum. Nestled just metres from the edge of the Mediterranean Sea, there are very few exhibition venues that provide such a premium location to match the caliber of the brands presented.

To add to the special nature of the event, the exhibition is presented very differently. A tranquil countryside and environment theme is employed to ensure that **LikeBike Monte-Carlo is not a traditional bicycle exhibition**; rather it is selectively focused on some of **the most exclusive products and companies** associated with cycling:

HIGH-TECH IN CYCLING  
FASHION BRANDS  
ELECTRIC BIKES  
ONE-OF-A-KIND MODELS  
AUTOMOTIVE BRANDS  
TRAINING EQUIPMENT  
ACCESSORIES  
FASHION CYCLE WEAR  
CYCLING TOURISM AND MUCH MORE





# SPONSORSHIP PACK

## THE PLACE

### THE GRIMALDI FORUM

The most prestigious and award winning exhibition centre in the Monaco.

## GLOBAL MEDIA COVERAGE

In the first year **LIKEBIKE** generated outstanding global media coverage, in many languages, numerous sports and lifestyle publications, TV, radio and all modern media platforms, generating over 450 items of newspaper and magazine coverage, with a consumer reach of 10,339,123 and an additional trade reach of 100,366 and continuing to grow.

## EXHIBITORS

### 84 in 2015 projected 150 in 2016

Much more than just a trade show, the select exhibitors will show off their products, parts and bikes to a highly qualified audience in a relaxed and open market place environment.

## VENUE

**4,500 m2 - incredible venue, a walk in the countryside:** An outstanding, free and leisurely environment means clients are not frustrated in their efforts to see and truly experience the quality products on display.

## EXCLUSIVE CLIENTELE

**Highest concentration of High Net Worth individuals in the world per m2.** A Qualified audience for a Quality product. Different in many ways to other exhibitions, we have brought the client to the exhibitor on a virtual red carpet.

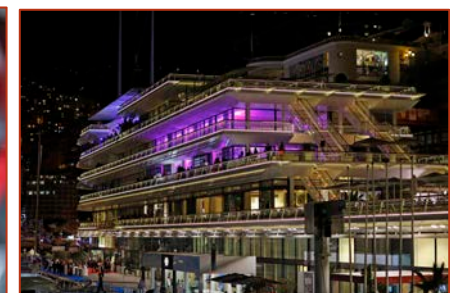
## VISITORS

### Visitors – Over 4000 visitors in debut year

An outstanding first year foot traffic result and beyond all existing records at the Grimaldi Forum. With MUCH greater sector awareness through marketing and PR, this is expected to grow dramatically in years 2 and 3.

## UNIQUE VIP EVENT

**Monaco**, the home of VIP events; LikeBike Monte-Carlo is no different. Cocktails, Famous Gala dinner and more make LikeBike Monte-Carlo the most prestigious and glamorous bicycle show on earth.



## A SELECTION OF WORLD PRESS ABOUT LIKEBIKE MONTE CARLO





**"Beautiful bikes and cutting-edge tech from Monte Carlo's exclusive bike show."**



*"If May in Monaco is all about the cars, April's the month of the two-wheeler, as bike show Like Bike comes to town."*



**"Like Bike Monte Carlo, known as "the most glamorous bicycle show on earth."**



**Vélo hors compétition  
a Monaco  
monaco-matin**

**"Focused on the luxury end of the bicycle industry, the exhibition features a range of two-wheeled products from the most exclusive companies in the world."**



"Prince Albert II of Monaco is also an enthusiastic cyclist and promotes the benefits of pedal power to Monégasques. The principality is therefore a logical place to host the world's first high-end bicycle show, and LikeBike Monte Carlo launches in association with Fédération Monégasque de Cyclisme over the Easter weekend at the Grimaldi Forum."



*"LikeBike Monte Carlo: le due ruote in vetrina. Il meglio delle due ruote, la bicicletta, risultato di una grande creatività, soluzioni tecnologiche a tanta innovazione."*



**"Evening race on part of F1 circuit one of the attraction at "the most glamorous bicycle show on earth"**



*At the start of April, Monaco will be alive to the gentle click and whirr of titanium derailleurs, the purr of rubber on tarmac, and the swish of "Bionic" Lycra against hairless legs as the ultimate luxury cycle show arrives in the tiny principality. The exhibition will take place at the Grimaldi Forum in the port of Monte Carlo and will see showcase some of the most exciting (and expensive) advances in bicycle technology.*

**LikeBike, exclusivement consacré au vélo très haut de gamme.**

## steel

"LikeBike Monte Carlo The inaugural event kicks off this year in Monaco with roughly 250 of the most innovative and beautiful luxe bikes on the market."



SPONSORS AND PARTNERS 2015



MEDIA PARTNERS 2015





## SOCIAL RESPONSIBILITY



## FORTUNE

### Two wheels worth five figures

"A bicycle is a very liberating thing," says Kaplan, head cycling analyst for Get A Grip Cycles. "You can ride it as hard and as fast as you wish. Once you've made the investment in the equipment, you just get out on the road. All you need is the weather and make the time to do it. There aren't any lift tickets, green fees, none of that stuff."

## The Economist

### Business Networking: Cycling is the New Golf

"Traditionally, business associates would get to know each other over a round of golf. But road cycling is fast catching up as the preferred way of networking for the modern professional. A growing number of corporate-sponsored charity bike rides and city cycle clubs are providing an ideal opportunity to talk shop with like-minded colleagues and clients while discussing different bike frames and tricky headwinds. Many believe cycling is better than golf for building lasting working relationships, or landing a new job, because it is less competitive."

## REUTERS

### As popularity of golf wanes, fund managers bet on cycling

"Forget tee time. These days, you're more likely to hear business deals discussed over the handlebars of a high-end bicycle than on the fairway, and fund managers are catching on.

As tricky cycling becomes the hobby of choice among wealthy professionals, portfolio managers from firms such as Wasatch, Vanguard and Franklin Templeton have been moving into the shares of companies behind bicycle and bike-component brands such as Cannondale, Specialized, and Trek, whose highest-price models can cost more than \$10,000."

## THE WALL STREET JOURNAL.

### The rise of the five-figure bicycle

"Prices for elite bicycles are soaring. High-performance materials, such as titanium and carbon fiber, and more advanced components, including electronic gear-shifting systems, drive up costs. The average wholesale price of a bicycle sold at specialty shops, which generate the most dollars in U.S. bike sales, jumped 75% in 2013 from a decade earlier, according to the National Bicycle Dealers Association.

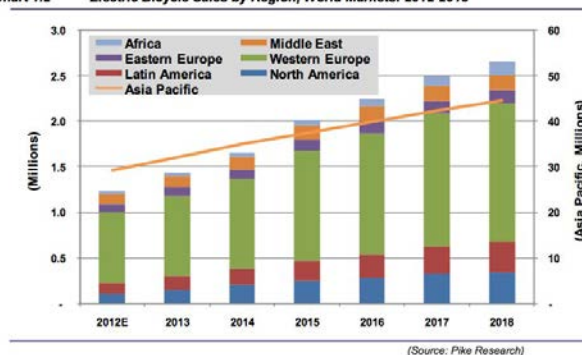
And bicycle enthusiasts, typically wealthier than average and competitive, seem willing to pay for the most advanced bikes available.



### Growing Adoption of High-End Bicycles to Spur Growth in the Bicycles Market, According to New Report by Global Industry Analysts, Inc.

"Global market for Bicycles is projected to reach US\$86.3 billion by 2020, driven by implementation of government supported bicycle promotion projects and policies, robust demand for high-end bicycles, rising energy prices, and growing emphasis on health and wellbeing and the ensuing interest in sports and leisure activities.

Chart 1.2 Electric Bicycle Sales by Region, World Markets: 2012-2018



## The New York Times

### E-Bike Sales Are Surging in Europe

With tens of millions of e-bikes already on the road in China, e-bike sales are now surging in Europe, especially in northern countries with long cycling traditions. For some markets, e-bikes have recently been the only area of growth. There are 250,000 on the road in Switzerland, according to the European Cyclists' Federation. In Germany, bike sales were down 5.5 percent last year, but sales of more expensive e-bikes were up almost 8 percent and now command about 11 percent of the market. In the Netherlands, which has Europe's highest per capita bicycle usage, the overall bike market fell slightly last year, but e-bike sales rose more than 9 percent.



### The new midlife crisis: Men in lycra dumping fast cars for young bicycles

"Britain's middle-aged men would rather switch their Ferraris for expensive bikes.

Once a niche sport, cycling has become so popular in Britain that it has spawned a new breed of fans who would rather buy a bike than a Ferrari and who confront their expanding waistlines by taking to the open road."

## THE TIMES

### My other bicycle is an Aston Martin

"Spending on bicycles in Britain is now more than £1.5 billion a year, three times the amount spent on motorcycles, and specialist retailers report a dramatic increase in demand for finely engineered bikes with price tags over £10,000.

The bicycle has at the same time become a status symbol with state-of-the-art gearing systems and ultra-light frames pushing the price of high-end models up to £17,000 and beyond.

## WHAT CAN I EXPECT FROM SPONSORSHIP?

Sponsorship of LIKEBIKE Monte-Carlo comes with built-in branding rights and activation features to add value to your marketing and strategy budget and engage your target audience, for both B2B and B2C companies. Each sponsorship level has a unique set of features for you to use as standard, or additional items can be added to customize your plan.

### NAMING RIGHT

Associate your brand with the whole event, an activity or zone.

### BRAND EXPOSURE

On-Site promotional support via print and digital channels, national and international Press.

### SOCIAL MEDIA

A range of event related social media activities, before, during and after the event for you to engage your target audience.

### EXPERIENTIAL MARKETING

Choose from a range of experiential activities to offer as prizes, staff incentives or to entertain clients.

### ACTIVATION SUPPORT

Our enthusiastic and experienced sponsorship specialists are here to make sponsorship work for you: [sponsor@likebikemc.com](mailto:sponsor@likebikemc.com)







## SPONSORSHIP PACK

### EXHIBITION TIMELINE:

Friday 3rd - Exhibition Opening Day / Evening Welcome Cocktail (media, exhibitors, Sponsors)  
Saturday 4th - Exhibition / Gala Dinner  
Sunday 5th - Exhibition Final Day

### PREMIUM SPONSORSHIP OPPORTUNITIES:

Event 1 - 3 day Exhibition at the Grimaldi Forum Monaco  
Event 2 - Charity Gala & Auction  
Event 3 - Friday Evening Welcome Cocktail (media, exhibitors, Sponsors)  
Event 4 - Outside show event / Show riding  
Event 5 - Sunday open road day (Avenue Princesse Grace) if permission granted by Monaco government

*Sponsorship packages for LikeBike Monte-Carlo have been designed to be flexible to support all company sizes and budgets.*

PLATINUM SPONSOR: TAILORED PACKAGE TO MAXIMISE YOUR BRAND VALUE

GOLD SPONSOR: 50,000 €

SILVER SPONSOR: 25,000 €

ACTIVITY SPONSOR: 10,000 €

LOGO SPONSOR: 5,000 €

*Our team is here to brief you and advise on the best sponsorship package for you: [sponsor@likebikemc.com](mailto:sponsor@likebikemc.com)*

## PLATINUM SPONSORSHIP: TAILORED PACKAGE TO MAXIMISE YOUR BRAND VALUE

- Primary branding throughout LikeBike Monte-Carlo
- Primary branding on all event promotional material: print, digital, broadcast (in line with individual network regulation)
- Primary branding in all PR releases & actions
- Primary association with all event promotional competitions and giveaways
- Primary association with all event experiential activities
- Permission to use LikeBike Logo and TradeMark to show sponsorship association

- **Grimaldi Forum:** 1000 VIP Guest tickets to LikeBike Exhibition
- **Grimaldi Forum:** VIP Exclusive Lounge at exhibition centre at the Grimaldi Forum
- **Friday 3 :** 20 tickets to Exhibitor Welcome Cocktail on Friday evening (including media and Sponsors)
- **Saturday 4 :** Branded Table for 10 in prominent position at Gala on Saturday night
- **Saturday 4 :** 4 "VIP and Authorities table" seats at Gala on Saturday night
- VIP lunch each day of the show on a Luxury Yacht for 20 VIP guests (limousine service included) (TBC)
- Complimentary VIP room for 3 nights at the Luxury Hermitage Hotel
- Complimentary Luxury Helicopter travel between Monaco and Nice airport (4 people)
- Complimentary Luxury limo service within Monaco (100 trips)
- Unrivalled photo opportunities throughout the weekend

Branding (Print) - Sponsor logo can be incorporated into the following:

- Event Flyers
- Press Releases
- Official catalogue
- Event Maps
- Tickets
- Event Print media advertisement
- Grimaldi Forum signage / Podium / Ramps / etc.
- Lanyards and badges

Branding (digital) - Sponsor logo can be incorporated into the following channels:

- Website Pages (logo in prominent position)
- Emailer Template (logo in prominent position)
- Event Facebook Channel
- Social networking channels

Branding (other) - Sponsor logo and messages can be incorporated into following media:

- Event TV
- Event Radio
- Event Photography & Video (Official)

## GOLD SPONSORSHIP: 50,000 €

- Secondary branding throughout zone boundary
- Secondary branding throughout LikeBike Monte-Carlo
- Secondary branding on all event promotional material: print, digital, broadcast (in line with individual network regulation)
- Secondary branding in all PR releases & actions
- Secondary association with all event promotional competitions and giveaways
- Permission to use LikeBike Logo and TradeMark to show sponsorship association

- **Grimaldi Forum:** 300 VIP Guest tickets to LikeBike Exhibition
- **Grimaldi Forum:** VIP Exclusive Lounge at exhibition centre at the Grimaldi Forum
- **Friday 3:** 10 tickets to Exhibitor Welcome Cocktail on Friday evening (including media and Sponsors)
- **Saturday 4:** Branded Table for 10 at Gala on Saturday night
- Complimentary VIP room for 3 nights at the Luxury Hermitage Hotel
- Complimentary Luxury travel between Monaco and Nice airport (4 people)
- Complimentary Luxury limo service within Monaco (up to 30 trips)
- Unrivalled photo opportunities throughout the weekend

Branding (Print) - Sponsor logo can be incorporated into the following (Secondary positioning):

- Event Flyers
- Press Releases
- Official catalogue
- Event Maps
- Tickets
- Event Print media advertisement
- Grimaldi Forum signage / Podium / Ramps / etc.

Branding (digital) - Sponsor logo can be incorporated into the following channels:

- Sponsors Page on Official website
- Emailer Template
- Event Facebook Channel
- Social networking channels



## SILVER SPONSORSHIP: 25,000 €

- Primary branding throughout Activity boundary (i.e. Welcome Cocktail, Gala, Open Road day)
- Primary association with all Activity-specific promotional competitions and giveaways
- Branding throughout LikeBike Monte-Carlo
- Branding on all event promotional material: print, digital, broadcast (in line with individual network regulation)
- Branding in all PR releases & actions
- Permission to use LikeBike Logo and TradeMark to show sponsorship association

- **Grimaldi Forum:** 150 VIP Guest tickets to LikeBike Exhibition LikeBike
- **Grimaldi Forum:** VIP Exclusive Lounge at exhibition center at the Grimaldi Forum
- **Friday 3:** 6 tickets to Exhibitor Welcome Cocktail on Friday evening (including media and Sponsors)
- **Saturday 4:** Branded Table for 10 at Gala on Saturday night

- Complimentary Luxury limo service within Monaco (up to 20 trips)
- Unrivalled photo opportunities throughout the weekend.

Branding (Print) - Sponsor logo can be incorporated into the following (Secondary positioning):

- Official catalogue
- Event Maps
- Tickets
- Event Print media advertisement
- Activity Barriers / Fencing Banners

Branding (digital) - Sponsor logo can be incorporated into the following channels:

- Sponsors Page on Official website
- Event Facebook Channel
- Social networking channels

## ACTIVITY SPONSORSHIP: 10,000 €

- Branding on all specific printed material
- Branding in all PR releases & actions when space permits
- Secondary association with event promotional competitions and giveaways if providing prize
- Permission to use LikeBike Logo and TradeMark to show sponsorship association

- **Grimaldi Forum:** 50 VIP Guest tickets to LikeBike Exhibition
- **Friday 3:** 2 tickets to Exhibitor Welcome Cocktail on Friday evening (including media and Sponsors)
- **Saturday 4:** 2 tickets for Gala Diner on Saturday night

- Complimentary Luxury limo service within Monaco (up to 10 trips)
- Unrivalled photo opportunities throughout the weekend

Branding (Print) - Sponsor logo can be incorporated into the following (Secondary positioning):

- Official catalogue
- Event Maps
- Event Print media advertisement

Branding (digital) - Sponsor logo can be incorporated into the following channels:

- Sponsors Page on Official website
- Event Facebook Channel
- Social networking channels

## LOGO SPONSORSHIP: 5,000 €

- Branding on all specific printed material
- Branding in all PR releases & actions when space permits
- Permission to use LikeBike Logo and TradeMark to show sponsorship association

- **Grimaldi Forum:** 25 VIP Guest tickets to LikeBike Exhibition
- **Friday 3:** 2 tickets to Exhibitor Welcome Cocktail on Friday evening (including media and Sponsors)

- Unrivaled photo opportunities throughout the weekend

Branding (Print) - Sponsor logo can be incorporated into the following (Secondary positioning):

- Official catalogue
- Event Maps
- Event Print media advertisement

Branding (digital) - Sponsor logo can be incorporated into the following channels:

- Sponsors Page on Official website
- Event Facebook Channel
- Social networking channels





Mark Hillsdon, an Australian native and long-time resident of Monaco, is a technology professional, an avid sportsman and a passionate cyclist. Mark has been heavily involved in the mobile phone application market, and was considered a pioneer and futurist in the deployment of mobile publishing and navigation solutions (e.g. Sony Ericsson, Nokia, CSL Hong Kong and Pocket NET). Mark has also had extensive involvement in the organization of charity fund raising events both in London and Monaco (e.g. AMADE in Monaco, Terrence Higgins trust in the UK, Muscular Dystrophy Group, Children in Cities and Royal Flying Doctors in Australia).

With a strong background in all forms of sport including mountain biking and more recently road cycling, Mark caught the 'cycling bug' again several years ago while preparing for and participating in the annual charity Champagne & Oyster Cycling Club (COCC) ride from St Tropez to Monaco. Mark has taken his passion for cycling, event organization and technology and, along with long-time friend and co-founder Wladimir Singer to create LikeBike Monte Carlo



Wladimir Singer, a long-time resident of Monaco, is a serial entrepreneur and logistic specialist with interests throughout Europe and Russia. Having lived in Paris, New York, Moscow and now Monaco, Wladimir keeps his finger on the pulse of global issues and trends. As an active member of the Monaco Russian community, Wladimir, together with his wife Galina, have initiated a series of events aimed to introduce Russian culture to Monaco society. Throughout the last 15 years they have helped integrate numerous individuals into Monaco life, clubs and high society. In 2015, the official year of Russian Culture in Monaco, they continue as active contributors to the cultural exchange with several projects included in the official programme.

A recent and eager convert to the pleasures and benefits of cycling; Wladimir has been an energetic member of the Monaco Cycling Federation. With co-founder Mark Hillsdon and their team, he has enthusiastically been driving the success of LikeBike with a vision to establish the exhibition as a global showcase for superior cycling products, as well as, promoting Monaco as a centre for global cycling.











## FOR MORE INFORMATION

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