

**2014** SPONSORSHIP  
PACKAGE

# TEST OF METAL GROUP OF EVENTS



Republic Bicycles presents:

## ORE CRUSHER

Warm up for the mountain bike race season with the Squamish OreCrusher, featuring the best of Brackendale single track.



Nesters Market - Squamish presents:

## TEST OF METAL

Can you pass the test? Squamish Test of Metal, 67km mountain bike race, 1000 riders mass start, over 300 volunteers.



GS Kerr Ltd presents:

## GEAR JAMMER



Starts at Alice Lake, finishes downtown Squamish, the Gear Jammer mountain bike race features 45km of classic Squamish single track.

Pearson Financial Services Ltd presents:

## JABR

Just Another Bike Race. Finish the season with Squamish's newest mountain bike race, starts and ends at Quest University.



# WELCOME TO THE TEST OF METAL GROUP OF EVENTS!

## ABOUT THE TEST OF METAL

The Test of Metal Inc. is a not-for-profit entity run by volunteers, and any proceeds from the races are returned to the community through charitable donations. Since its inception, the Test of Metal Inc. has donated more than \$145,000 to community organizations and events.

## HI SPONSORS!

Check out the attached Sponsorship Package. You can choose to sponsor the “group” of four races or sponsor one or more races individually. Take note: you get a better deal if you sponsor all four! On top of a great deal, sponsoring all four races will get you amazing exposure in the Lower Mainland and in Squamish, particularly amongst the mountain biking and active demographic!

To discuss sponsorship opportunities, contact **Christine Campbell** at **604.848.9526** or send an email to **[sponsorship@testofmetal.com](mailto:sponsorship@testofmetal.com)**.



Nesters Market - Squamish presents:

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Squamish Test of Metal,  
67km mountain bike race,  
1000 riders mass start, over 300 volunteers.



## TEST OF METAL RACE INFORMATION

**JUNE 13, 2014**  
Pre-Test of Metal Events in Downtown Squamish

**JUNE 14, 2014**  
Test of Metal Race and after party

**JUNE 15, 2014**  
Mini-Test Event

The Nesters Market - Squamish Test of Metal cross-country mountain bike race covers a 67 kilometer course with over 1,200 meters of climbing and 35 kilometer of single-track. It's an unforgettable day for everyone involved from the organizers, over 300 volunteers, thousands of spectators and of course the 1,000 riders who begin their day with a mass start at Brennan Park, Squamish.

For those in the saddle the unrelenting course will take the fastest just over 2 hours, the average competitor 3-4 hours and the humans 5-6 hours.

	AGE	MALE AVERAGE	%		AGE	FEMALE AVERAGE	%
PRO ELITE		39	3.28%	PRO ELITE		13	0.91%
MALE	- 19	38	3.18%	FEMALE	- 19	7	0.59%
	20-29	50	4.21%		20-29	22	1.85%
	30-34	158	13.3%		30-34	37	3.11%
	35-39	247	20.79%		35-39	47	3.96%
	40-44	227	19.11%		40-44	41	3.45%
	45-49	143	12.04%		45-49	12	1.01%
	50-54	65	5.47%		50-54	6	0.51%
	55-59	18	1.52%		55-59	1	0.08%
60+	16	1.35%	60+	1	0.08%		

Male Riders: 1001 = 84.26% (on average)

Female Riders: 187 = 15.74% (on average)

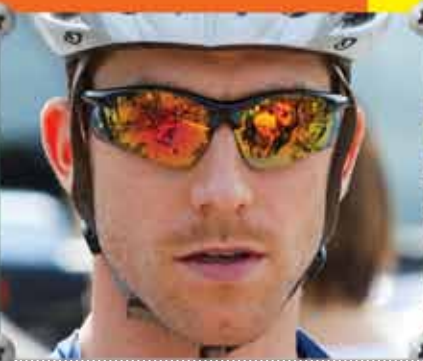


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## WHERE ARE THE RACERS COMING FROM?

- 29% Sea to Sky area
- 41.5% Vancouver area
- 17% Other areas in BC
- 4.5% Alberta
- 0.5% National
- 6.75% USA
- 0.75% International

## TESTIMONIALS FROM RIDERS

“I have both raced at several NORBA nationals in the states and I have some other prestigious races to compare your event to. This is the best organized and funnest event I have ever attended. The course is challenging and the volunteers are fantastic.” - T.A., *Seattle, Washington*

“Probably one of the finest, most smoothly run events I have ever been to.” - C.M., *Portland, Oregon*

“The community support is unparalleled by any other event I have seen (Cheakamus Challenge, Whistler Summer Session, Hornby Island Bike Fest, North Shore Festival)... The course was lined up with wall to wall spectators, cheering loudly for everyone that went by.” - A.K., *Whistler, B.C.*

Republic Bicycles presents:

# ORE CRUSHER

Warm up for the mountain bike race season with the Squamish OreCrusher, featuring the best of Brackendale single track.



## ORE CRUSHER RACE INFORMATION

MAY 10, 2014  
Ore Crusher Race

MAY 16, 2015

The Orecrusher XC is a multi-lap classic XC through the Cheekeye Fan single-track trails of Brackendale. The Orecrusher is the first mountain-bike race of the year and a great warm up for the mountain bike race season. This makes it a prime time to get your brand in-front of the racers and their families for the season.

Racers will ride a set number of laps of the approximately 20 kilometer loop of single-track trails and return to the race venue. Each category will race the same number of laps.

On the last lap, racers will divert towards the Finish line to the cheers and adulation of their friends and family. The stadium-style venue lends itself extremely well to an expo set-up.

**RACERS:** approximately 200 racers participate in the Orecrusher, most racers are locals.



## GearJammer RACE INFORMATION

JULY 19, 2014  
GearJammer Race

JULY 18, 2015

The Gear Jammer is a 52 kilometer point-to-point cross country mountain bike race that starts near Alice Lake, and finishes in Rose Park near downtown Squamish.

The course is a collection of favorite Squamish single-track that both serious racers and recreational mountain bikers have enjoyed in the past. Unlike many cross country races, the Gear Jammer contains much more single-track than double track or road. After the initial dirt road climb (used to separate racers before they enter the trails),

80% of the time spent on the course contains some of the most challenging cross country single-track in the area.

Those familiar with Squamish riding will recognize many of the course's trail names: "Ed's Bypass", "Middle Power Smart", "ReCycle", "Pseudo-Tsuga", "The Plunge", and "7 Stitches".

**RACERS:** approximately 300 racers participate in the GearJammer, 70% racers are from Squamish and Whistler; 30% come from the Lower Mainland



Pearson Financial Services Ltd presents:

# JABR JUST ANOTHER BIKE RACE

Just Another Bike Race. Finish the season with Squamish's newest mountain bike race, starts and ends at Quest University.



## JABR RACE INFORMATION

**AUGUST 16, 2014**  
JABR Race

**AUGUST 15, 2015**

The last mountain bike race as part of the Test of Metal Group Of Events winds its way through some of the best single track Squamish has to offer, showcasing some of the newest trails in the Squamish Mountain Bike Trail Network.

The JABR course starts and finishes at Quest University. It covers trails mainly in the highlands and features a new course every (so far).

**RACERS:** approximately 150 racers participate in the JABR, 65% racers are from Squamish and Whistler; 35% come from the Lower Mainland. This race is quickly becoming known as a “trail rider’s course”.



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## SPONSORS BENEFITS FOR ALL FOUR RACES

In addition to the detailed sponsor benefits listed on the following pages, sponsors benefit from the following exposure:

**Radio Media** for all 4 events starting at the beginning of May through to the end of August, 2014. **Value: \$65,000**

**Print Media** for all 4 events starting at the beginning of May through to the end of August, 2014. **Value: \$45,000**

**Visual Media** for all 4 events starting at the beginning of May through to the end of August, 2014. **Value: \$45,000**

## OVERALL EXPOSURE FOR SPONSORS

**Online Media:** Social Media, Website for all 4 events starting at the beginning of May through to the end of August, 2014. Sponsors' logos will be placed on the bottom of all web pages. The Test of Metal Website receives 200,000 visits per year.

**Media Relations:** ongoing press releases to local and regional publications.



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In sponsoring the Test of Metal Group Of Events, you and your business are partnering with four volunteer-organized and operated community. Level of brand association increases with the level of sponsorship. Please review the following sponsorship benefits. **If you wish to sponsor one race out of this series, please contact Christine Campbell at [sponsorship@testofmetal.com](mailto:sponsorship@testofmetal.com) for details and rates.**

## GOLD LEVEL

### TEST OF METAL

**\$7,500 in product or services  
OR \$5,000 in Cash**

### ALL 4 RACES

**\$12,000 in product or services  
OR \$8,000 in Cash**

Category exclusivity for each Race

Logo on event T-shirt back sized according to sponsorship level for each Race

Logo on event posters sized according to sponsorship level for each Race

Logo in promotional and paid print media for each Race

Logo and hyper link on testofmetal.com web page for each Race

Right to use event logos and event names in your promotions

Banner Space: four 3' x 10' banner spaces at each Race and any pre or post events

10' x 10' booth space at finish line for each Race

Right to provide SWAG to racers throughout the Races and race events

### PA RECOGNITION OF SPONSORS THROUGHOUT RACES:

**Minimum 10 announcements**

3 complimentary race entries per Race, if signed contract is received by Feb 1, 2014

4 complimentary tickets to each volunteer thank you party

Republic Bicycles presents:

Nesters Market - Squamish presents:

GS Kerr Ltd presents:

Pearson Financial Services Ltd presents:

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## SILVER LEVEL

### TEST OF METAL

\$3,500 in product or services  
OR \$2,500 in Cash

### ALL 4 RACES

\$5,600 in product or services  
OR \$4,000 in Cash

Category exclusivity for each Race

Logo on event T-shirt back sized according to sponsorship level for each Race

Logo on event posters sized according to sponsorship level for each Race

Logo in promotional and paid print media for each Race

Logo and hyper link on testofmetal.com web page for each Race

Right to use event logos and event names in your promotions

Banner Space: four 3' x 10' banner spaces at each Race and any pre or post events

10' x 10' booth space at finish line for each Race

Right to provide SWAG to racers throughout the Races and race events

**PA RECOGNITION OF SPONSORS THROUGHOUT RACES:**  
Minimum 10 announcements

2 complimentary race entries per Race, if signed contract is received by Feb 1, 2014

2 complimentary tickets to each volunteer thank you party

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## BRONZE LEVEL

### TEST OF METAL

\$1,500 in product or services  
OR \$500 in Cash and \$750 in products

### ALL 4 RACES

\$2,400 in product or services  
OR \$800 in Cash and \$1,250 in products

Category exclusivity for each Race

Logo on event T-shirt back sized according to sponsorship level for each Race

Logo on event posters sized according to sponsorship level for each Race

Logo in promotional and paid print media for each Race

Logo and hyper link on testofmetal.com web page for each Race

Right to use event logos and event names in your promotions

Banner Space: three 3' x 10' banner spaces at each Race and any pre or post events

10' x 10' booth space at finish line for each Race

Right to provide SWAG to racers throughout the Races and race events

### PA RECOGNITION OF SPONSORS THROUGHOUT RACES: Start, Middle and Finish

1 complimentary race entries per Race, if signed contract is received by Feb 1, 2014.

2 complimentary tickets to each volunteer thank you party

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## SUPPLIER LEVEL

### TEST OF METAL

\$750 in product or services

### ALL 4 RACES

\$1,250 in product or services

Name on event T-shirt back for each Race

Name on event posters for each Race

Name in promotional materials and print media for each Race

Name and hyper link on testofmetal.com web page for each Race

Right to use event logos and event names in your promotions

Banner Space: one 3' x 10' banner spaces at each Race

10' x 10' booth space at finish line for each Race

Right to provide SWAG to racers throughout the Races

### PA RECOGNITION OF SPONSORS THROUGHOUT RACES: Start and Finish

1 complimentary race entry per Race, if signed contract is received by Feb 1, 2014

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## TITLE SPONSORSHIPS

Thank you!

We would like to again thank the generous support and contributions of the following Title Sponsors for the 2014 Test of Metal Group Of Events.

- OreCrusher - Republic Bicycles
- Test of Metal - Nesters Market - Squamish
- GearJammer - GS Kerr Ltd.
- JABR - Pearson Financial Services Ltd.

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