



photo credit: Connor Cox

WINTER CYCLING CONGRESS 2016

MINNEAPOLIS-ST. PAUL

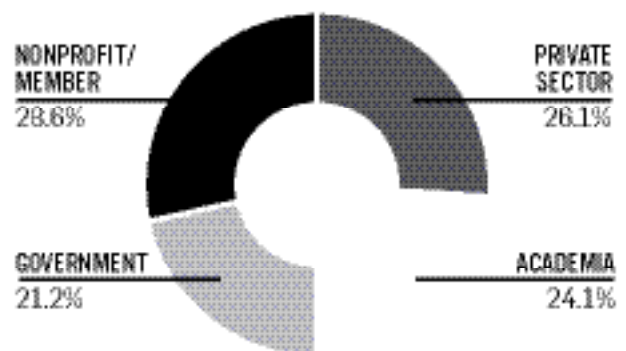
2-4 FEBRUARY

The Winter Cycling Congress 2016 Minneapolis - Saint Paul is a three-day professional development event uniting a diverse and international group of people with a shared vision of increasing bicycling and walking among people of all ages and abilities through the winter. Now, in its fourth year, the Winter Cycling Congress aims to deliver a vibrant international exchange about the use of the bicycle in a season when there are real and perceived barriers preventing people from realizing all the benefits year-round cycling can support in terms of health, wealth, happiness and equality.

THE WINTER CYCLING CONGRESS IN NUMBERS



WCC ATTENDEE SECTORS



SPONSORSHIP

Sponsorship is an opportunity to position your organization at the forefront of an emerging issue and build relationships with future potential clients and partners. Join a dynamic coalition of like-minded people at Winter Cycling Congress 2016 Minneapolis–St. Paul and begin developing the kinds of creative partnerships that move winter cycling forward. Please join us as a sponsor for this exciting week.

SPONSORSHIP LEVELS

Up to USD 2,000.....	Friend	USD 10,001 – USD 15,000	Sleet
USD 2,001 – USD 5,000	Snowflake	USD 15,001 – 20,000	Blizzard
USD 5,001 – USD 10,000.....	Powder	USD 20,000+	Day or Title

Custom Sponsorship Packages are also available. Potential sponsors interested in this option should contact Winter Cycling Congress 2016 co-Chair, Anthony Desnick desnick@wintercyclingcongress2016.org

SPONSOR BENEFITS	Friend	Snowflake	Powder	Sleet	Blizzard	Day* or Title
	<\$2,000	\$2,001 - \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	20,000+
PRIOR TO THE CONGRESS						
Logo in e- newsletter	x	x	x	x	x	x
Logo with link on the website	x	x	x	x	x	x
Mention company name in social media posts (Facebook, Twitter, LinkedIn)			x	x	x	x
DURING THE CONGRESS						
Option to include promo materials in delegate bags	x	x	x	x	x	x
Inclusion on each pre-meeting powerpoint series	x	x	x	x	x	x
Free advertisement in the program book			x	x	x	x
50% discount on advertising in program book	x	x				
Free admission for exhibitors (max. 1 person)		x	x	x	x	x
Acknowledgement of sponsor during opening		x	x	x	x	x
50% discount on exhibit (8 x8 booth or table)		x	x			
Free registrations		2	5	5	8	10
Option to display large signage				x	x	x
Free exhibit space (8 x 8 booth or table)				x	x	x
Display of sponsors video prior to one plenary session					x	x
Acknowledgement as day sponsor or title sponsor						x
Brand on delegate materials bag (if only one)						x
Introduce keynote speaker & introduce your company and its commitment to winter cycling						x
Brand on badge lanyards						x
AFTER THE CONGRESS						
Thanks on the website & the blog	x	x	x	x	x	x
Inclusion of sponsor queries in post-congress survey				x	x	x



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EXHIBITION SPACE

Are you interested in demonstrating your products and services to the expert audience at the Winter Cycling Congress? Industry and community partners are invited to display at the 2016 congress.

Your fee of \$500 will get you:

- Allocation of a 8x8 booth or table
- Opportunity to interact with delegates during meals and breaks throughout the meeting, and during conference receptions
- One (1) complimentary registration per booth is included in this fee

CONTACT INFORMATION:

ANTHONY DESNICK, WCC '16 co-Chair, desnick@wintercyclingcongress2016.org

WEBSITE: wintercyclingcongress2016.org

