



Dudley Grand Prix Friday July 14th 2023



Sponsorship and Hospitality Packages

What is Dudley Grand Prix?

Dudley Grand Prix is part of the National Circuit Series, a seven leg UK wide series of British Cycling town centre races held showcasing the best athletes from this country.

Through a series of hour long, fast and frenetic races, the events deliver excitement, spills and thrills all on a summer's evening around Dudley town centre

Whilst the headline races of the event showcase this UK's best cyclists our races also give a stage for the country's best youth and junior riders to shine upon.



Where will Dudley Grand Prix go?

Dudley Grand Prix will utilise a 1400m closed road, fully barriered circuit around Dudley town centre.

Starting on Priory Rd the route takes in Ednam Rd, Parsons St, Wolverhampton St, Priory St, Priory Rd, Ednam Rd, Broadway, and finishing on Priory Rd.

The nature of the circuit will give any entrant a real challenge.

The VIP reception will be at Brookes Bistro on Priory St meaning you will always be close to the action throughout the night.



Sponsorship Packages for Dudley Grand Prix 2023

Package Includes	Cost (£)	Guests Dinner & VIP	Gantry Logo	Backdrop Logo	Barrier Banners	Website	Social Media promotion	MC presentation on the day	Winners ceremony
*Costs for single race									
Event Presentation Sponsor	3000	10	✓	✓	✓	✓	✓	✓	Series ✓
Men's National Circuit Series Races	2500	8	✓	✓	✓	✓	✓	✓	✓
Women's National Circuit Series Races	2500	8	✓	✓	✓	✓	✓	✓	✓
Regional Support Race	2000	6		✓	✓	✓	✓	✓	✓
3 x Youth Races	750*	4		✓	✓	✓	✓	✓	✓
The Community Ride	500	2			✓	✓	✓	✓	
Preferred Corners Banner (2.2m each)	150		Click here for details		✓	✓	✓		
General Banner (2.2m each)	100				✓	✓	✓		

Guests
Dinner &
VIP

Gantry Logo

Backdrop Logo

Barrier Banners

Website

Social Media
promotion

MC presentation
on the day

Winners
ceremony

Guest Dinner will include a champagne reception with canapés followed by a two course meal as well as a guest panel q&a with notable cyclists talking about their journeys through the sport. Guests will then transfer to the reserved VIP areas on the circuit, where you will receive drinks and refreshment throughout the night.

Gantry logos are presented both side on the high level structure above the finishing line, the most prominent advertising you can have within the event



Continual roll advertising banners give length of exposure throughout the circuit, the more you buy the greater the impact



The backdrop logos are upon the podium truck and are the enduring images from all events. This will be tiered based on the level of sponsorship pack purchase

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We are very proud of the way we present your brands on our social media platforms, whether that www.newarktowncentreraces.com or our Facebook, Twitter or Instagram feeds we never let you down and signpost our audience to your business, growing together.

#dudleycrit



We are thrilled to work yet again with Full Speed Events Matt Payne, a professional and renowned live commentator, used at multiple world championships and throughout the national calendar particularly at National Circuit Series events where his energy and insight drives audience no matter the situation.

Matt projects your brands all night long to the audience at each event. Matt has genuinely helped

#inspirethenextgeneration

What potential exposure does this event give you ?

www.newarktowncentreraces.com (2022)

**Streetside audience –
up to 3000 people**

4.5 hours of brand exposure via
Youtube Live Streamed Broadcast



Newark Town Centre Races 2022
2.3K views • Streamed 8 months ago

Velo29 Events

Join us for a full schedule of racing LIVE from Newark! -
5.00pm - Under 12s racing for 15 Minutes - 5.30pm - Under 1...



100,000 + subscribers
to various forums



145,000 members



81k twitter
impressions on
@NewarkCrit account



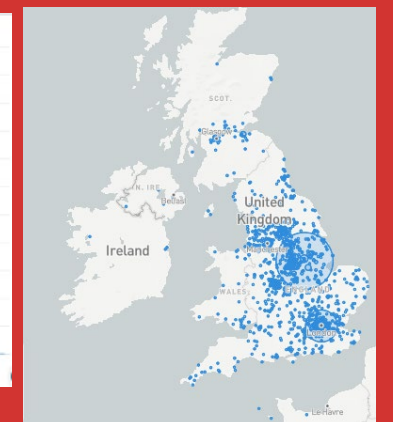
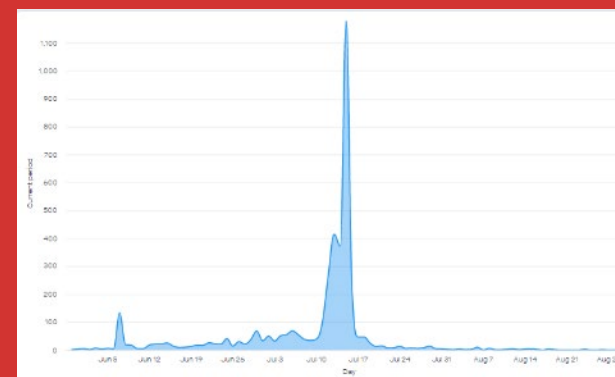
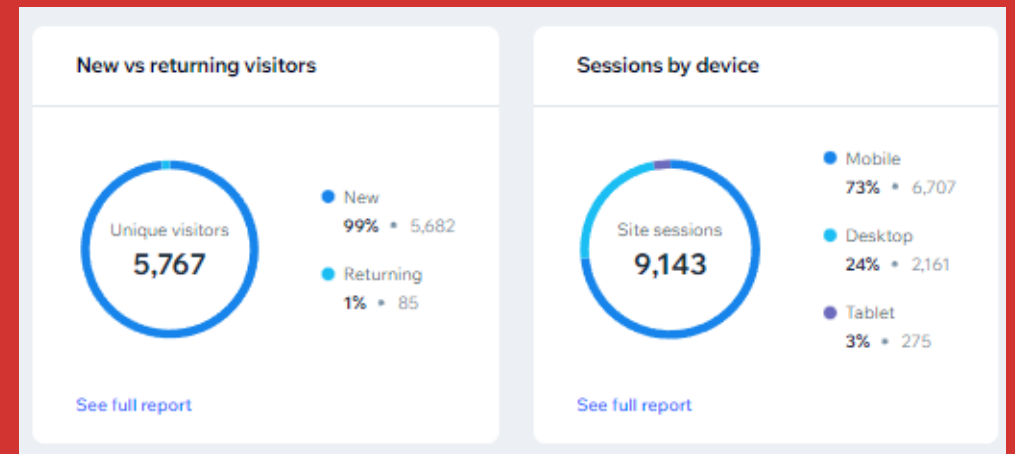
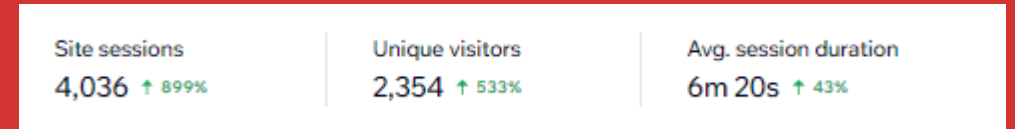
33.8 k views on
Facebook event page.
645 responses compared
to 308 responses in
previous year
Combined Facebook
post reach of 98k



350 Instagram posts in
2022 reaching



4000 website hits
2300 unique views
50,000 media hits via
cycling press



www.generationprocyclingevents.com

Who we are

Generation Pro Cycle Events (13191538) work with local authorities to build and deliver an end to end national quality British Cycling events package.

From business case forming, support to the political timeline processes, alignment with borough cycling strategies, commercial sourcing, legal agreements, supplier management; risk management, entrant and volunteer management, to experience building and sponsorship delivery

Generation Pro Cycling Events

Desire > Demand > Deliver

#INSPIRE-THE-NEXT-GEN



ETHOS

Generation Pro work under the strap line of "Inspire The Next Generation", using cycle sport events as a means to inspire young cyclists to enjoy the scale and sensory aspects of a national level event like ours, to take on that inspiration and have a lifestyle built around healthy living. There are no ends to the benefits of this, whether future mental or physical health, this lowers the impact of our society in future years.

INSPIRATION

Generation Pro work uses a national circuit series event formats to bring size, structure, prestige, and coverage to your town and city. Using this as the foundation to showcase the countries best cyclists, delivering inspiration to the next generation.

These thrilling races bring footfall, economic boosts and align fully with your town or cities cultural and civic calendars.

#INSPIRETHENEXTGENERATION

For further details, contact

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