

Sports Marketing Opportunities



**EUROPEAN CHAMPIONSHIP
DOWNHILL MOUNTAIN BIKE**

HAFJELL, 4-7 AUGUST 2010

Hafjell Freeride Klubb

- Established 2002
- Over 200 members
- Scott Cup with 3 events yearly
- Opening weekend event June every year
 - Over 450 participants
- Closing weekend September
 - Over 450 participants
- Norwegian Cup Downhill 2004 to 2008
- Norwegian Championship Downhill 2006 and 2007
- Nordic Championship in 2008 and 2010



What makes Hafjell so special?

HAFJELL Mountain Bike
KING/QUEEN OF THE MOUNTAIN
HAFJELL/LESTRA OPEN
NORGESCUP MTB DH

KING/QUEEN OF THE MOUNTAIN
Lørdag 2. juli

HAFJELL/LESTRA OPEN
Søndag 3. juli

PROGRAM

NM TERRENGSYKLING 2006

Hafjell
14.-16. juli 2006
nm-um-uf
ufor/rundbane

PROGRAM

NM TERRENGSYKLING 2007

Hafjell
30.-31. juli 2007
nm-um
dh-ufor

PROGRAM

AVSLUTNINGSHJELG 2007 SESONGEN
HAFJELL FREERIDEKLUBB/HAFJELL BIKE PARK

PROGRAM

SESONG ÅPNING 2008
Lørdag 7. og Søndag 8. juni 2008
Hafjell Bike Park - Hafjell Freeride Klubb

PROGRAM

WORLDISK MESTERSKAP 2008

Hafjell
1.-2. august 08
terrengsykling
downhill/ufor

PROGRAM

Hafjell Scott Cup 2008
downhill

Hafjell Bike Park
6. september
20. september
27. september

PROGRAM

SOMMERSLUTNING 2008

Hafjell Bike Park
27.-30. september

PROGRAM

GRAND SEASON OPENING 2009

Hafjell Bike Park
6.-7. juni 2009

PROGRAM

HAFJELL SCOTT CUP 2009

Hafjell Bike Park
30. august 2009
12. september 2009

PROGRAM

Velkommen til
TERRENGSYKLING
JUNI

HAFJELL
19 - 22 JUNI 2008

Norgescup i downhill - Lørdag 21. Juni - Hafjell Bike Park

PROGRAM

Season 2010: European Championship Downhill Mountain Bike

The future of Hafjell Freeride Klubb

- Opening weekend June 2010
- Nordic Championship Downhill August 2010
- European Championship Downhill August 2010
- Closing weekend September 2010
- **World Cup within 2015**

**Nordic Championship Downhill
31.6 – 1.8.2010 (No TV coverage)**



Great crowd....

Who doesn't recall the 1994 winter Olympics? Hafjell is known to create a great atmosphere and to cheer at the contestants which ever nationality. The Downhill MTB crowd is no different, using wheel rims instead of cowbells they create great noise as the contenders descent from top of the hillside!

Great action....

Hafjell is 100% "gravity" with spectacular Downhill action with jumps, drops, speedsections with speeds of 80km/h and narrow paths with lots of slippery rock's and sharp stones!

An amazing location....

The UK based "Mountain Biking" magazine bragged about Hafjell Bikepark in over 7 pages in 2008, claiming it to be "One of the best places in the world to roll your wheels" and calling the park "The Norwegian Whistler".

Fantastic organisation....

Over 150 devoted volunteers with experience from earlier events such as the Scott Cup Downhill MTB, Norwegian Cup, Norwegian Championship and the Nordics Championship.

Great stars....

Every major european star. All the national teams from at least 25 nations in Europe. Over 300 riders.

Super profiling....

Downhill Mountain Biking is a cutting edge sport that embraces the style, attitude and music of youth lifestyle. It's accessible, successful and popular with a wide range of age groups.

So, what is it?



Full speed, extreme action in an explosive sprint down a vertiginous track loaded with jumps, drops, roots and rocks.

Key features for sponsors

- Accessible activity with mass participation
- High profile, European event
- Dynamic, extreme, freesport
- Multiple activities with different stories
- Uses natural environment

Mountain biking is a wonderfully inclusive activity with a rapidly growing participation base in Norway and worldwide.

In August 2010 Europe's will be gathering in Hafjell to battle in one of the best and toughest courses in the world, and specialbuilt for the EC 2010 and World Cup in the future.

EM Downhill is more than just a sporting event – it will be a wonderful party with side events, entertainment, Expo and culture that engages everyone.

Hafjell's reputation as one of the worlds best places to ride Downhill, will make Hafjell Freerideklubb to work extremely hard to make the European Championship Downhill Mountain Biking 2010 a fantastic event.

We need great partneres to do this.

We depend on you to give us support!

Where is it?



Since the start in 2002 Hafjell has been the arena, and Hafjell Freerideklubb been the organizer of the best events in the Nordic region.

A great part of this success has been people traveling from all over Norway and Scandinavia. Hafjell has been in the forefront all the way, with its central location and ease of access from Bergen, Trondheim and Kristiansand. Only 2 hours drive from Oslo Gardermoen Airport.

In the summer of 2008, Hafjell had 31000 visitors. 7500 was mountain bikers. The bike park has 15 tracks ranging from familyfriendly to expert. It also covers a great network of bike paths in the mountain. Hafjell is Norway's third largest ski destination with over 400.000 visitors from all over Europe in the winter

Key features for sponsors

- One of the best bikeparks in the world
- Fantastic European attention
- Spectacular event with branding opportunities
- Special opportunities for consumer promotions

Who is coming? - 3 important groups



Nick Beer, Swiss, European Champion 2009

Teams and riders

More than 300 riders from more than 25 nations, including last years European Champions, Nick Beer, Swiss (Men), Floriane Pugine France, (Ladies), Bernard Kerr Great Britain (Men Junior) and Fanny Lombard (Ladies Junior).

Key features for sponsors

- European TV coverage
- European print coverage
- Direct contact with spectators
- Access to top sportsmen and women

The crowds

The atmosphere in the Finish arena will be amazing! The Downhill crowds has a reputation for the noise and excitement as everyone gets caught up in the action. And it's not just the enthusiasts, who will make the trip to Hafjell, but also the families and tourists who come for a great day out. Between 3000-5000 spectators will be expected during the event, all spending time on the courses and watching, cheering, eating, drinking, buying and having fun.

The media

More than 50 print, new media and photo journalists

from over 20 nations will cover the European Championship.

The host broadcaster will deliver highlights programmes to a wide range of countries and a live webcast will be available globally.

NRK are also likely to broadcast a 45 minute Adventure Show programme from the event.

Why sponsor?



TV coverage

Main rightsholder will be Eurosport 2 reaching 36 mill households in 46 countries in Europe, and 5 mill households in 13 countries in the Asia/Pacific region.

Local rightsholder will be NRK.

International rightsholders likely to broadcast summary: Belgia (VRT, RIBF), Frankrike (FR2/FR3), Italia (RAI), Nederland (NOS), Spania (TVE), Sveits (TSI, TSR, DRS), Storbritania (BBC)

PR and awarnes

- Logo on EC promoting banners main hubs Hafjell Alpinsenter winter/summer 2010
- Logo on EC Downhill 2010 homepage
- Logo on www.hafjellfreeride.no
- Ad in the program
- Logo on posters
- Logo on volunteers outfit
- Logo on accreditals
- Logo on finish banner
- Logo on start banner
- Banners near camera positions
- Logo Hot seat wall
- Logo interview wall

EXPO

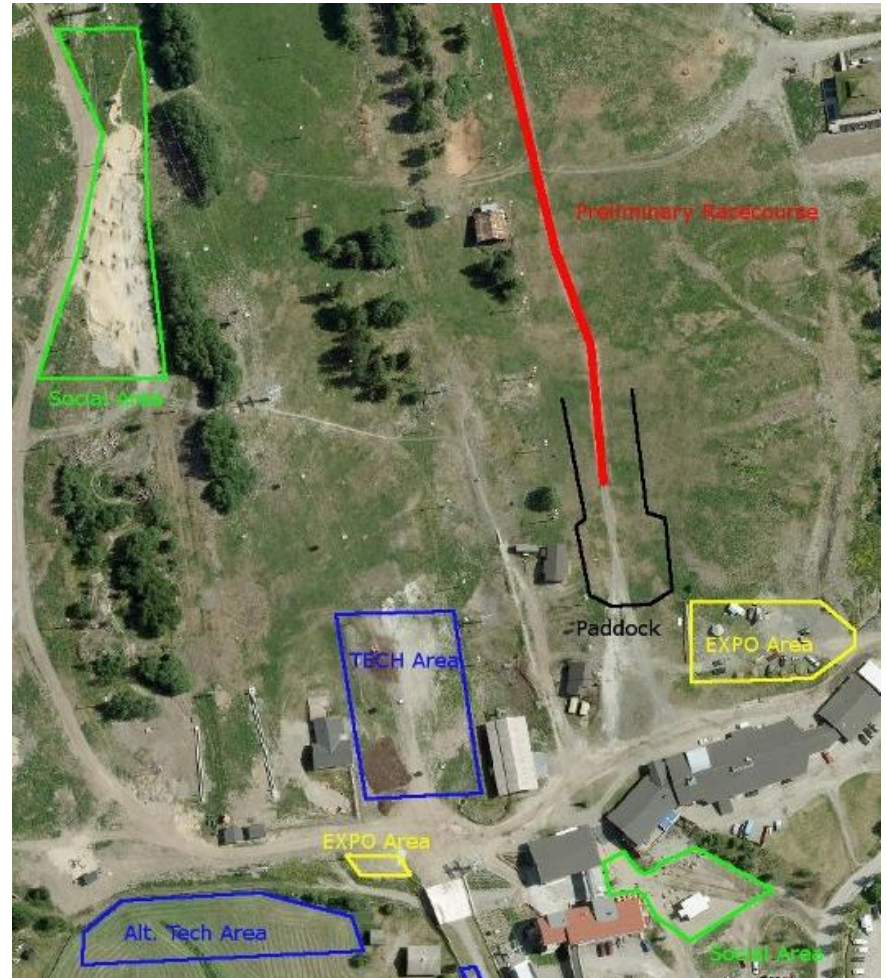
- Booth close to the finnish area
- Consumer sales
- Competitions
- Sampling

Sponsor rights matrix EC Downhill 2010	Mainsponsor	Sponsor
Banner finnish area (1x5m)	2	1
Banner track (1x5m)	6	2
Banner start area (1x5m)	1	
Banner mainhubs Hafjell winter/summer 2010	6	
Logo Start arch	2	
Logo Finnish arch	2	
Racetape	1	
Logo on EC Downhill 2010 Homepage	1	1
Logo posters	1	1
Advertisement in program	1	1
Logo volunteer outfit	1	1
Logo på akkrediteringskort	1	1
Logo Hot Seat wall	1	1
Logo Interview wall	1	1
Logo bikenumber top	1	
Banner below big screen	1	
Ad/poster before NRK program	1	
Space in Expo area	30m2	15m2

Expo EC Downhill 2010

1800 sq/m Expo area close to the finish paddock. Exhibitors get the following advantage:

- 2 banners 1x5 meter in the track
 - Expo with a depth of 3 meter
 - Listed in the program with logo
 - Listed on the events homepage
-
- Price NOK 2000 pr. meter – until 5meter
 - NOK 1000,- pr. meter exceeding 5meter
 - Every space is 3meter deep
 - Power is extra



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