

North America Sports
presents



CENTURION
cycling

Race Director: Centurion Canada
Dan Mainguy
12 Feb 10

A European cycling phenomenon...



...is coming to North America.



A gran fondo is to cycling...



...what the Boston Marathon is to running.



A cycling event for the masses.



What is Centurion Cycling?

- A festival; celebrating cycling achievements at every level.
- A Grand Fondo style event
- For everyone, from new riders to seasoned cyclists.
- Two days of rides; 25, 50 and 100 mile distances.
- The largest, safest, most scenic group ride you could imagine.
- An epic ride within a series of Centurion events across North America (Boulder Colorado, Madison Wisconsin, The Blue Mountains Ontario).

What makes it special?

“If you want to know what it's like to be a professional cyclist, a gran fondo is as close as it gets!”

– April Pederson, Biciveneto

What makes it special?

- Courses are challenging and professionally designed like a stage of the Tour de France or Giro d'Italia.
- Vehicle traffic is controlled by provincial and local police agencies.



What makes it special?

- Professional medical and mechanical assistance are both roadside and mobile.



What makes it special?

- European-style feed stations provide superior course-side food and drink.



What makes it special?

- A post-race gourmet feast, sports expo and evening concert round out a full weekend of festivities.



Who participates?

- Corporate groups, cycling clubs, organized teams, individual athletes, cycling stars and ordinary citizens.

Who do we market to?

- Recreational cyclists, competitive amateur cyclists, triathletes, charity groups, runners looking for new challenges, families, cycling clubs and bike shops.

Quick Facts

- Cyclists spend \$5.5 billion annually
- Their average household income is \$167,000
- 43% travel more than 100 miles to take vacations with their bikes
- 80% graduated college
- 63% professional or managerial occupations
- 60:40 participation by men & women
- Average age 43

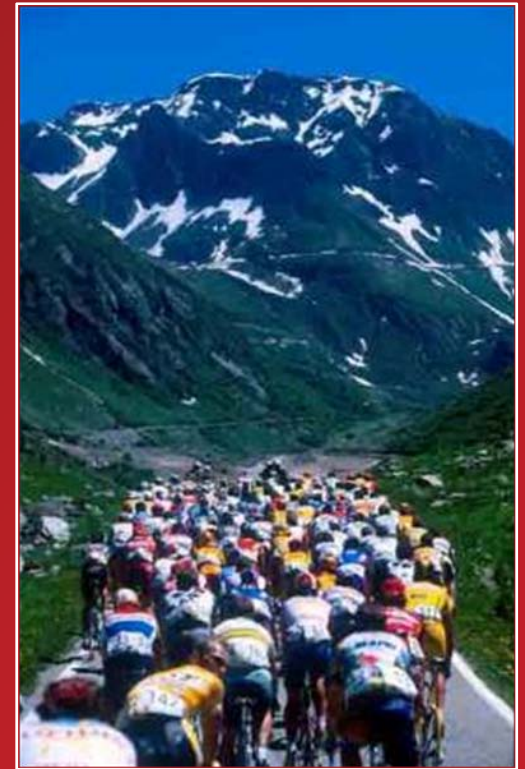
2007 & 2005 VeloNews Reader Surveys 2003 Sporting Goods Manufacturing Association

Quick Facts

- University of Wisconsin research supports the following:
 - Of the State's \$13 billion tourism industry, recreational cycling generates \$1.5 billion in economic activity a year in Wisconsin
 - 49% of residents ride
 - Riders support more than \$924 million in tourism/resident spending
 - Visitors spend more than \$535 million
- Note: Study conducted by the U of W – Madison, Nelson Institute of Environmental Studies as reported in the Wisconsin State Journal

Why do they ride?

- For the challenge
- For the spectacular courses
- For the personal achievement



Why do they ride?

- To support their favorite charity
- Or simply for fun!



North America Sports



- North America Sports, under the direction of Graham Fraser, is the premier organizer of endurance sporting events in North America.
- NA Sports began building triathlon events in Canada in 1986. It expanded to build & operate six full-distance, Ironman® Triathlons in the United States and Canada, as well as two 70.3 (Half-Ironman®) events in the United States.
- North America Sports is now focused on bringing Centurion Cycling to the United States and Canada.

North America Sports



- Our corporate philosophy is to encourage the growth of cycling and to promote healthy life style choices to our communities and competitors.
- We believe in giving back to our host communities. The North American Sports Community Foundation has provided over one million dollars in grants to support programs that provide children with the opportunity to compete and excel in athletics of all kinds; to support local community organizations; and to support programs that encourage cycling and environmental consciousness.

Our Goal

- To create a culture of cycling fitness centred on health, wellness, environmental awareness and respect.
- To position ourselves in the right communities to guarantee success and partner with them to pursue our goals together.

“Companions in Courage partners with NA Sports to provide volunteers at their events. In return, they helped us build an activity room for the children at the Bay Medical Center in Panama City. The Lion’s Den opened in 2008 and offers young patients an oasis for play, communication and creativity. We appreciate their generosity and support.”

– Pat LaFontaine, NHL Hall of Fame, Companions in Courage Foundation



The background features a black field with several overlapping, semi-transparent red shapes. These shapes include a large circle on the left, a thick red arc curving across the top and right, and a large, solid red oval on the right side. The text is centered in white, bold, sans-serif font.

What does Centurion Cycling
bring to The Blue Mountains and
its communities?

Tourism Revenue

- Professionally organized gran fondo events in Europe start with 2,000 & rapidly build to 8,000 to 10,000 participants.
- Many bring their families.
- Most stay the full weekend.



Schedule of Events

- Friday
 - Athlete registration
 - Timing chip installation
 - Sports Expo
- Saturday
 - Centurion 25
 - Sports Expo
 - Banquet & Awards
- Sunday
 - Centurion 50 & 100
 - Sports Expo
 - Banquet & Awards



Course Design

- A challenging and memorable course is key to a successful Centurion. It must be clean, safe & closed to vehicular traffic.
- Technical Directors from NA Sports will assist in designing the course and will work with local authorities to develop a traffic management plan to ensure safety and minimize traffic disruption.
- Ideally the course will be adaptable to distances of 100, 50 & 25 miles to accommodate families and riders of various athletic skills.



Centurion Cycling Canada – 25 Mile



Centurion Cycling Canada – 50 Mile



Centurion Cycling Canada – 100 Mile



Centurion Cycling Canada – 100 Mile



National and Regional Promotion

- Centurion Cycling is supported with substantial national and regional promotion to ensure success.
 - Regional television & print advertising
 - Travel & cycling trades
 - Cutting edge internet promotion & social networking
 - Live race reports and streaming video coverage
 - Real time race results and finish times



Dynamic Branding

- Centurion Cycling, a metaphor for ...
 - Excitement
 - Exhilaration
 - Innovation



Cycling, with its untapped affinity group of over 50 million adult participants, creates an opportunity to reach a dynamic demographic group and position The Blue Mountains and its communities as a vibrant recreational destination.

Cycling

- An affinity group that exceeds golfers, tennis players and skiers combined.
- An uncluttered sponsorship field compared to football, basketball, baseball, NASCAR or golf.



When the winds
of change blow,
some communities
build walls.

Others...



...build opportunities.





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