



GRAN FONDO KING

Sponsor Package



Event Details

The Gran Fondo King is an annual cycling event that will be kicking off in 2024 and take place for many years to come. The event is meant to showcase the beauty of King Township as a cycling destination, as well as raise the profile of businesses throughout the area that are contributing to economic prosperity and vitality for residents. Even details include:

- Organized by the King Chamber of Commerce
- Date: **September 29, 2024**. Will run in September every year
- Will include 100-200 riders, and opportunities for non-riders to participate as well
- Will include multiple routes for different skill/experience levels, each with rest stops along the way
- Proposed start/end location: TBD
- Lunch gala will be held following the ride
- Each route will encompass exposure to the most well-known towns/villages such as King City, Nobleton, and Schomberg



Event Management



This premier cycling event will be completely overseen by B1 Gruppo, a leading Cycling Club with international brand recognition. Principal Vito Barbera has decades of experience in the cycling world, first as a pro racer and later as the President of B1 Gruppo. B1 is a premier club that is a fixture in the King and Vaughan cycling communities.

B1 are seasoned experts in putting on large cycling events, having managed high-profile events annually such as the Luce Ride, Cucinetta Ride, and others. B1 is excited to add the Gran Fondo King to its portfolio. The King Chamber of Commerce is thrilled to have them on board and confident that they will put on a first-class event.



Sponsorship Benefits

- Promotion throughout the year in various online and off-line channels, and throughout local cycling groups
- Sponsorship opportunities abound, including leading up to and during the event
- This will be a marquee event within the cycling community and within the municipality of King in general
- The event will include participation from local politicians, business leaders, and community organizations throughout the municipality
- Get in on the “ground floor” in year 1 of an event that will continue to grow in scope, exposure, and influence throughout the years



Sponsorship Packages

Title Sponsor

- Feature prominently in the event title and all event references in the media and promotional materials. For example: “The Gran Fondo King, brought to you by [Title Sponsor]”
- Marquee placement on front of event jersey
- Marquee placement on event website
- Special mention during event proceedings
- Special signage at event
- Mention during event lunch, and opportunity for Sponsor rep to speak at event
- Cost: \$10,000 (only 1 spot available)

Gold

- Large placement on event jersey
- Large placement on event website
- Large signage at event
- Cost: \$5,000 (2 spots available)

Silver

- Medium placement on event jersey
- Medium placement on event website
- Medium signage at event
- Cost: \$2,500 (3 spots available)



Food Sponsors

- Provide food and refreshments at rest stops at no cost or at subsidized cost to the event
- Medium placement on event jersey
- Medium placement on event website
- Medium signage at event
- Opportunity for your establishment to be one of the rest stops along the route for increased exposure



- For more information about the event and sponsorship opportunities please reach out to:
 - Joe Rosati – 647-385-7355
 - Gus Kokkoros – 416-896-8808
 - Ryan Mucci – 416-735-6879
 - Vito Barbera – 416-315-7980