



Rhos-on-Sea Cycling Club

Founded 1928

The Brenig Road Race 29th April 2012

Information Prospectus

For Sponsorship





Main Sponsorship Offer

To

Sponsor

For

The Brenig Road Race

Contacts..... Sponsor contacts



Background: The Brenig Road Race has been a regular event in the Rhos-on-Sea C.C. calendar for the past 21 years, gaining in stature and reputation through its excellent levels of organisation.

In 2008 the Club was invited to incorporate the Welsh National Road Race Championships, for juniors, Ladies, Veterans and seniors into The Race.

The Route: The Race starts on the outskirts of Denbigh, runs from Denbigh to Cerrigydrudion on the A543, and then takes the B5105 via Llanfihangel Glyn Myfyr to Ruthin. In Ruthin, the course turns left and follows the A525 to Denbigh.

Upon reaching the roundabout at the southern end of the Denbigh bypass, riders turn right to Waen (signposted Llandyrnog) then left at the mini roundabout onto the B5429, following it to the junction with the A541 at Bodfari. Here the course turns left onto the A541 and, after 1 mile, forks left onto the A543. Riders proceed to Denbigh, onto the by-pass, and left at the Ruthin roundabout at the southern end of the by-pass, to repeat 2 further laps of the loop part of the course known as the Llandyrnog Circuit. The race ends by turning into the Denbigh Industrial Estate and racing uphill to the finish.

The race field usually comprises between 60 and 80 riders, including Juniors, Ladies, Veterans, and Seniors. Competitors are drawn widely from various parts of the UK and there is usually a strong local entry.



Rhos-on-Sea C.C. offers the **Main Sponsor** the following:

- Incorporate the Sponsors name into the title of the race
.....it would be known as:

“The (SPONSORS NAME)Brenig Road Race”

- The Sponsors name, with a brief résumé of the Company’s services and activities, would be displayed in copy on both the race **start sheet** and the **finish sheet. This would** include the company address and motif. These printed race information sheets are circulated to all riders before (start sheet) and after (finish sheet) the event. Additionally, copies are circulated by hand on race day before the event.
- Sponsors name and logo to appear etc. as an advert in club Newsletter prior to the event.
- Sponsors name / logo etc. displayed on the club Web site on agreement of sponsorship until race day. Thereafter, the sponsor’s name, logo, and contact detail would remain in the race finish sheets that are posted within the Club website
- Sponsors name to be included in all references to the Race Title for press coverage of the event, with story and results in local press referring to the “(Sponsors name Brenig Road Race), i.e.



“The (SPONSORS NAME) Brenig Road Race”

On Race Day.....

Ride in Lead Car: Sponsor is invited to travel in Race Commissaire’s * car, watching the race develop, staying with and viewing the main racing action throughout, and listening to how it’s controlled via radio transmission from start to finish.

*The Commissaire is appointed by British Cycling and is the Lead Race Official who has sole responsibility for directing and controlling the riders, marshals, race vehicles throughout the event.

Opportunity for Sponsor’s Vehicle Presence: On Race day all road races have a broom wagon.... this is the name given to the last vehicle on the road during the race! It follows the competitors and picks up any riders with mechanical problems or those who wish to retire from the race. The broom wagon is usually a large van i.e. Transit style. If so desired, the services of the Broom Wagon could be provided by a Sponsor’s works van bearing its company logo and sign writing on the sides/front/back. Alternatively, if a plain van were to be supplied, the Sponsor could provide magnetic signs with (sponsor name) advertising affixed to the sides of the vehicle.



Banners: **Sponsor** would be invited to provide promotional company banner(s) that would be displayed prominently both at the Race HQ and at the finish.

Awards Ceremony: On Race Day the Sponsor will be invited to take part in the awards ceremony at Race HQ after the race. He will be introduced by personal name and company name to the race audience as the main Sponsor by the compère, and invited to present:

- Trophies to the Winners
- Prizes to the Winners

