

THE FANS'

VILLAGE

The perfect brand activation and visibility opportunity

2018



GRANDS
PRIX CYCLISTES
DE QUÉBEC
DE MONTRÉAL

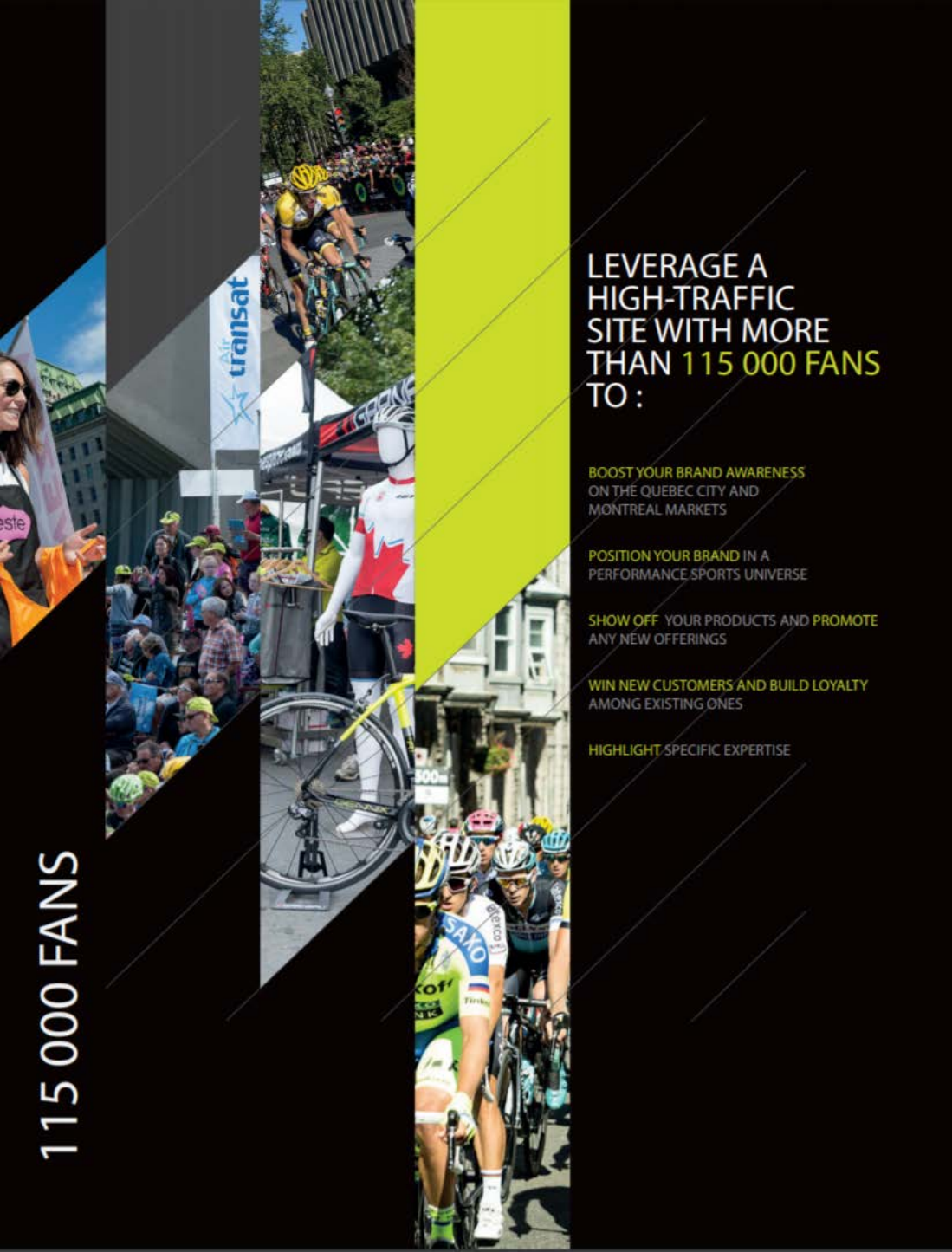
#GPCQM GPCQM.CA

LOCATED RIGHT WHERE THE ACTION IS AT THE QUEBEC AND MONTREAL GRANDS PRIX CYCLISTES , PRESTIGE SPORTING EVENTS THAT ATTRACT 180 000 SPECTATORS PER YEAR, THE FANS' VILLAGE HAS BECOME, OVER THE YEARS, A MUST-VISIT FOR TENS OF THOUSANDS OF CYCLING FANS.



Samples
Demonstration
Products Sales
Quiz Games
Animation

115 000 FANS



LEVERAGE A HIGH-TRAFFIC SITE WITH MORE THAN 115 000 FANS TO :

BOOST YOUR BRAND AWARENESS
ON THE QUEBEC CITY AND
MONTREAL MARKETS

POSITION YOUR BRAND IN A
PERFORMANCE SPORTS UNIVERSE

SHOW OFF YOUR PRODUCTS AND PROMOTE
ANY NEW OFFERINGS

WIN NEW CUSTOMERS AND BUILD LOYALTY
AMONG EXISTING ONES

HIGHLIGHT SPECIFIC EXPERTISE



Just steps from the Start/Finish line

10' x 10' PHYSICAL SPACE
BRONZE OR PLATINUM OPTION
AFFORDABLE, STARTING AT \$2,500*

* 20% discount applicable before April 1st, 2018

Choice strategic location, free admission for all,
festive and welcoming atmosphere!

- Animation
- Giant screens to watch all the race action live
- Terrace and viewing stands open to all
- Food and refreshment service
- Official Grands Prix cyclistes store

THE CROWD IN NUMBERS ...

- 63% men et 37% women
- 56 % are between 25 and 54 years old
- 57,5 % of the spectators spend more than 5 hours on the site
- 78 % go cycling

VISIBILITY OFFERED

- Presence on the website www.gpcqm.ca
More than 340,000 page views
- Mention on the GPCQM Facebook page
More than 14,000 followers
- Logo of your company on the afficube
- Mention at the microphone by the village crowd leader





Quebec City Grand Prix Cycliste

Friday, September 7 2018

FANS' VILLAGE IN THE HEART OF OLD QUEBEC

Place George V

9:30am to 5:00pm



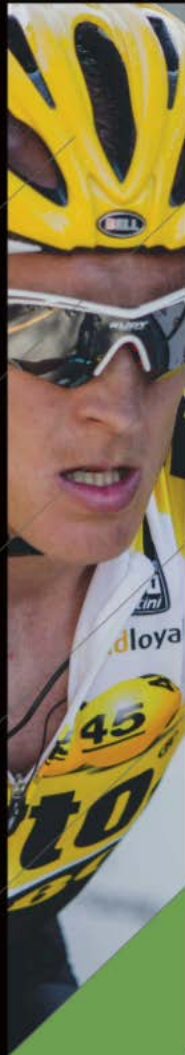
Montreal Grand Prix Cycliste

Sunday, September 9 2018

FANS' VILLAGE AT THE FOOT OF MOUNT ROYAL

Parc Jeanne-Mance

9:30 am to 5:00 pm



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**DE QUÉBEC
DE MONTRÉAL**

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JOIN THIS UNIQUE GATHERING!

Information :

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gpcqm.ca

EXHIBITORS OF THE 2017 EDITION

98,5 FM

Air Transat

Assos-BMC

Bicycle Loft

Boutique GPCQM

Brio Optic / Eye Am

Centre de Correction Vertébrale

CLD Beauharnois-Salaberry

Clif Bar

Évasion

Espaces

FM93

FQSC

Gourmandise Allemande

Les Produits d'Érable du Québec

Lexus

Logica Sport

Lucille's

McCafé

Osprey

Popeye's

Thule



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