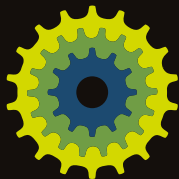


THE FANS' VILLAGE

The perfect brand activation and visibility opportunity

2019



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 170 000 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**

90 000 FANS



LEVERAGE A HIGH-TRAFFIC SITE WITH MORE THAN 90 000 FANS TO :

BOOST YOUR BRAND AWARENESS ON THE QUEBEC CITY OR/ 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 \$1,500**

**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 ...

- 59 % men et 41 % women
- 52 % are between 35 and 65 years old
- 78 % of the spectators spend between 2 and 5 hours on the site
- 78 % go cycling

VISIBILITY OFFERED

- Presence on the website www.gpcqm.ca
More than 263,000 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 13 2019

FANS' VILLAGE IN THE HEART OF OLD QUEBEC

Place George V

9:30am to 5:00pm

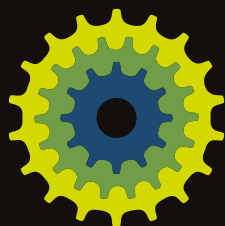
Montreal Grand Prix Cycliste

Sunday, September 15 2019

FANS' VILLAGE AT THE FOOT OF MOUNT ROYAL

Parc Jeanne-Mance

9:30 am to 5:00 pm



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JOIN THIS UNIQUE GATHERING!

Informations :

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EXHIBITORS OF THE 2018 EDITION

98,5 FM

Boutique GPCQM

Cannondale

CLD Beauharnois-Salaberry

Clif Bar

Education First International

Eye Am soins oculaires

FM93

FQSC

Lemon Cocco

Lexus

Maple from Québec

Mode de vie 360

Osprey

THULE

Tourisme Montréal

Tourisme Prescott-Russell

TVA Sports



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