

## **Cycle2max Climb Sponsorship**

Becoming a Climb Sponsor on Cycle2max is a unique form of advertising with potentially huge returns in gaining recognition for your business, cause or company.

### ***How does it work?***

It's simple. You make an offer to sponsor a climb and if your offer is accepted then 50% of your offer goes into a reward to any cyclist who can beat the fastest time for that climb. Your hill climb 'naming rights', link and logo then gets exclusive exposure until the time gets beaten or 3 months from the date of sponsorship (whichever comes first).

### ***What's the catch?***

The catch is you determine what you want to pay (must be accepted by Cycle2max) but if the time gets beaten the next day, the rider is rewarded and the climb sponsorship is up for renewal again.

### ***What happens if the time doesn't get beaten at the end of 3 months?***

If the hill climb time doesn't get beaten within 3 months then the climb sponsorship is open for one other sponsor to join you. Exposure of your brand and the co-sponsor is then recognized via your logos at the top of the climb page and all the individual times relating to that page. The co-sponsor contribution of 50% of their offer will get added to the prize value and make the climb more enticing for better riders to attempt the record. Again both sponsors will stay as sponsors until the climb time gets beaten or another 3 months is up. At this stage the process will keep repeating itself ie. A 3<sup>rd</sup> sponsor, logo and link will be added etc. etc.

### ***Example: Bobbin Head Hill Climb, NSW***

For example let's say a local cafe wants to sponsor the Bobbin Head Hill Climb in NSW and their offer to sponsor it is only \$200 because the climb is not that popular on the website and they think it will probably get beaten pretty quickly.

50% or \$100 is then put on the site as a reward to any cyclist that can beat it and the café's logo, naming rights and website link is put on the climb. However, attempts are made but at the end of 3 months the original record still stands and another co-sponsor puts an offer for another \$200 forward.

The reward doubles and so-forth until it gets beaten. View example of how your sponsorship could look on the following page.

### Marketplace

**Waterproof 3/4 Shorts**  
Price: \$50.00  
Seller: Kerstin Oelkers

**Carbon Frame and Fork**  
Price: 450  
Seller: Ian

**Dura-Ace 7800 Group Set**  
Price: \$950.00  
Seller: Andrew Kuhl

**2011 Scott CR1 Pro**  
Price: 2100  
Seller: ryan edward

**Campagnolo Super Record 11 Spd UltraShift Leverset**  
Price: AUD\$300 ONO  
Seller: James Sage

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**Bobbin Head Hill Climb** Climb sponsored by: Basquette Cafe. Prize value: \$200



All-day Coffee  
123, Bean Street  
Sunnydale,  
Phone: 8123 4567

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Distance: 4.00km | 2.49mi  
Attempts: 78

**Directions**

Bobbin Head climb (Nth Turramurra side towards Bobbin Head Road)

Start Point: end of the bridge, rolling  
End point: NPWS Ranger Box

**10 Fastest Hill Climbs**

[View All Attempts](#) | [Enter My Attempt](#)

1. 8mins 38secs - 02 Feb 2004: Phil Chapman
2. 8mins 40secs - 29 Jan 2004: Chris Cook
3. 8mins 40secs - 02 Jan 2005: Jeff Jones
4. 8mins 43secs - 31 Mar 2004: Billy Hall
5. 9mins 4secs - 29 Jan 2012: Harrison Bailey
6. 9mins 10secs - 21 Feb 2006: Brigham Milne

### Ride Statistics

Total Distance: 2.49mi  
Starting Altitude: 20m | 7ft

Finishing Altitude: 152m | 499ft  
Average Gradient: 4.0%

Elevation Gain: 150m | 492ft

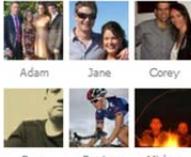
Surface Type: Smooth Bitumen / Asphalt  
Difficulty: 25

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**Cycle2max on Facebook**

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298 people like Cycle2max.



Facebook social plugin

**What about dodgy times by riders?**

Cycle2max already has a built in calculator for power which enables us to highly regulate dodgy times. However in this case we will have a much more formal process that the riders have to go through to compete for the cash.

1. The rider has to nominate their day and time of attempt at least 2 weeks in advance.
2. They must be a Cycle2max user and have posted at least 3 other times prior to the attempt.
3. Two forms of verification must be used and one of those has to be video footage from an external source (such as a friend following in the car).
4. Submission of the video to Cycle2max and sponsor for verification and payment of the prize will be presented 2 weeks after receiving and verifying the video footage.

**Interested in sponsoring a climb?**

If you're interested in offering sponsorship for a climb, please email us at [support@cycle2max.com](mailto:support@cycle2max.com) to make your offer, we'll be happy to work with you on a solution that fits your business.