



CYCLING FESTIVAL

VICTORIA JUNE 3-5, 2022



PRESENTED BY



The Bike Expo at **THE AGENCY CYCLING FESTIVAL** is poised to be the biggest one-day bike show in Victoria. This free-to-the-public event will host hundreds of people shopping for gear, bikes, and more.

If you are looking to showcase bicycles, equipment, destinations, events, and more, this is the event you will want to be part of. Located on Belleville Street in front of the BC Legislature, the area will attract spectators who are not only enjoying the racing action, but are also wanting to be informed on the latest and greatest products, services, and businesses.

www.victoriabikerace.com

THE BIKE EXPO

The Bike Expo, a business to consumer expo, is a gathering of cycling enthusiasts, bicycle shops, industry experts, destination guides, and so much more.

The event kicks off on June 5, 2022 and is held each on the same day as the AGENCY GRAND PRIX CRITERIUM. Over 1,000 people are anticipated to attend this one day event to experience all things bicycle.

This is a festival type atmosphere which encourages cyclists to visit vendor spaces, take a spin on a test bike, grab a bite, and enjoy the racing action.

DEMOGRAPHICS

- Cycling is the 2nd most popular sport in the world—after walking
- Cycling represents a \$900 million a year industry in Canada
- There are more cyclists in the Canada than skiers, golfers & tennis players combined
- The average cyclist is young & affluent
- 87% are between the ages of 18 and 44
- 55% are male, 45% are female
- 63% are professional
- 81% are college graduates, 27% post graduate
- High discretionary income with an average household income of \$75,000 +
- High brand loyalty and concerned with value & quality

EXPO OPTIONS

Presenting Sponsor
Award Stage Sponsor
Wheel Pit Sponsor
Posters Branding

CONTACT US

Event Organizer
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Email
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Online
www.victoriabikerace.com/bikeexpo
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Find our other events

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langfordbikefest.com
burntbridgeclassic.com
bearcrossgrandprix.com



**CYCLING
FESTIVAL**
JUNE 3-5, 2022



THE AGENCY CYCLING FESTIVAL

2022 Bike Expo
BC Legislature
501 Belleville Street,
Victoria, BC
www.victoriabikerace.com



SUNDAY
June 5, 2022
8 AM to 4:00 PM



Exhibitor Name _____

Website <http://>_____

Products/Services _____

Email Address _____

Contact Person _____

Phone _____

Address _____

City _____

PRIZES FOR RACERS

Yes, I would like to donate to prizes for the racers.

Description of donated prizes

BOOTH PACKAGES

A. Standard Booth 10' x 10' \$100

B. Double Booth 10' x 20' \$175

C. Large Vendor Area 20' x 30' \$225

DISCOUNTS

Non Profit Discount – 20% off

\$_____ TOTAL DUE

PAYMENT

Pay By eTransfer to: info@panachecyclingsports.com

Please invoice me via Paypal for online payment.

Pay By Credit Card:

Credit Card Number

Expires ____/____/____ CVV/