

2019 CALGARY WINTER CYCLING CONGRESS SPONSORSHIP INFORMATION

About the Winter Cycling Congress

The Winter Cycling Congress (WCC) is an annual gathering of experts from around the world to discuss opportunities for cycling in cold climate cities. The focus of the congress is to share best practices for building and maintaining year-round cycling infrastructure, discuss education and encouragement strategies and to host meaningful and inspiring events for all ages.

Winter Cycling Congress 2019

Calgary was selected to host the 7th Annual Winter Cycling Congress.

Since 2011, Calgary is becoming a more bicycle friendly city by implementing the Council-approved Cycling Strategy. We are eager to showcase our winter cycling network which includes our downtown cycle tracks, innovative snow and ice maintenance practices and community-led initiatives.

This Congress will also act as a catalyst to have a broader conversation about how to support year-round policies for transportation, recreation and overall citizen wellbeing.



Who will be there?

We expect attendance at the Winter Cycling Congress to be between 250–350 people from northern cities across the world. Attendees have a variety of backgrounds including government, academia, community groups, non-profits and private sector firms.

**Have an idea that's not listed?
Contact us to discuss custom sponsorship.**

For additional information or questions please contact:
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FEBRUARY 6-8 | CALGARY, CANADA | calgary.ca/WCC2019

2019 CALGARY

WINTER CYCLING CONGRESS

Sponsorship Opportunities

	Platinum \$10,000+	Gold \$6,500+	Silver \$4,000+	Bronze \$2,000+
Exhibitor Benefits				
Exhibitor Booth (3 days of visibility)	✓ Large booth in Performance Hall (2 spots)	✓ Exhibitor Room	✓ Exhibitor Room	
Choice of sponsored event/service	✓ Keynote or Opening Reception	✓ Lunch		
General Benefits				
Complimentary Registrations	3	2	1	0
Logo on recognition screen and site signage	X-Large	Large	Medium	Small
Logo (with link) on event website	✓	✓	✓	✓
Logo in event app	✓	✓	✓	✓
Promotional item in welcome bag	✓	✓	✓	✓
Acknowledgement at opening/closing events	✓	✓	✓	
Social media promotion linking company account from WCC Facebook/Twitter	✓	✓	✓	
Company profile post on WCC Facebook/Twitter	✓	✓		

Additional Sponsorship Opportunities

We have a number of exclusive opportunities for you to showcase your brand, service or product. Want to top-up a lower level sponsorship with an add-on? We'll be sure to bump up our acknowledgement to match your contribution!

	Value	Benefits
Youth Day (Friday)	\$7,500	Verbal recognition during Youth Day and opportunity for intro remarks, on-site signage and Gold General Benefits
Helmet Sponsor	\$5,000- 10,000	Some mobile bike tours will be on electric pedal assist bicycles. In Alberta a helmet is required when riding a powered bicycles. Provide branded helmets available for conference participants. Gold/Silver General Benefits
Speaker Sponsor	\$5,000	Sponsor for one speaker, verbal recognition, introductory remarks. Silver General Benefits
Breakfast Sponsor	\$5,000	On-site signage and Silver General Benefits
Scholarship Sponsor	\$1,000	Cover registration for 3 community members or 5 students Can purchase multiple of \$1,000. Logo on badges, recognition on app.
Coffee/ Networking Break Sponsor	\$2,000	On-site signage and Bronze General Benefits
Evening Event Host		Host an evening reception, Gold/Silver General Benefits
Coat Check Host		Run the coat check, on-site signage and daily interaction with conference participants!



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