



13<sup>th</sup> Annual  
**Cycle Messenger World Championships**  
July 1 – July 4, 2005

## WHAT

Four days of racing and other competitive events highlights the athletic demands of the bicycle messenger profession to determine who is crowned the 2005 Bicycle Messenger World Champion. CMWC is a fully insured and sanctioned sporting event hosted by the New York Messenger Community for bicycle messengers from around the world. Events include sprints, skids, track stand, cargo race, bunny hop, and the capstone event- the main race.

## WHEN

July 1 – July 4, 2005

## WHERE

Multiple Events in The Bronx, Manhattan, Queens, Brooklyn, Staten Island. Closed course main race hosted by Jersey City, NJ.

## WHO

Over 700 messengers, from over 40 cities throughout the globe will attend and compete in the CMWC. Cycle enthusiasts of all ages are welcome as spectators experience the excitement of the events. CMWC is the largest bicycle messenger event in the world and encourages the international messenger community to unite together for four days of competition and celebration.

## WHY

The CMWC offers messengers a chance to join together in a global forum to celebrate a unique and worldwide profession. This distinctive event gives the international cycling community a chance to compete in one of the most exciting and exhilarating places in the world- New York City. In its thirteenth year (with previous host cities including San Francisco, London, Budapest and Barcelona), CMWC New York has become the most anticipated messenger event of its kind. Extensive citywide promotion and the largest expected participation in the history of the CMWC ensures an overwhelming success for this epic event.

## HOW

CMWC has sponsorship options for all budgets. Contests, giveaways, product demos, Checkpoints in the main race and Event sponsorship are just some of the ways you can support this monumental event. CMWC sponsors receive widespread visibility in a hip and urban environment. Contact [metropoloco@hotmail.com](mailto:metropoloco@hotmail.com) or call 917-417-3714 and let the CMWC help you build a sponsorship package that reaches your target audience.



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### **WELCOMING CELEBRATION**

Festivities include a group ride, the World Welcome Party, art show, arm wrestling, and a tattoo expo. The day will also include the open forum where messengers will unite to discuss relevant issues to the international messenger community, including a vote determining the future location of the CMWC.

### **THE MAIN RACE**

As the central event of the weekend, the main race will take place on a closed circuit course comprised of a series of intersecting, one way lanes. Messengers will be required to pick up and deliver “packages” to and from checkpoints across the course. This event tests the speed, coordination and navigating skills of the competitors.

### **Sprints**

This event will pit four racers against each other in a sprint. The first to cross the finish line will advance to the final sprint between the fastest in the world.

### **Bunny Hop**

Riders vie to see who can hop the highest over a Stationary bar. The bar will be raised...

### **Cargo Race**

A specialty for cargo bikes only. This event will be designed to see to see who can most efficiently carry items such as hay bails, bricks and pieces of carpet.

### **Dispatch Race**

Just like work! Dispatcher communicates with riders by Two-way radio. The team to complete the most deliveries takes the title.

### **Track Events**

Fixed gear events are for track bikes only. The track stand, skids, freestyle, quick stop and backwards circles competitions will determine who is crowned “Fixie King & Queen.”

### **CMWC AWARDS CEREMONY AND CLOSING PARTY**

The Award Ceremony is scheduled to take place at Kissena Velodrome in Queens. Food and Music will compliment the spectator friendly racing action! Later, we will watch the fireworks in Red Hook Brooklyn and party with DJ’s, bands and artists from across the globe!





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## **CMWC 2005 PROMOTION**

Bicycle Messengers are an integral part of any big city. Media interest is high, and we are working hard to make sure the whole world knows about CMWC!

**CMWC 2005 registration is expected to be the largest in its history.**

**CMWC 2005 marketing campaign spans both New York City & the globe.**

CMWC 2005 promotional campaign includes:

- **PUBLICITY** - Thorough promotional campaign targeting local and international press, television, and on-line cycling publications. Past New York City messenger events received coverage from *The New York Times*, *Today Show*, *Time Out New York*, *Dazed and Confused*, *The Ride Magazine*, *Dirt Ride Magazine*, *ABC New York*, *Fox and Friends*, *The Today Show*, *WABC Radio*, as well as numerous online publications and international magazines, newspapers and radio.
- **PROGRAM GUIDE** – CMWC 24pg full color program guide with minimum distribution of 1000 participants and volunteers from around the globe and at least as many spectators and attendees at CMWC races and events.
- **POSTERS** – CMWC posters distributed to bike shops, messenger companies, and other businesses throughout NY and NJ. Messengers get everywhere!!
- **BANNERS** - Event banners placed visibly around all race locations and at all CMWC events.
- **MESSENGER COMPANIES** - Flyers and posters in area messenger companies.
- **RETAIL** - Flyers at cashiers stands and posters distributed to area bike shops.
- **FLYERS** - Handbills distributed by messengers to local clients.
- **NYBMA.com/CMWC2005** - Website complete with extensive race promotions, online registration and complete race details.



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## **SPONSORSHIP OPPORTUNITIES**

**EVENT SPONSOR - \$25,000** - includes each level (Checkpoint, Supporter, Contributor) below, plus:

Exclusive branded ownership of a Championship Event: Sprints, Bunny Hop and Track Events.

Logo placement on Official Jersey and Start/Finish Race Banner.

Full-page ad, premium placement, in program booklet.

**CHECKPOINT SPONSOR - \$10,000** - includes each level below, plus:

Official checkpoint of the Main Race: Qualifier and Final.

Logo placement in all print advertising and marketing.

Logo inclusion on limited edition Staff/Crew Shirt.

Venue Signage and on-site sponsor booth.

Half-page Ad in program booklet.

**SUPPORTER - \$5,000** - includes Contributor level below, plus:

Quarter-page Ad in program booklet.

Logo on website with link.

Opportunity to include promotional materials in registration packet.

VIP laminate passes providing access to all Championship events.

**CONTRIBUTOR - \$2,000**

Quarter Page Ad in program booklet.

VIP laminate passes providing access to all Championship events.

## **COMPANY PARTICIPATION**

**\$500** – Team of five Registered, Quarter-page Ad in Program Booklet, Picture of Team on CMWC Website.

**\$300** – Team of five Registered, Eighth-page Ad in Program Booklet.

**\$150** – Team of five Registered.



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## **CMWC 2005 Event Guide Advertising Rates Pricing**

Full Page \$1250

Half Page \$700

Quarter Page \$400

Eighth-page \$250

Back cover \$2200

Inside cover \$1500

## **Ad Dimensions**

Full Page 9" X 7.25"width

Half Page 4.25" X 7.25"width or 9" X 3.12" width

Quarter Page 4.25" X 3.12" width

Business card 2" X 3.12" width

Note: Ad dimensions are approximate. Actual dimensions may vary due to print layout.



Guatemalan Messengers in Copenhagen- 2002

[www.NYBMA.com/CMWC2005](http://www.NYBMA.com/CMWC2005)

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