



PUMP TRACK

WORLD CHAMPIONSHIPS
QUALIFIER



AUSTRALIA QUALIFIER

DUNGOG, NSW
24. AUGUST 2024

LOCAL SPONSORSHIP
PACKAGE



UCI

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WHAT IS A PUMP TRACK AND PUMP TRACK RACING ?

Velosolutions Pump Tracks are a worldwide success, combining rolling jumps with banked turns on a uniquely designed asphalt track. Riders use the track features to gain momentum and attack the track as fast as possible.

Pump track racing sees bike riders pitted against each other on a pump track either head to head or in a time trial format, using only the features of the track and the turns to gain speed and momentum.

In a time trial format, the riders are racing the clock over the exact same track. With times within a fraction of a second of each other, it is an exhilarating experience for athletes and spectators.





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2018

In 2018, Velosolutions in conjunction with Red Bull launched the first global pump track race series, the Pump Track World Championships.



2018

2000 riders across BMX and MTB disciplines competed in 22 qualification rounds worldwide, culminating in the first World Final in Springdale, Arkansas, USA.

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2019

In 2019 the winning podium included a UCI Gold Medal and the rainbow stripes after joining forces with the Union Cycliste Internationale, and became the UCI Pump Track World Championships.



2024

15 qualifiers lined up globally, celebrating the immense growth in pump track sport - with its unique and fresh approach to competitive biking being undeniable.

A BRIEF HISTORY



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QUICK FACTS

Our goal is to make the UCI Pump Track World Championships accessible to all!

1. Race entry fees will vary depending on the country but we aim to keep costs affordable.
2. Elite riders must be 17 in the year of the event or older.
3. There are 2 race categories: Male & female
4. Riders can use any bike with any wheel size from 20" up.
5. The top 4 men and top 4 women from each country event qualify for the World Final.
6. The winning male and female racer from each qualifier event will have their travel expenses paid to attend the World Championships.



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SPONSORSHIP OPPORTUNITIES



The event and the Velosolutions logo must always be placed on the main position in all local communications. Only the event logo and Velosolutions branding is allowed on the pump track. The following opportunities exist for local partners like yourself:

Branding visibility outside the field of race track

- banner (max. 4 banners per partner)
- beach flags (max. 4 flags per partner)
- 1 Expo booth (size 9 - 25 m2)

Logo integration on

- the race detail page on our global website
- local flyers and posters
- local social media activities

Additional opportunities

- product placements & product sampling on site
- regional marketing activities before the event

LEVEL OF INVESTMENT



Gold tier: **\$10,000**

- Branding visibility outside the field of play
- Logo integration on flyers and poster artwork
- Inclusion on local press releases
- Product sampling opportunities on race day
- Inclusion on regional marketing activities prior to event

Silver tier: **\$5,000**

- Logo integration on flyers and poster artwork for print and digital
- Product sampling opportunities on race day
- Inclusion on regional marketing activities prior to event

Bronze tier: **\$1,000**

- Product sampling opportunities on race day
- Inclusion on regional marketing activities prior to event

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BENEFITS



Connect with a young and active audience by offering unique experiences.



Local brand activation with a potential national reach.



Participating in the development of a new sport with both local and global reach.



Be apart of a new urban sport trend to reinforce value and visibility of your brand.

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LASTING SPONSORSHIP IMPRESSIONS

**AUSTRALIA
QUALIFIER**

**DUNGOG
NSW**

*A unique opportunity to cultivate
World Championship talent.*

24 AUGUST 2024

