



*The best Gran Fondo series in the world*

# Gran Fondo Giro d'Italia - The Concept



The idea of the “Gran Fondo Giro d’Italia” is to create a new and distinctive concept of event for cycling enthusiasts.

The “Gran Fondo Giro d’Italia” will combine the top level organization of the Giro d’Italia with challenge of a recreational Gran Fondo and a great “**Italian feeling**”.

Italy represents the “**reference point**”, for every cyclist in the world; its history, racing heritage and iconic companies epitomize the romance of the sport. Cyclists view **Made in Italy** as a seal of approval for the best in the market: for bike-related products, tourism, food & lifestyle.



# Gran Fondo Giro d'Italia - The Concept

The first Gran Fondo Giro d'Italia was organized on July 22<sup>nd</sup>, 2012 in Pasadena, with the start and the Expo Area in front of the City Hall. More than 800 riders took part to the event, with around 30 companies exhibiting at the Expo and cycling «legend» Francesco Moser at the start line.



# Gran Fondo Giro d'Italia - The Concept



## EXPO

All registered riders have to pick up their ride bag and bib number at the Expo. The exhibitors and sponsors have the opportunity to showcase their products, in this area, which is also open to the public. The ride finishes in the Expo area which takes place on Saturday and Sunday. A survey to all the participants in the event shows that:

- 75% considered the experience at the Expo excellent
- 52% have bought something at the Expo
- 58% attended the expo with at least one friend or relative



# Gran Fondo Giro d'Italia - The Concept



## START

A great and emotional start lead off by local Police, VIPs and special guests. Riders will be greeted by the presence of the Italian Consul and other important Authorities. After the National Anthem and a rendition of Pavarotti's "Vincerò", the Italian Consul starts the countdown.

## COURSE

An amazing course, technical assistance and aid stations are prepared along different distances that range from 25 to 115 miles.



# Gran Fondo Giro d'Italia – Sum Up



- ❑ Create a Worldwide series of Gran Fondo Giro d'Italia events
- ❑ Organize related promotional events that celebrate the “Italian lifestyle”
- ❑ Present and promote Italian products, Italian tourism and Italian events.
- ❑ Drive thousands of cyclists to the new concept of the Gran Fondo.
- ❑ Promote cycling as an instrument for better living.
- ❑ Support charities through event fundraising.
- ❑ Support the promotion of the sponsors through several activities, including the Expo.
- ❑ Give local bike shops a platform to increase sales and interact with customers.



# Gran Fondo Giro d'Italia –Events details



## LOS ANGELES-PASADENA

The second edition of the **Gran Fondo Giro d'Italia Los Angeles-Pasadena** will take place on June 2, 2013 coincidentally, the Anniversary of the founding of the Italia Republic (Festa della Repubblica).

The Event starts and finishes **in front of Pasadena City Hall**, the site of the Expo on Saturday and Sunday. The area is stunning, with a view of the mountains and the backdrop of City Hall, creating a very unique atmosphere. The course is designed to ride through the wonderful mountains of the Angeles National Forest and the San Gabriel Valley for a great cycling experience in a spectacular area.

We are expecting more than **1.500 participants**, who will come to enjoy the city in the days before. A great opportunity to dine in Pasadena's great Italian restaurants and enjoy the relaxing hotels.



# Gran Fondo Giro d'Italia - Events details



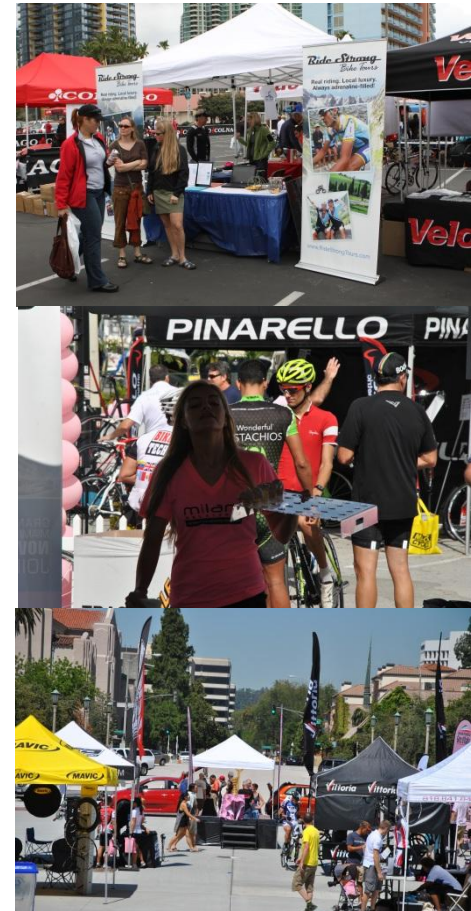


# Gran Fondo Giro d'Italia - Expo

A lively 2-day consumer expo is an integral part of the Gran Fondo Giro d'Italia Series. This **Saturday-Sunday** marketplace provides companies valuable one-on-one interaction with thousands of active lifestyle enthusiasts.

## What to Expect at the Gran Fondo Giro d'Italia Expo

- The participants must complete their registration and package pick-up process at the Gran Fondo Expo the day before the event, ensuring traffic to the location.
- The finish line of the ride is immediately adjacent to the Gran Fondo Expo
- Participants Lunch is served at the Hospitality Tents at the Gran Fondo, so after the event all the riders will stay in the Expo area
- Great local media coverage
- High-income demographic with a strong buying potential
- Possibility to sell or sample products directly to the consumer
- Pre event promotion to all the participants to support the exhibitors



# Gran Fondo Giro d'Italia - Expo

The demographics of the participants at the 2012 Gran Fondo Giro d'Italia events:

- ❑ 80% male - 20% female
- ❑ 75% over 40 years old
- ❑ 48% college graduates
- ❑ Average annual income: \$130,000+
- ❑ 52% of the participants have bought something at the Expo
- ❑ 58% were joined by friends or family at the Expo
- ❑ 65% are willing to participate to another Gran Fondo Giro d'Italia

**The Gran Fondo Giro d'Italia Expo represents an unique opportunity for companies, tourism, and local proprietors to promote their brand to a high level target audience**

