

# BRISBANE CYCLING FESTIVAL

## VILLAGE BIG SCREEN

### ADVERTISING OPPORTUNITY

#### BRISBANE CYCLING FESTIVAL VILLAGE 9-11 JULY

THREE ACTION PACKED DAYS OF FESTIVAL ACTIVITIES AT THE BRISBANE SHOWGROUNDS

- Tour de Brisbane
- National Road Series
- Street Criterium Racing
- Free Come'n Try Events
- Bike Polo
- King Street Festivities
- Nitro Circus Performances
- Big Bike Film Festival
- Flavours of the Festival
- Free Family Entertainment
- Plus much more!

The Brisbane Cycling Festival will feature one of the most unique large outdoor screens in Australia. This mobile 10x2m screen will be a major focus point within the Festival Village at the Brisbane Showgrounds. The Village Big Screen will showcase live vision of festival events, the Big Bike Film Festival and related festival activities.

The panoramic screen with audio presents various high impact formats that will wow festival attendees.

### WHY ADVERTISE?

- 30,000 plus attendees expected over three days
- Action packed program daily to drive traffic to the Expo
- This Festival is a free community event in school holidays

ALIGN YOUR BRAND TO THIS MAJOR EVENT AND PROMOTE YOUR PRODUCTS AND SERVICES TO THIS HIGH VALUE DEMOGRAPHIC.



### AVAILABLE PACKAGES

Packages are offered in bundled minutes per day to provide advertisers the opportunity to run branded content pieces or commercials.

#### 15 MINUTE PACKAGE

5 MINUTES  
PER DAY (3 DAYS)  
\$1,000+GST

#### 30 MINUTE PACKAGE

10 MINUTES  
PER DAY (3 DAYS)  
\$1,800+GST

To take advantage of this opportunity please contact Jodie Behan,  
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