

THE RACE FOR PINK STARTS WITH GREEN



Give your marketing some new wheels

THE GIRO D'ITALIA PUBLICITY CARAVAN WILL TRAVEL THE ENTIRETY OF ALL THREE BIG START STAGES



Preceding each day's racing this advertising parade gives participating sponsors the opportunity for brand exposure and product sampling to hundreds of thousands of fans along the roadside.

During the three weeks of the Giro d'Italia over 12 million spectators will watch the race from the side of the road. Of these, studies have shown that half come first and foremost to see the Publicity Caravan.

Professional cycling has included branded publicity caravans in the race convoy since the 1930's. The parades have won over brands and the public becoming an essential part of the race experience.





THREE DAYS OF EXPOSURE WITH OVER A MILLION VIEWERS



The Caravan goes hand in hand with the race it precedes, with the multi-shaped and multi-coloured procession creating a wave of excitement in towns and villages along the race route. Young and old alike along the roadside marvel at the creativity of the branded cars and vans. The Official Caravan Stops attract considerable attention as promotional items are handed out at these pre-advertised locations.

Stage Start and Finish locations are also an important location for Caravan vehicles to distribute their promotional items.

Over the three days of racing in Northern Ireland and the Republic, conservative estimates will put the spectator numbers at over 1 million roadside viewers. This is an incredible opportunity for your brand to interact with such a captive audience over three days.





BE A PART OF THIS EXCITING AND UNIQUE MARKETING ACTIVITY



Friday May 9 Stage 1 Team Time Trial Belfast
Saturday May 10 Stage 2 Road Race Belfast-Belfast
Sunday May 11 Stage 3 Road Race Armagh-Dublin

GIRO PUBLICITY CARAVAN VIDEO

Watch the video

CARAVAN PUBLICITY VEHICLE FEES

- 2£5,000
- 4£8,000
- 6£12,000
- 8£15,000

Shadetree Sports is available to offer assistance and guidelines in terms of vehicle branding and promotional item giveaways.

Strict operating conditions apply to the Giro d'Italia Publicity Caravan and all participating brands must attend all official pre-event logistics and event management meetings.

Shadetree Sports must approve all vehicle branding and promotional items that will be distributed.



PLEASE CONTACT

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