



All India MTB Challenge
15th – 22nd October

ABOUT GMC2016

The 7th edition of the Great Malnad Challenge, BIGGER and MEANER than ever before. The cycling trail is an MTB'ers dream come true with steep climbs, challenging downhill and longcross-country endurance rides.

The **Great Malnad Challenge** is the **toughest MTB** challenge in India. Spanning over **700kms** of the **Western ghats**, the **GMC** route passes through some of the toughest paths that an MTB will ever encounter. The Energy Sapping ride is well compensated by the breath taking **natural beauty** of the Western ghats.



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A RECAP (2010 – 2015)

- SIX GMCs: **2010 – 2015**
- TOTAL RIDERS: **600** till date
- TOTAL DISTANCE CYCLED: **5000+kms**
- Media Coverage of the WINNERS
- Covered in SPORTS SECTION with WINNERS



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GLIMPSE INTO SBI-GMC 2015



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GLIMPSE OF MEDIA COVERAGE

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[illegible]

Veera
Manikanta

who triumphed in the GMC Open Category at the SBI Great Mainad Challenge Endurance Cycling Race, recently



Manikanta bags top prize

Bengaluru: Veera Manikanta claimed the top spot in the Open category of the grueling Great Malnad Challenge cycling competition. The Mysuru resident took the top spot with a time of 17:36:00 seconds, much ahead of second placed

Meanwhile in the Masters category, Sandeep Prabhu took the first place, completing the 200KM challenge in 21:53.00 seconds even as Nagesh Singh claimed the top spot in the Super Masters category with 27:42.00 seconds on the

Results: Masters category: 1. Sandeep Prabhu (21:53:00), 2. Suresh Chanappa (26:20:00), 3. Girish Reddy A (29:39:00)
Super Masters: 1. Nagesh Singh (27:42:00) **Open:** 1. P Veera Manikanta (17:25:00), 2. Neelameghashyam R (19:22:00), 3. Sreeraj R (25:38:00)

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A RECAP (2010 – 2015)

- TOTAL SUPPORTING BRANDS: **30+**
- Local media coverage of 'Daily Flag-off'
- Extensive Pre-event & Post-event Coverage
- Radio Coverage



State Bank of India



TRACK & TRAIL
BIKING AND BEYOND



Sandeep Seva Nilayam



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EVENT MAGNITUDE

TOTAL PARTICIPATION

Pro	:	50 Racers
Green	:	100 Cyclists
Mentor Cyclists	:	10 Mentors
Race Staff	:	1 Race Director, 10 marshals, 4 Time Keepers
Volunteers	:	20 Men – 10 Women
Medical staff	:	2 Doctors, 2 nurses
Support Vehicles	:	3 Trucks, 3 Station wagons, 2 Motorbikes & 2 Ambulances



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PROMOTIONS

3 CITIES... 3 RACES...
FULL MEDIA COVERAGE!

- ♦ BANGALORE
- ♦ MYSORE
- ♦ HUBLI



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PROPOSED MEDIA COVERAGE

- ◆ Build-up events at 3 Cities

Promotions & Advertisement for build-up events in all Cities

- (Quarter page Ads, Articles, Hoardings, Posters, Banners, Backdrop, START / FINISH Arch, etc...)
- ◆ Promotions & Advertisement for GMC2016
- ◆ On-Event Coverage (Build-up / GMC2016)
- ◆ Post-Event Coverage (Build-up / GMC2016)



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ROUTE DETAILS

Mysore - Madikeri

01

Madikeri - Kukke

02

Kukke – Agalatti

03

Agalatti - Bababudangiri

04

Reserve Day

05

Bababudangiri - Agumbe

06

Agumbe – Nittur

07

Nittur - Shimoga

08



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COMPETITION CATEGORIES

GMC2016 (Open) – MEN & WOMEN

Winner, 1st Runner Up, 2nd Runner Up

GMC2016 (Tour) – MEN & WOMEN

Winner, 1st Runner Up, 2nd Runner Up

GMC2016 (Tour) - Masters

Winner, 1st Runner Up, 2nd Runner Up

GMC2016 (Tour) – Corporate

Winner, 1st Runner Up, 2nd Runner Up



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TOTAL VISIBILITY

- ◆ Radio Coverage
- ◆ Online - SEO & SMM
- ◆ Sports Magazines



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GMC2016 - OPEN & TOUR

OPEN

- ♦ Competitive Ride
- ♦ Prizes for WINNERS
- ♦ WINNERS media Coverage
- ♦ High percentage of 'Off-road' trails
- ♦ Eligible Cyclists only
- ♦ Technical Terrains
- ♦ Unexplored trails

TOUR

- ♦ Challenging ride with full support
- ♦ Mechanical Support
- ♦ Support Vehicle
- ♦ Breathtaking Trail
- ♦ Mentor Cyclists
- ♦ Fun group of cyclists
- ♦ An unique opportunity at GMC2016 to experience 2 / 3-days 'mini-GMC'



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REGIONS COVERED

PRE-EVENT



ON-EVENT



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SPONSORSHIP SUPPORT

DIAMOND

Benefits

- Title Sponsor
- Integrated Logo
- Inauguration & Conclusion
- Media Presence
- Logo on our Websites

PLATINUM

Benefits

- Powered By

GOLD

Benefits

- Event Partner

SILVER

Benefits

- Event Partner



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GMC DELIVERABLES

Media Based Marketing



Radio Coverage



Social Media



News paper



News channel

On event brand showcasing



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KEY PARTNERS

TITLE SPONSOR

Principal Sponsor

PLATINUM



GOLD



SILVER



Sandeep Seva Nilayam



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VISION & MISSION

VISION:

To be the PREMIER MTB Challenge that attracts cyclists from the world over to compete, as well as enjoy the magnificence of Malnad.



MISSION:

To hone the skills for MTB enthusiasts and prepare them to handle any MTB Challenge in the World

To create awareness about the ecological importance of the Western Ghats

To promote causes and help garnering support for the same through the popularity of GMC



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BENEFITS OF PARTNERING WITH GMC 2016

The **GREAT MALNAD CHALLENGE** is one of the **PREMIER** bicycle challenges in India and frequently attracts cyclists from other countries as well. The **GMC** trail passes through some of the most beautiful regions of Malnad and is one of the most "looked-forward-to" annual rides.

The GMC is very popular among the Corporate fraternity. More than 90% of GMC participants are "Urban Working Professionals". GMC promotions and campaigns are keenly followed by cycling enthusiasts across the Country through social media and GMC website updates. ICYCLE.in, a leading bicycle solutions provider, is the promoter of GMC. With its vast presence the Indian cycling scene, ICYCLE.in adds panache and professionalism to the whole event.

Additionally,

As EVENT PARTNER, associated brands get high visibility among the corporate fraternity, who are the main target audience for GMC. From marketing the event to conducting the event, GMC is professionally managed with the support of experts in relevant domains. Extensive promotions and advertisements for GMC showcases the BRAND PARTNER everywhere. Media coverage (TV, Radio, Newspaper, Online)



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GMC PRACTICE RIDES



Dodda Alada Mara
31-Jul

BU-Bidadi
14-Aug

Thattekere
28-Aug

Ramadevarabetta
11-Sep

Nandi Hills (Hebbal)
25-Sep



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CORPORATE CLIENTS TILL DATE



... and Many More



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