



UNITED ENERGY
**AROUND
THE BAY**



THE VILLAGE

UNITED ENERGY AROUND THE BAY 06.10.24

The Village

Bicycle Network's United Energy Around the Bay is Australia's biggest celebration of bike riding. This iconic event is in its 30th year of bringing the riding community together for a day on the bike.

Situated in Melbourne's beautiful Albert Park, 'The Village' is the heart of the event, and your chance to be part of the action.

Here you can connect with up to 10,000 passionate bike riders, family and friends who are all gathered to celebrate the ride.

The Village will be open to all riders, friends and family across the entire weekend.

Big in 2024

- + Two-day Village at Albert Park, with rider pack collection, entertainment, exhibitors, e-bike trials, food and fun
- + Team Marquees on the finish line
- + A new bar experience in The Village
- + The Albert Park Circuit returns for families to enjoy fun on the bike together



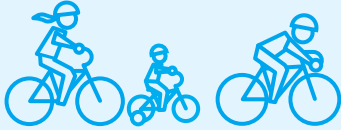
NEW Corporate Packages & Corporate Cup

For more information on ticket packages for your team, [click here](#)



Event Demographics

Audience



10,000
Riders + Supporters

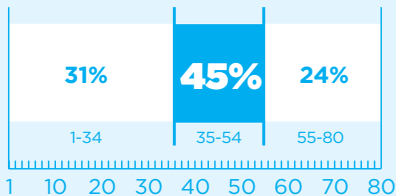
Village attendance



42%
of riders stayed in The Village
after their ride

Age Split

Average rider age is 45.



Spend



41%
of riders made a
purchase from
The Village.

Members and friends



50,000
members who will see
your brand and offering

55%
of riders spent
\$20
or more

2024 Village Site Map

Albert Park
Pelican Lawn

Saturday
5th October
10am - 4pm

Sunday
6th October
10am - 7pm

Albert Park Lake



Aughtie Walk

- | | | | | | | | |
|---|---------------------|---|------------|---|---------------|---|-----------------|
|  | Bicycle Network HUB |  | Toilets |  | Barbecue |  | Kids Zone |
|  | General entry/exit |  | First Aid |  | Food Vendors |  | Big Screen |
|  | Valet |  | Spokes Bar |  | Drink Vendors |  | Outdoor Seating |
|  | Stage |  | Clubhouse |  | Coffee Vendor |  | Bike Parking |

The Village map is indicative only.

Exhibit at Around the Bay

The United Energy Around the Bay Village is a key component of the event.

The Village will be open:

Saturday 5th October 10am - 4pm	Expo & pack collection
Sunday 6th October 10am - 7pm	Expo & ride day

Exhibitors and partners have a special opportunity to engage with a captive audience, build relationships and showcase new and quality products.

Bicycle Network asks that exhibitors offer a special promotion to our members.

Exhibitor Options	Bronze	Silver	Gold	Platinum
To help showcase your brand, all exhibitors in The Village receive the following inclusions, as well as tiered extras.	3x3m marquee	3x3m marquee	3x3m marquee	6x3m marquee
	MC announcement x1	MC announcements x2	MC announcements x5	Unlimited MC announcements
	Inclusion in email to member database	Inclusion in email to member database	Featured message to member data base with personalised link	Featured message to member data base with personalised link
What's included?				
+ Brand inclusion in our e-news prior to the event		Half page ad in Ride guide*	Full page ad in ride guide*	Full page ad in ride guide*
+ Logo inclusion on website partner page			Social media post	Social media post
+ Logo inclusion on ride guide partner page*			Sponsored award (naming rights) presented on stage	Sponsored award (naming rights) presented on stage
				Additional marketing opportunities**
+ Tables, chairs and lighting within marquee	\$1500 plus GST	\$2500 plus GST	\$3200 plus GST	\$5000 plus GST

Speak to our team if you'd like to bring your own branded marquee (limitations apply)

*Logo for Ride Guide must be booked by August 1st 2024

**Cross promotional event marketing, additional activation/space, additional communication to database

If you would like to be a part of the United Energy Around The Bay, please contact us at partnerships@bicyclenetwork.com.au





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