

KICK YOUR LIFE KICK FRANCE 2013



TOUR DE FRANCE BY FOOTBIKE



ATEX[®]
SPORTSWEAR

 **HOCH**
Footbike Team

Středočeský kraj

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www.kickfrance2013.com

KICK YOUR LIFE KICK FRANCE 2013

TOUR DE FRANCE BY FOOTBIKE

In 2013, the Tour de France is about to be ridden for the 100th time in its history. The field of cyclists will cover 3360km on their three week journey through France and surrounding countries, over the never-ending Alpine and Pyrenean climbs to the finish under the Arc de Triomphe on the Champs Elysées.

One day before them, however, our team will cover the same route. We do not ride bicycles; we have machines with two wheels but no pedals.

In 2013 the hardest cycling event of the world is about to be ridden on **FOOTBIKE**

The termine:

28.6.2013 (Corsica, Porto - Vecchio) – 20.7.2013 (Paris)

The Track:

Is divided into 21 stages - from 25km (timetrial in Nice) to 245km (Lyon, Givorns – Mont Ventoux).

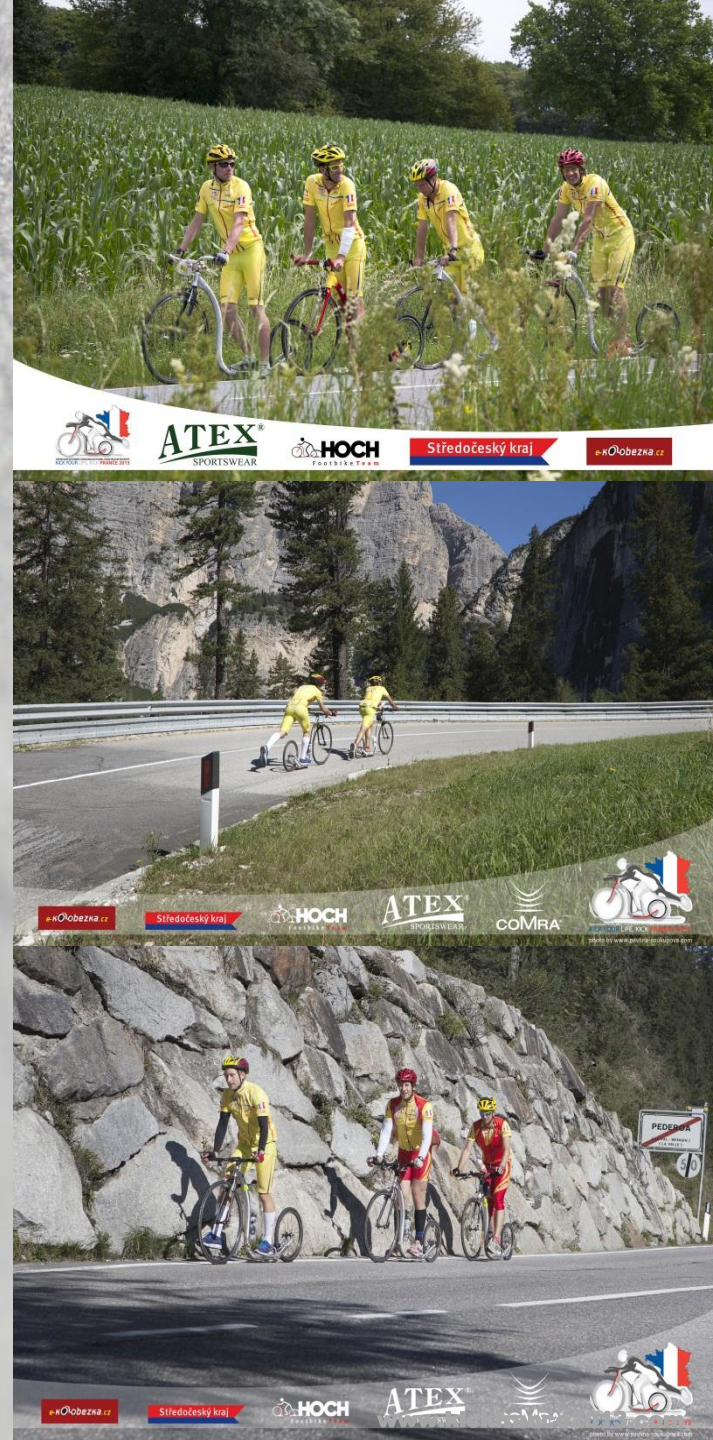
Most interesting stages:

Pyrenées – 5.- 6.7.2013

Time trial Mont Saint Michel – 9.7.2013

Mont Ventoux, the legendary mountain – 13.7.2013

Alps – 17.-20.7.2013



WE SEEK PARTNERS

Our team of the **Kick Your Life, Kick France 2013 – Tour de France by Footbike** project hereby invites you to be a part of the game.

Our team will kick the journey of 3500km from Corsica to Paris through all the vast plains and fields of France and all the magnificent Alpine and Pyrenean mountains. On the mountain climbs especially, all the crazy Tour de France fans camp days before the arrival of the race to support everyone who is courageous enough to ride the mountain. **We will charm the fans when climbing the major mountain passes of Tour de France 2013.**

For your company, **THIS IS AN IDEAL CHANCE** to present your brand during the most famous cycling race ever, on a year when Tour celebrates it's 100th anniversary.

The media publicity is ensured up to date by the Czech mainstream medias:



Sport Daily and www.isport.cz



HEY Radio



PARTNERSHIP OFFER



The Kick France 2013 project is really flexible. We offer all these possibilities of cooperation and partnership with your company. We are also open to any ideas in the form of partnership – it is just a question of a mutual benefit.

Project modification according to partner's needs

- name of the project
 - renaming the project
 - partner's brand in the name of the project
- visualization of the project
 - changing the project visualization according to the partner's needs (colors, logo, presentation, ...)
- Partner riding the Tour
 - Riding the complete track of Tour de France 2013 by footbike, bicycle or other favorite vehicle of the partner
 - Complete support from our support team
 - All the accommodation, transfer, meal, medical, and other support

Advertising surfaces

- Logos and brand of the partner on the camper and van
- Logos and brand of the partner on the team jerseys and other clothing
- Logos and brand of the partner on footbikes, rims, helmets
- Distribution of the partner's advertising goods during the presentation of the project
- Distribution of the advertising goods to the fans along the track
- and more

Media presentation of the partner

The Sport Daily

Czech sport daily papers

Coverage of the project preparations in the Magazine and some articles in the papers

Coverage of the project – some 3-4 articles in the Sport Daily, daily online coverage (Blog form) on www.isport.cz, a journalist will become a part of the team for some stages.

A report, summary, of the project after the project is finished in the Magazine and Sport Daily

HEY Radio

Interviews before the start of the project, radio summary of the project.

Interviews after the project is finished.

A journalist will come to take part in some stages – live coverage.

Our media partners offers special advertisement prices for any advertisement of other project partners..

We also work on settling a partnership with the Czech TV and minor Czech TV channels, the biggest German cycling magazine TOUR and many internet outdoor and cycling servers.

We have already started to film a Kick France 2013 documentary. Cameraman is a part of a team - using the documentary during outdoor, cycling and other festivals.

SUPPORT EXPECTATIONS

The Kick France 2013 project is really flexible. We offer all these possibilities of cooperation and partnership with your company

Financial support

- Fuel and transfer (highway) fees
- Corsica Ferry
- Meal and food costs
- Accommodation costs
- Pocket money for the support team members
- Physiotherapists costs
- Communication costs – internet, phone, online fees
- Other miscellaneous costs

Material support

Support cars

- a multivan for 8 people
- car – kombi type

Nutrition

Sport nutrition before, during, after activity, electrolyte hydration, recovery nutrition, vitamins ..

Clothing

- cycling gloves
- running shoes
- helmets and cycling eyewear

Other material help

- internet connection
- Mobile network communication
- cameras
- insurance
- camping material - tents, cookers, etc.



PAIN IS TEMPORARY, QUITTING LASTS FOREVER

Tour de France has it's own spirit and it is somehow sacred for all cyclists and cycling fans. Since it's 99 years of existence, the Tour has written thousands of breathtaking stories, that possibly the best writer could have never imagined. Roche, Anquetil, Mercx, LeMond, Indurain, Hinault, Contador, Armstrong ...

... and thousands of others, today forgotten names. All of them came with a dream. The dream often has not been the yellow jersey for the overall victory, but the journey itself with the finish in Champs Élysées ...

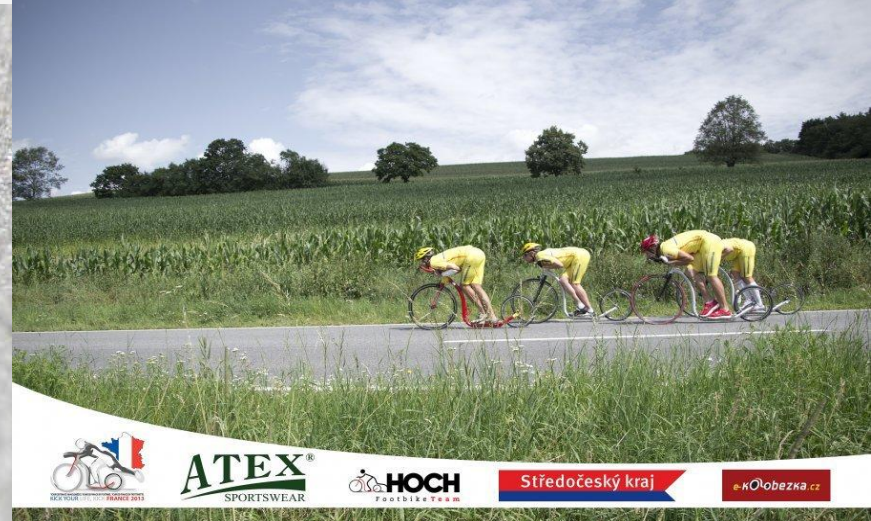
... in the 100th anniversary, we come with the Kick Your Life, Kick France 2013 – Tour de France by Footbike project. We will kick the Tour by footbike for the first time in history. It is the biggest sportive challenge of our lives so far. The journey itself is the goal, but we want more. We want to kick through, to finish under the Arc de Triomphe in Paris.

We can not promise successful finishing of the journey. One thing is for sure however. We will leave our hearts on the French roads memorizing that ...

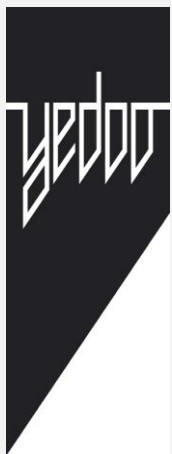
... PAIN IS TEMPORARY, QUITTING LASTS FOREVER!!!



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Generál partners



ATEX[®]
SPORTSWEAR



Main partners



ČESKÁ CESTA
Již 20 let s Vámi

Středočeský kraj



e-kolobezka.cz



Media partners

Sport

Dvojka
Český rozhlas

Radio hey!
Rock & Sport

KOKTEJL

časopis pro cesty na kole
CYKLO
turistika

Partners



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