

2012 Media Kit

CONTENT

Introduction

**The Cariboo Mountain Bike
Experience**

ridethecariboo.ca

Partnership Agreements

2012 Rates

Contacts



2012 Media Kit



Cariboo Mountain Bike Consortium

The Consortium is a regional organization of bike specific business and mountain bike clubs who have joined forces to grow the economic impact and profile of mountain biking across the Cariboo region.

Implementing a series of strategies and initiatives across both government and the business sectors, the Consortium is transforming the Cariboo region into one of the premier mountain bike destinations in the Pacific Northwest.



2012 Media Kit

The Cariboo Mountain Bike Experience

The Consortium is putting the Cariboo region on the international map as the Shangri-La of Mountain Biking. Through a sophisticated web presence and a series of strategic marketing tactics, the Consortium is raising international awareness of the mountain bike experience in the Cariboo region.

Today, mountain biking is already an emerging economic driver in the Cariboo. Generating over \$2.3 million in cumulative economic activity annually, the Consortium can open new opportunities for businesses to access and gain from this growing sector.



2012 Media Kit

RIDETHECARIBOO PHOTO

- **Professional Photographers** partnered with the Consortium ensures the best images in the biz.
- **User uploaded photos and stories**

Ridethecariboo has given professional photographers a platform to showcase the region, while giving bike enthusiasts the best possible imagery that exemplifies Cariboo mountain biking.

The ridethecariboo community will have a key role as influencers and trendsetters within the bike industry that will enhance the market impression of the Cariboo across the globe.



2012 Media Kit

RIDETHECARIBOO VIDEO

The Consortium has partnered with Solos Productions to bring high resolution and professional level mountain bike video to the ridethecariboo community.

solos
PRODUCTIONS

The ridethecariboo site will also provide users the ability to upload video from around the region.

Video that profiles the supporting businesses is a key focus of the Consortium.

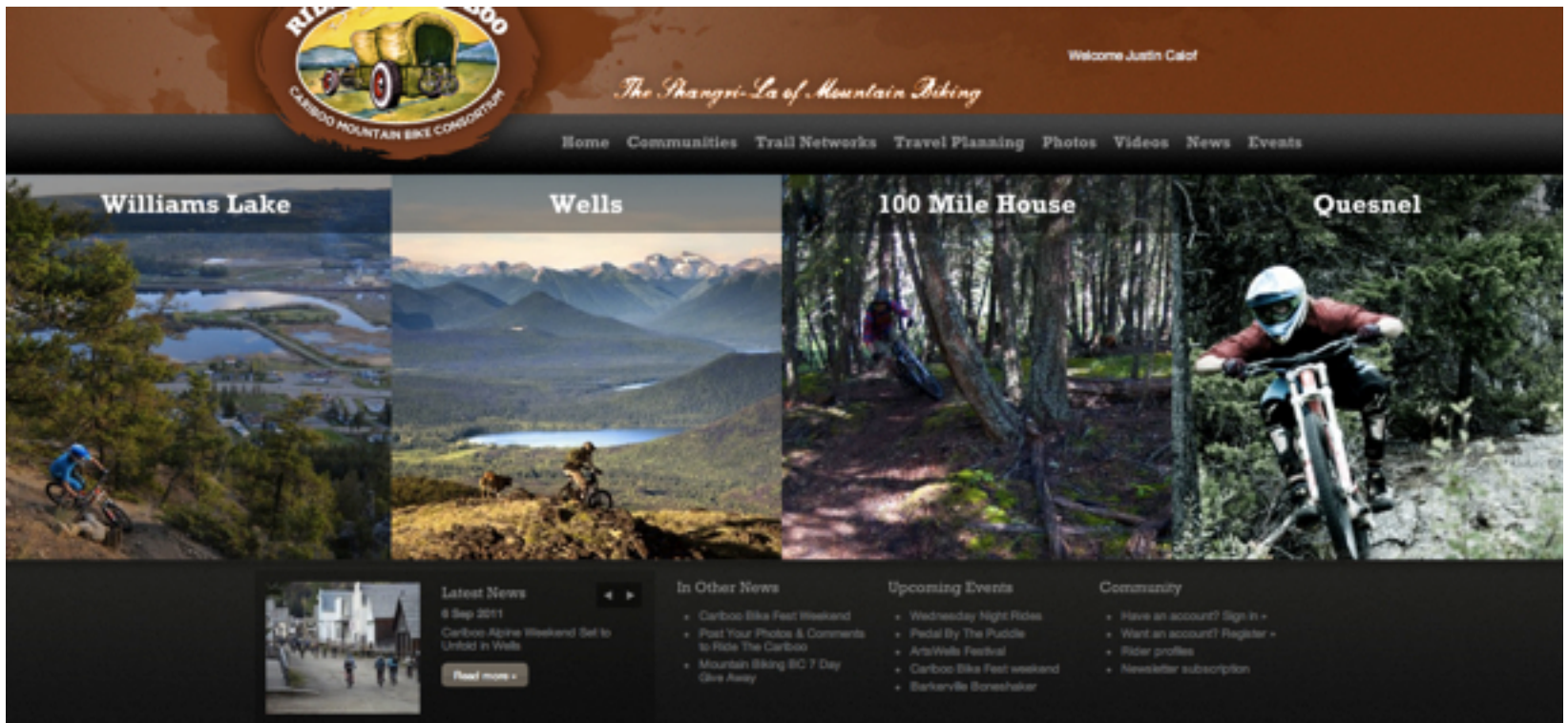


2012 Media Kit

RIDETHECARIBOO.CA

Since its soft launch in May 2011, the site has seen over 24,000 unique page visits. With planned marketing activities in 2012 this is expected to jump to over 60,000.

As an advertiser, you will see more race and event coverage than you can handle: photos, interviews, videos, and business profiles. Marketing campaigns are most effective when targeted at a dedicated and engaged audience. Economic impact analysis from the Cariboo region indicates that the average mountain biker spends on average \$2,500 on their bike and \$127 every day they travel.



**ridethecariboo.ca puts your business
in front of the right target audience.**




2012 Media Kit

PREFERRED BUSINESS ADVERTISING

As part of the ridethecariboo.ca initiative, business case establish themselves as a preferred accommodation, restaurant or service business. These business will anchor the Travel Planing portion of the site, and be features as the destination business for visiting riders.

Accommodations




If you're like any other rider in the world, your bike is not something you leave on the street. That's why the choice bike friendly hotels in Williams Lake offer secure bike storage for your ride. For more information on planning your stay in Williams Lake click here.

- [Chief Will-Yum Campsite](#)
- [Overlander Hotel](#)
- [Lenora's on the Lake](#)

[View Accommodations listings »](#)

Food & Entertainment




Your culinary experience in Williams Lake will be limited, but when you do sit down at places like the Gecko Tree rest assured you'll be satisfied. Click the link below for a directory of bike friendly food and watering holes in the Puddle.

- [California Sushi](#)
- [Oliver's Street Bar and Grill](#)
- [Gecko Tree](#)

[Food & Entertainment »](#)

Local Business



[edit »](#)

Anchored by Red Shreds and the Barking Spider, Williams Lake not only supports riders, it produces them. Sponsoring riders like James Doerfling for over a decade our shops put the most dialed custom mountain bikes on the trail. Whether you need a tune, or just want to browse, visit our shops for a true Cariboo experience.

- [Red Shreds Bike and Board Shed](#)
- [Cariboo Mountain Bike Consortium](#)
- [Oliver Steet Farmers Market](#)
- [Solos Productions](#)

[Local business listings »](#)

BASELINE ADVERTISING - PREFERRED BUSINESS

- **Featured in Travel Planing and on Main Regional Pages of [ridethecariboo](http://ridethecariboo.ca), the highest profile sections of the site.**

2012 Rates

- **\$750 annually**

2012 Media Kit



REGIONAL EVENTS SPONSORSHIP

In 2011, Ridethecariboo media coverage extended to every major mountain bike race and event in the Cariboo region. We are the official media sponsor for the Peel Out and Pedal by the Puddle in Williams Lake, the Barkerville Boneshaker and Seven Summits in Wells and will also be covering the 100 Mile Classic and Stormrider Downhill in 2012.

As an advertiser, you will see more race and event coverage than you can handle: photos, interviews, videos, and business profiles. Specific events sponsorship opportunities are available. These include banner advertising on race courses, high profile media coverage and media credit.



BARKERVILLE BONESHAKE



EVENT SPONSORSHIP

- **High quality coverage from the regions competitions**
- **Exclusive news articles that profile supporting businesses**
- **Linkages to global mountain bike media sources**

EVENTS SPONSORSHIP RATES:

\$500/Regional event

TIER 1 ADVERTISING

The highest profile advertising available through the Consortium is on the regional profile page of each community.

These pages receive the highest number of views and are the main source of travel planning for visiting riders.

2012 Rates:

**\$1,600 annually for
728x90 px**

**\$1,100 annually for top
180x150 px**

**\$800 annually for
bottom 180x150 px.**

RIDE THE CARIBOO
CARIBOO MOUNTAIN BIKE CONSORTIUM

The Shangri-La of Mountain Biking

Home | Community | Trail Networks | Photos | Videos | Directory | Itineraries

Williams Lake | Wells | 100 Mile House

Home | Community | Trail Networks | Photos | Videos | Directory | Itineraries

Welcome to Williams Lake

A short and scenic six hour drive from Vancouver, Williams Lake and the Cariboo Region is your doorway to the most unique mountain bike experience in the North America. Fast, flowy and tight are the best words to describe the experience you'll have on one of the largest legal trail networks in the Province.

From all mountain single track, to the most progressive free-riding, to truly epic cross country, Williams Lake has something for every style and skill level of rider. With over 200km of single track trails within the city limits, another 100km within a half hour drive from town, and the largest bike park in the Interior, Williams Lake is truly the Shangri-La of mountain biking.

[Share](#) [Like](#)

James Duerfing - October 1 2011

Trail Networks

Southside Trail Network
[Other networks in Williams Lake](#)

Videos

James Duerfing - Up in Smoke
[Videos from Williams Lake](#)

News

Cariboo Mountain Summit Celebrated in 2011

Events

Wednesday Night Ride
26 Apr 2011
Petal By The Pubble
12 Jun 2011
Barnstaple Brewpub
14 Aug 2011
Seven Summits Race
17 Sep 2011
[View all events](#)

Accommodations

If you're like any other rider in the world, your bike is not something you leave on the street. That's why the choice like Handy hotels in Williams Lake offer secure storage for your bike. For more information on planning your stay in Williams Lake click here.

- [Great 1801 Youth Campsite](#)
- [Overlander Hotel](#)
- [Lapoint's on the Lake](#)

[View Accommodations longer](#)

Food & Entertainment

Your culinary experience in Williams Lake will be limited, but when you do sit down at places like the Cariboo Tree, rest assured you'll be satisfied. Click this link below for a directory of bike friendly food and watering holes in the Pubble.

- [Oliver's Street Bar and Grill](#)
- [Duke's Tree](#)
- [California Steak](#)

[View Food & Entertainment](#)

Local Business

Anchored by Red Sheds and the Barking Spider, Williams Lake not only supports riders, it produces them. Sponsoring riders like James Duerfing for over a decade our shops put the most diverse custom mountain bikes on the trail. Whether you need a tune, or just want to browse, visit our shops for a true Cariboo experience.

- [Oliver's Street Farmers Market](#)
- [Red Sheds Bike and Board Shop](#)
- [Cariboo Mountain Bike Consortium](#)
- [Barking Spider Mountain Bikes](#)

[View Local Business longer](#)

When You're Not Riding

Williams Lake hosts a diverse array of activities when you're off your bike. Hiking, drinking, flower picking, horseback riding, mountain swimming and swimming are just some of the adventures waiting for you when you visit the Cariboo. For information on these activities check out the Tourism Discovery Centre or visit Red Sheds, Bike and Board Shop and talk to Mark for all the details.

[View more](#)

AD SPACE
728 px x 90 px

Williams Lake Itineraries

Diet Bag Itinerary

A package that includes camping, cheap food and big free-riding

[Read more](#)

Double Income No Kids Itinerary

Welcome to Williams Lake and our recommended itinerary for the DINK. Double Income No Kids group that is coming to ride the pubble for a few days.

[Read more](#)

Family

Modest accommodations, and beginner riding opportunities for the family.

[Read more](#)

Getting Here

From Seattle or Vancouver you'll be taking a nice drive up the Thompson River on Highway 1 then 97 to the Cariboo. Its about a 7 hour drive once you get to Vancouver. You can also access the Cariboo by any means through Kamloops, BC.

[Read more](#)

Williams Lake, BC Weather

9°C, Partly Cloudy

Tue: 10°C / 51°F
Wed: 12°C / 54°F
Thur: 15°C / 59°F

Williams Lake Itineraries

30 Sep 2011
Cariboo Mountain Summit Celebrated in 2011

[Read more](#)

In Other News

- [Cariboo Region Welcomes 3rd BC 2011 in 2011](#)
- [Cariboo River Festival](#)
- [Petal By The Pubble](#)
- [Cariboo River Festival](#)
- [Barnstaple Brewpub](#)

Upcoming Events

- [Wednesday Night Ride](#)
- [Petal By The Pubble](#)
- [Barnstaple Brewpub](#)
- [Cariboo River Festival](#)
- [Barnstaple Brewpub](#)

Community

- [Have an account? Sign in](#)
- [Want an account? Register](#)
- [Add profile](#)
- [Reconnect subscription](#)

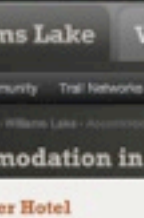
[Connect](#)

Home | About | Contact | Terms

©Copyright 2011, Cariboo Mountain Bike Consortium



2012 Media Kit



[Home](#)
[Communities](#)
[Trail Networks](#)
[Travel Planning](#)
[Photos](#)
[Videos](#)
[News](#)
[Events](#)

[Sign In](#) | [Register](#)

[Williams Lake](#)
[Wells](#)
[100 Mile House](#)

[Home](#)
[Community](#)
[Trail Networks](#)
[Photos](#)
[Videos](#)
[Directory](#)
[Itineraries](#)


[Ride The Cariboo - Williams Lake - Accommodation in Williams Lake](#)

Accommodation in Williams Lake

Overlander Hotel

If you're like any other rider in the world, your bike is not something you leave on the street. That's why the Overlander Hotel in Williams Lake offers secure bike storage for your ride. The Overlander Hotel which has been a solid partner to the Williams Lake Cycling Club for over 20 years. The Overlander is centrally located in the City provided easy access to all trail networks right from your door.


[Read more »](#)
[Share](#)



Lenora's on the Lake

A select few will be lucky enough to stay at the Savard's Bed and Breakfast on the shores of Chimney Lake, just outside Williams Lake. This is a perfect place of a couple to spend a few relaxing days, or for a solo rider looking for a super chill spot with some fine peeps. The Savard's own and operates Red Shreds Bike and Board Shed, so you'll be in fine company.


[Read more »](#)
[Share](#)



Chief Will-Yum Campsite

Managed by the Williams Lake Indian Band, the Chief Will-Yum Campsite is a great option for those looking for a cheap accommodation option in Williams Lake. Showers, Laundry and a nice zone to chill in is what you'll find here. Book ahead during the high season or call for inquiries.

[Read more »](#)
[Share](#)



AD SPACE
180 px x 150 px

AD SPACE
180 px x 150 px

AD SPACE
180 px x 150 px


AD SPACE
725 px x 80 px

Travel Planning

- [Accommodations](#)
- [Food & Entertainment](#)
- [Local Businesses](#)
- [When You're Not Riding](#)
- [Getting to Williams Lake](#)

Williams Lake Itineraries

- [Dirt Bag Itinerary](#)
A package that includes camping, cheap food and big tree riding.
[Read more »](#)
- [Double Income No Kids Itinerary](#)
Welcome to Williams Lake and our recommended itinerary for the DIHK (Double Income No Kids) group that is coming to ride the puddle for a few days.
[Read more »](#)
- [Family](#)
Mostest accommodations, and beginner riding opportunities for the family.
[Read more »](#)



Latest News

20 Sep 2011
Cariboo Mountain Summit Celebrated in Wells

[Read more »](#)

In Other News

- Cariboo-Alpine Weekend Set to Kickoff in Wells
- Cariboo-Bike Fest Weekend
- Pedal Your Puddle & Comments to Ride The Cariboo

Upcoming Events

- Wednesday Night Rides
- Pedal By The Puddle
- Amalinda Festival
- Cariboo Bike Fest weekend
- Barherville Bonanza

Community

- Have an account? Sign in »
- Want an account? Register »
- Rider profiles
- Newsletter subscription

Connect

[Home](#)
[About](#)
[Contact](#)
[Terms](#)

©Copyright 2011, Cariboo Mountainbike-Greenforum



2012 Media Kit

CUSTOM MEDIA SOLUTIONS

The Consortium provides custom design for all participating businesses.

This maintains the visual quality of the site and maximizes the profile of participating businesses

2012 Ad-Design Rates

\$110- \$180 annually



2012 Media Kit



MEDIA CONTACT

Inquires:

Justin Calof, Chainperson
Cariboo Mountain Bike
Consortium

1601C Wood Road,
Williams Lake, BC
V2G 4P1

250-302-1925
info@ridethecariboo.ca



2012 Media Kit