



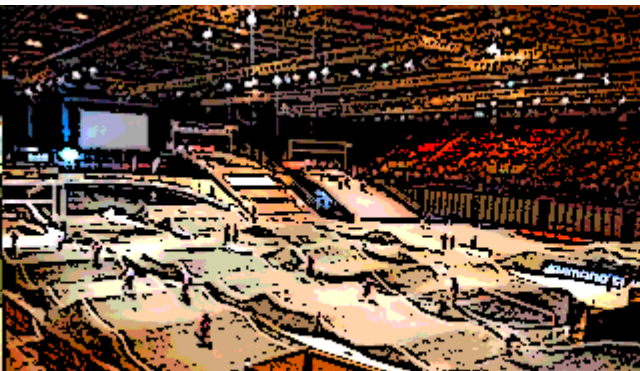
**AUCKLAND
NZ 2013**



AUCKLAND

UCI BMX WORLD CHAMPIONSHIPS

AUCKLAND 2013 | NEW ZEALAND





JANE PATTERSON

Director, The Patter Ltd

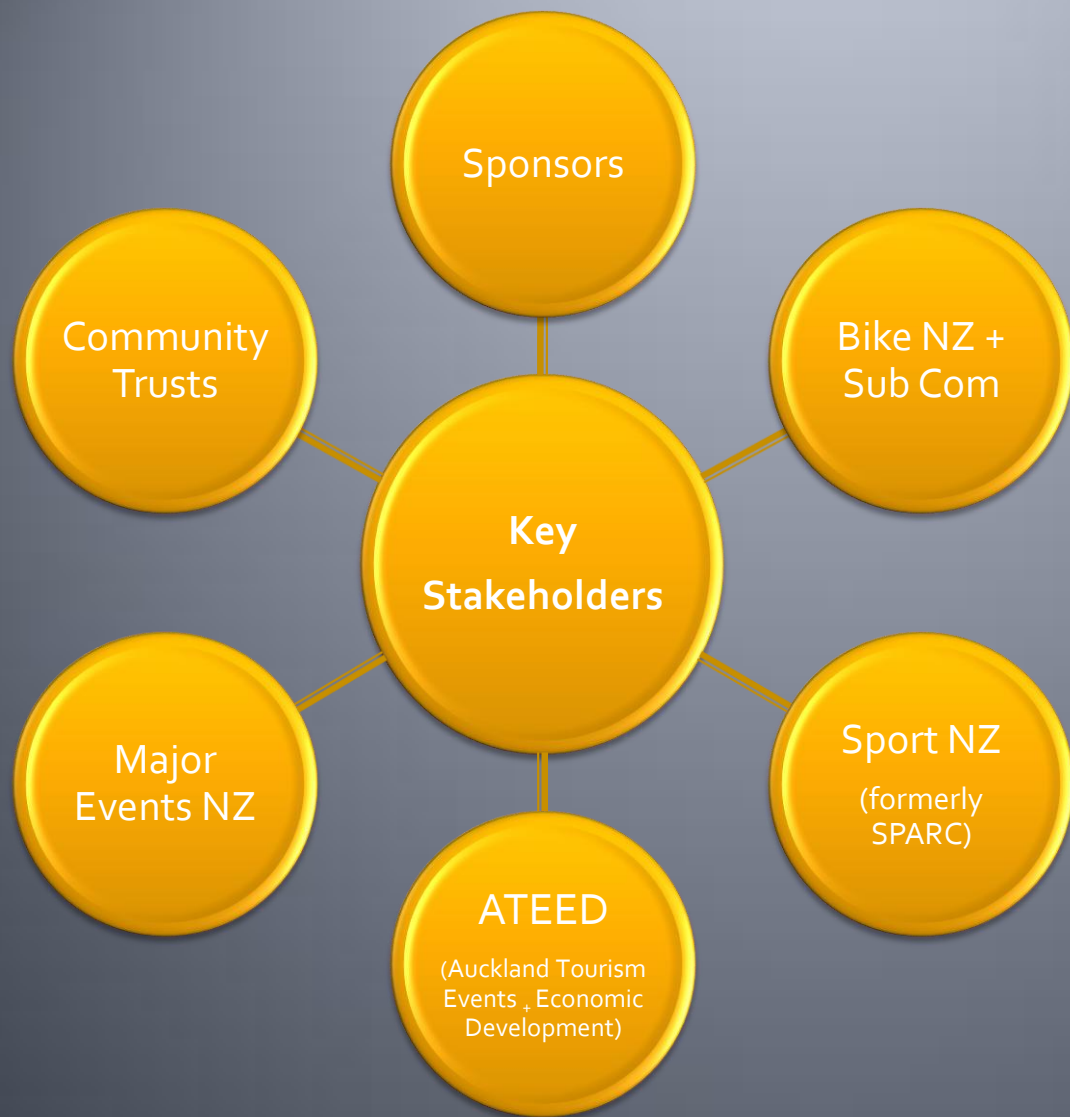
- Professional Event Director – 15 years
- Marketing + Public Relations Consultant – 10 years

Managed a wide variety of large scale events where huge numbers of people participate or spectate and stakes are high for stakeholders.

Events Include:

- World Netball Championships – 2007 – CEO
- Ironman New Zealand Triathlon – 15years – Event Director
- Brazilian Soccer Tour of Australia – 2002 – Event Director
- NZ Golf Open – multiple years
- V8 Supercar, Pukekohe – multiple years
- Mission Estate + Millbrook Resort concerts - 25,000 fans

KEY FINANCIAL STAKEHOLDERS



* Funding represents 74% of required revenue



KEY ENGAGEMENT STAKEHOLDERS



2013 EVENT STAGE MANAGEMENT



March 12 –
June 12

- **Stage 1** – LOOK, LEARN, LIAISE

July 12 –
Oct 12

- **Stage 2** – PICTURE, PLAN, PROCURE

Nov 12 –
June 13

- **Stage 3** – OPS + MARKETING PLANS

July 2013

- **Stage 4** – OPERATIONAL DELIVERY

Stage 1 – LOOK, LEARN, LIAISE

March 12 – June 12

- Familiarisation with the sport “Learn about BMX”
- Meet with key financial stakeholders
- Finalise key stakeholder contracts
- Prepare the event budget
- Prepare sponsorship strategy
- Maximise promotional + educational opportunities at 2012 BMX WC (Birmingham)



Stage 2 – PICTURE, PLAN, PROCURE

July 12 – October 12

- Visualise the shape, look + feel for the Championships
- Develop strategies to achieve this
- Procure funding outside ATEED, ME + Sport NZ
 - Sources:
 - Sponsorship
 - TRUST Funding
 - Ticketing Strategy
- Plan operational delivery structure
- Monthly meetings –
Bike NZ/ Board Sub Com/ME/ATEED



Stage 3 – OPS + MARKETING PLAN

November 12 – June 13

- Delivery arm of the event management ops + marketing plan, including;
 - BMX community
 - Bike NZ Staff
 - BMX 2013 contract staff
 - Volunteer community
 - Outside contract suppliers
 - Monthly/fortnightly Ops team Meetings



Stage 3 – OPS + MARKETING PLAN

November 12 – June 13

Marketing

- Plan deliverables
- Leverage opportunities
- Public Relations
- Ticketing

Operations

- Venue - operations + technical logistics
- Track build
- Functions – formal/VIP
- Sports Expo
- UCI overlays
- Event logistics and administration
- Finance



Stage 4 – Operational Delivery

July 2013

- On the ground execution of the Event Operations Plan



KEY “TAKEOUTS” FROM BIRMINGHAM – BMX WORLD CHAMPIONSHIPS



- Arena concepts, track design, approach to ramp
- Essential nature of design and management of the staging area
- Event scheduling
- Approach to opening + closing ceremonies
- Creating a “world class” event with big atmosphere
- Sponsorship leverage opportunities
- Meeting the obligations of the UCI

The Vision

The 2013 BMX World Championships the best and most successful world championships ever!

How?

- Engage the hearts, minds, passion and support of the BMX community
- Create a world class atmosphere reflecting the kiwi culture, showcasing the NZ BMX community and incorporating an international flavour
- Professional delivery Event management plan + services
- Engage the right team of people
- Effective marketing strategy
- Attract the right sponsors and stakeholders
- Maintain + achieve a strong relationship with UCI
- Use best practice methods
- Prudent financial management

