

PROMOTION OF CYCLING DESTINATIONS THROUGH MTB TEAM AND ATHLETES

BY TINE MAHKOVEC

WHO IS TINE MAHKOVEC?

The beginnings of his career are similar to those of thousands of other bikers' – He discovered the bike when he was very young, and with the encouragement of his friends he progressed from riding behind his house to

COMPETING in an always attractive discipline – **DOWNHILL**. Since then, his way continues

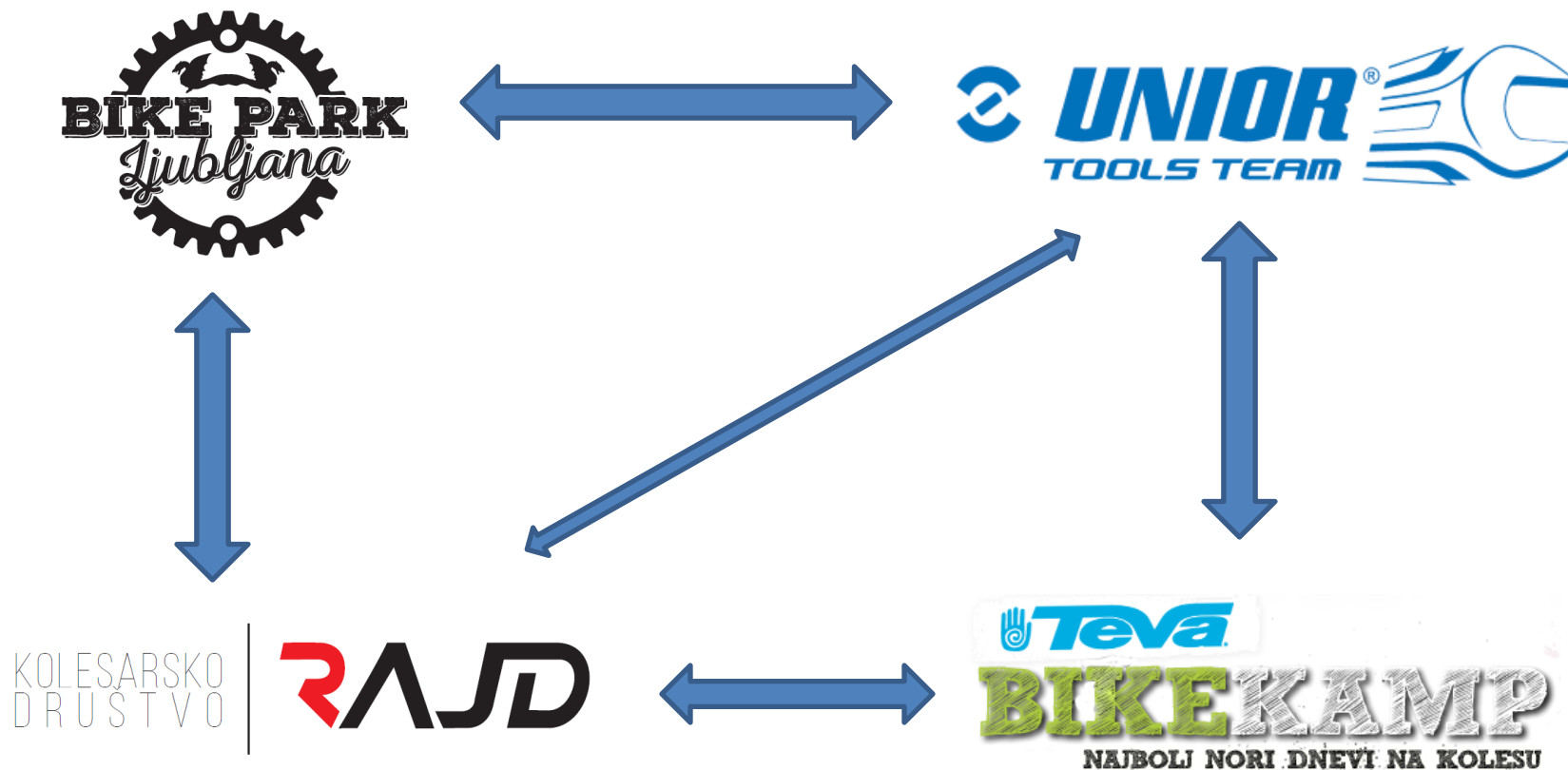
somewhat atypically. He first showed desire for the **ORGANIZATION OF EVENTS** and with MTB club Rajd he successfully organized a few dozen races in different parts of Slovenia and carried out several

UNCOMPETITIVE PROJECTS. From there on he quickly became the team's leader. At first

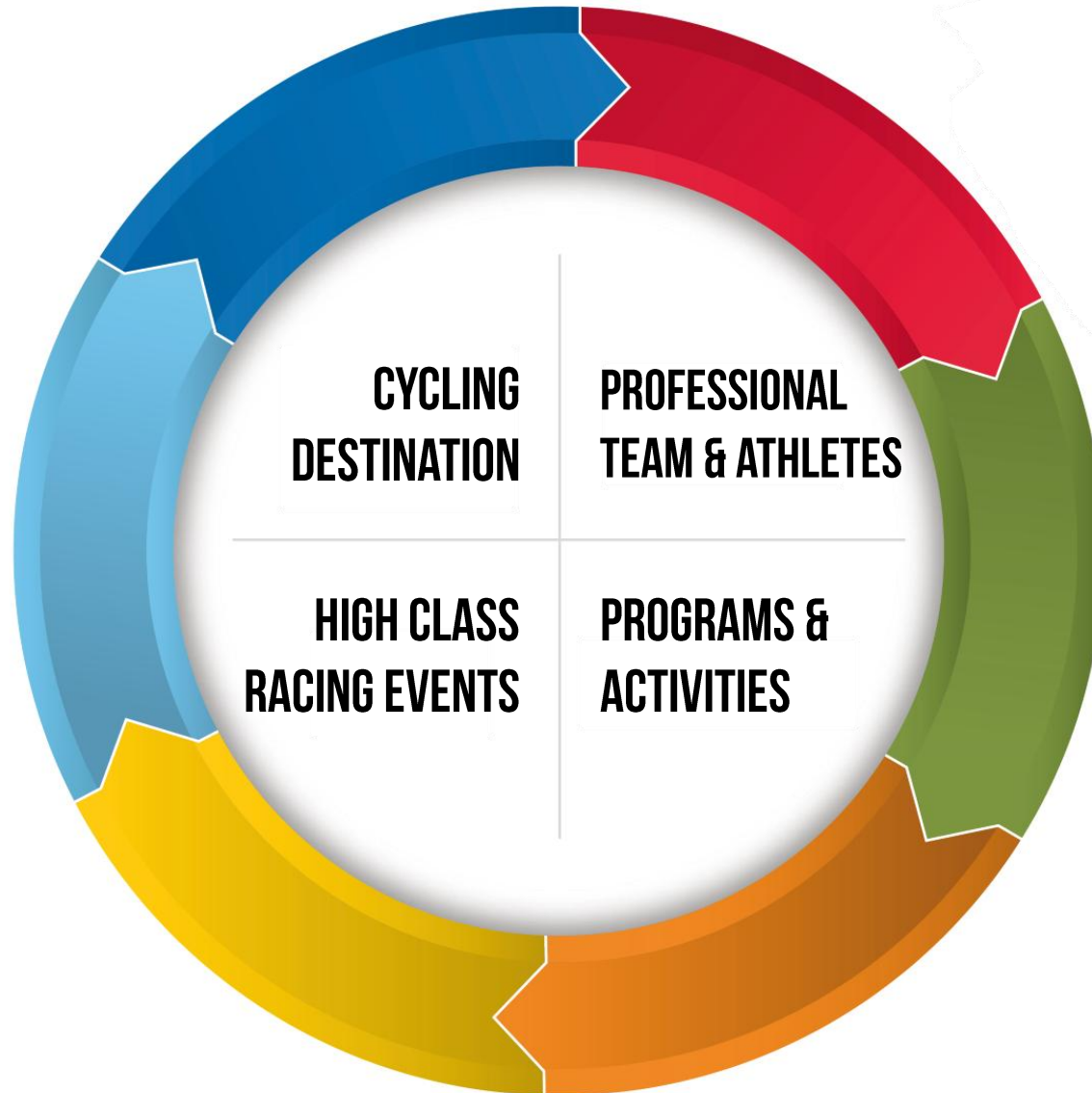
it was just a national team but it soon grew into an **INTERNATIONAL TEAM** with competitors from several European countries. He started a new chapter of his life at the team's main partner, Unior from Zreče,

where he became a successful leader of the global programe **FOR BICYCLE TOOLS**. Since then he combines the role of the product and sales manager for bicycle tools, the director of Unior Team and the president of Rajd club.

MY WORK



TODAY'S TOPIC



WHO IS YOUR TARGET AUDIENCE?

MTB RACING FANS RIDE THEIR BIKES!



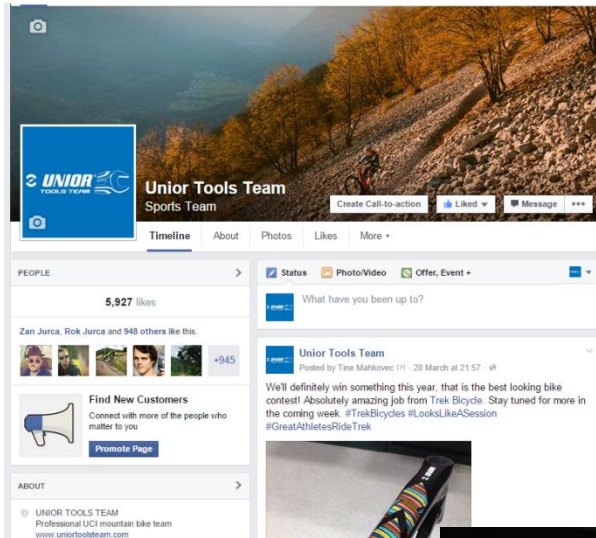
HIGH CLASS EVENTS PERFECT FOR DIRECT MARKETING!



NAMED PARTNERS WITH TOP TEAM



TEAMS DO THEIR JOB WELL!



SOCIAL MEDIA



PRESS WORK



PROMOTING PARTNERS

NUMBERS ON THE RISE

“Overall, the cumulated audience totaled 37 million viewers. In comparison to the previous edition of the Mountain Bike World Cup the viewership more than doubled (16 million).” – TV Broadcast, Mountain Bike World Cup 2014, UCI

“Red Bull covered all of the nine stages of this year’s UCI Mountain Bike World Cup live and as video on demand after the event - all globally available and free of charge. In total, 9,3 million cumulated views have been achieved and over 80 million minutes of web TV footage were viewed throughout the season.” – Red Bull Broadcast, Mountain Bike World Cup 2014, UCI

“Over 200.000 spectators visited UCI Mountain Bike World Cup in 2014” - UCI

GREAT VALUE FOR MONEY!



ATHLETES ARE GREAT AMBASSADORS!

GIRLS CAMP WITH TANJA ŽAKELJ,
ROGLA 2014 >



BIKE CAMP WITH ŽIGA PANDUR,
< KRAJNSKA GORA 2014

ATHLETES ARE GREAT AMBASSADORS!



LOCAL COMMUNITY



QUESTIONS & COMMENTS

