

WE ARE IN THIS TOGETHER

Leverage

Based on our communication and research, your overall marketing objectives are as follows:

- Increase recognition as the "go to" brand for your adaptive mountain bikes
- Increase brand awareness and perspective as adaptive bike source
- Generate sales and hype for new adaptive bike product
- Reach influencers to motivate sales at grassroots level

Based on the above objectives and the understanding of your target market, the BICP has provided a range of creative leverage ideas for how you can use the BICP sponsorship to achieve those goals.