



3 DAYS

340 KILOMETERS

MANNAR | VAVUNIYA | MULATIVU | KILLINOCHI | JAFFNA

MARCH 2021



An Event by



OBJECTIVE

- Promote tourism in Northern province
- Motivate all communities in the Northern province
- Attract investors by building image that Northern province is gradually becoming a sporting province in the country in the time to come
- To attract sponsors, to support Northern province since the province is in need of regular activities of this nature

SECONDARY OBJECTIVE

- To find talented cyclists from Northern province and to motivate them to be in the cycling sport

OPPORTUNITY

- This event will create an opportunity for sponsors to invest in Sri Lanka's first velodrome in Jaffna in partnership with FOT Olympic academy





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EVENT OVERVIEW

TOUR DE JAFFNA CYCLE RACE

- 3 Days
- Cycling Route – Mannar | Vavuniya | Mulativu | Killinochchi | Jaffna
- Duration – Approximately 340 Kilometers
- 90 Riders





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EXPECTED PARTICIPANTS

- Cycling federation – 15 clubs x 6 riders
- Leisure riders
- Expats
- Local community riders in the Northern province





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DISTANCE AND ROUTE

Cycle Race Route

- Day 1 - Mannar Island – Vavuniya **110Km**
- Day 2 - Vavuniya - Puliyankulam – Mulativu **78Km**
- Day 3 - Mulativu – Mankulam - Kilinochchi - Jaffna **150Km**

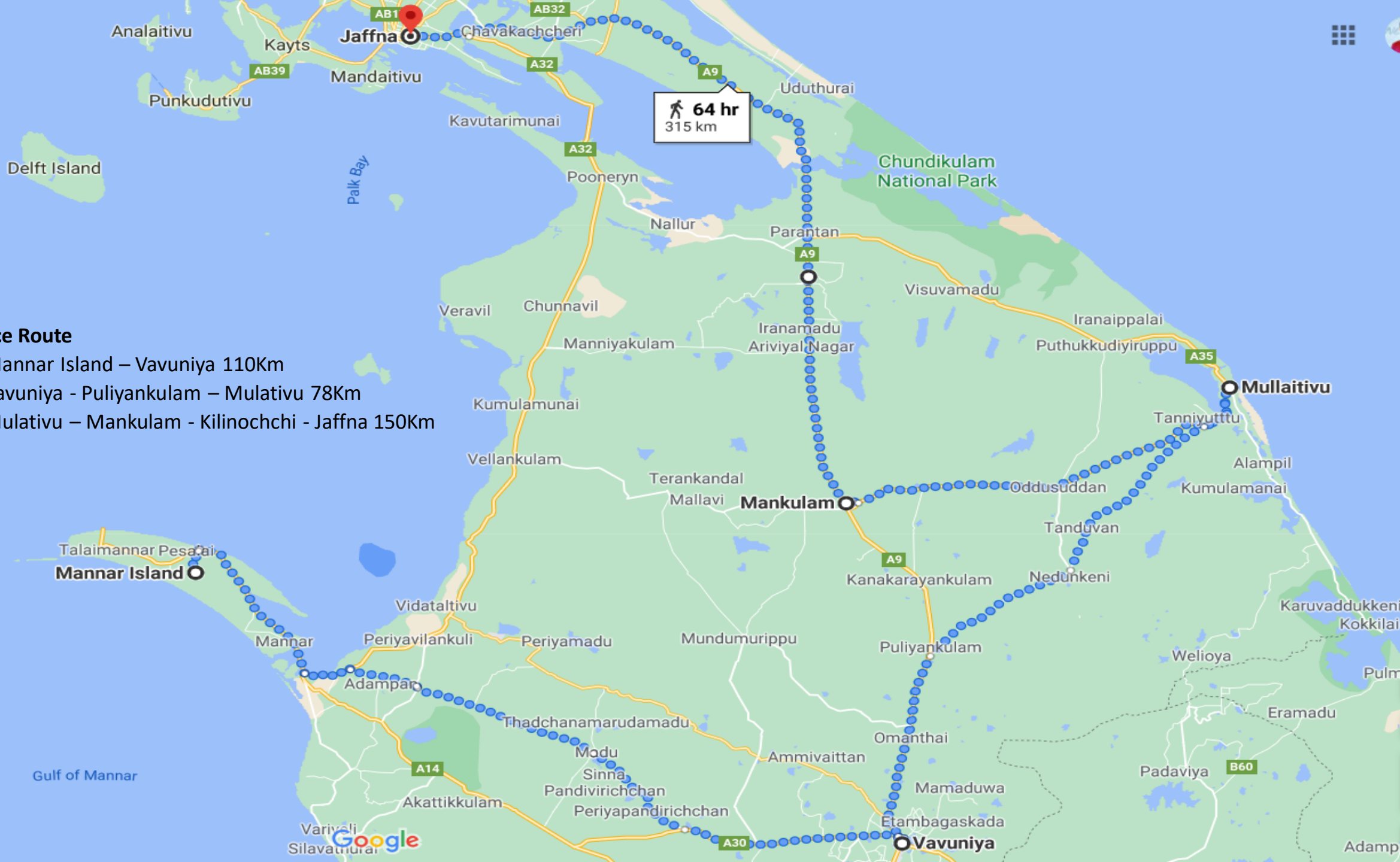


Cycle Race Route

Day 1 - Mannar Island – Vavuniya 110Km

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Day 3 - Mulativu – Mankulam - Kilinochchi - Jaffna 150Km





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SPONSORSHIPS & BENEFITS

Proposed partners

- Mobile Partner – Airtel
- Food & Beverage Partner – Redbull/ Coca cola
- Finance Partner -
- Hospitality Partner - North Gate Jetwing
- Media Partner – Electronic, Print Media Partner
- Automobile Partner
- Active Wear Partner
- Outdoor Advertising Partner





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Branding Opportunities

- Team 15 Cars X 3 Days with fuel- 45
- Judges 5 Cars X 3 Days - 15
- Accommodation and Food - 270
- Bikes 16 Nos. X 3 Days – 48
- Jerseys
- 3 Sprint classifications locations per day
- 4 convertible cars for Judges

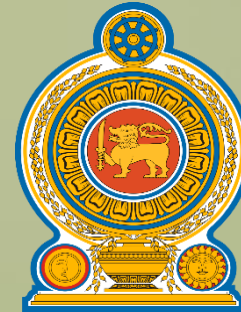


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EVENT ORGANIZERS

- FOT Events
- Cycling Federation of Sri Lanka
- Tourist Board Northern Province





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