

# L'ÉTAPE

DU TOUR DE FRANCE

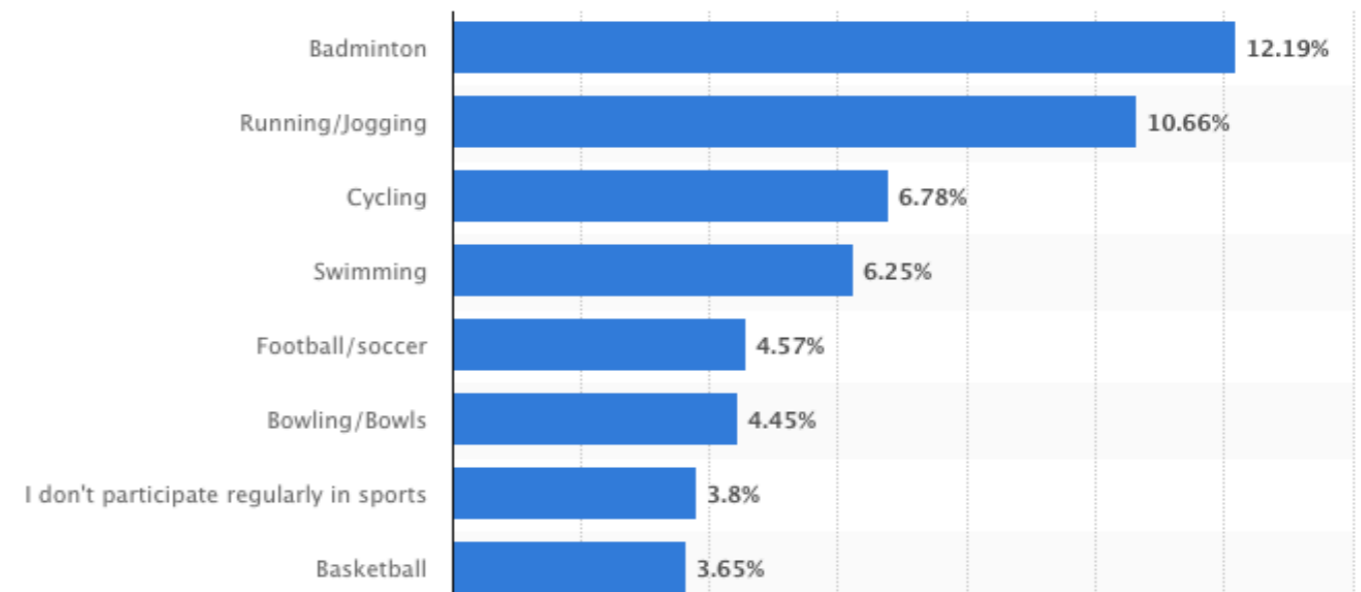
## WORLD'S GREATEST AMATEUR CYCLING RACE

WORLD CLASS EVENT FOR DESARU





## Malaysia: What sports do you regularly participate in?



[www.statista.com/statistics/562710/malaysia-kinds-of-sports-regularly-participated-in/](https://www.statista.com/statistics/562710/malaysia-kinds-of-sports-regularly-participated-in/)

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Jeff isn't in the habit of dropping names if he can help it, but top ranking VIPs and high net worth individuals are among his regular visitors. Many of these people have ditched the more traditional corporate lifestyle pursuits like golf and expensive cars in favour of a healthier approach to life

[cyclingplus.my/features/the-bike-artisans](http://cyclingplus.my/features/the-bike-artisans)

## **CIMB Cycle 2019 features 3,700 cyclists from 26 countries**

[www.cimb.com](http://www.cimb.com)



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A male cyclist is shown in a dynamic pose, leaning forward on his handlebars while riding a road bike. He is wearing a white helmet with 'S-WORKS' branding, dark sunglasses, and a dark blue cycling jersey with a red and white speckled pattern. The jersey features a white Specialized 'S' logo on the right sleeve and the word 'SPECIALIZED' across the chest. He is also wearing a white wristwatch on his left wrist. In the background, other cyclists are visible, though out of focus, suggesting a group ride or race. The background consists of green trees and foliage.

**IS CYCLING  
THE NEW GOLFING ?**

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# L'ÉTAPE

M A L A Y S I A

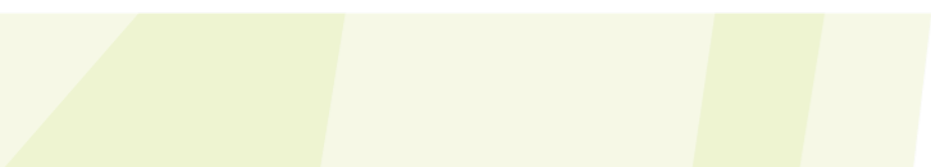
**DU TOUR DE FRANCE**

## WORLD'S GREATEST AMATEUR CYCLING RACE

WORLD CLASS EVENT FOR DESARU



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THE ONLY SPORTIVE IN THE WORLD...

L'ÉTAPE  
en TOUR DE FRANCE

## ALLOWING AMATEURS TO RACE LIKE A TOUR DE FRANCE CHAMPION

- Race with Tour de France champions
- Route designed by Tour de France experts
- High-level of safety and assistance
- Timing system and overall classifications
- King of Mountain and Sprint challenges



THE ONLY SPORTIVE IN THE WORLD...



**L'ÉTAPE**  
by TOUR DE FRANCE

## BRINGING THE TOUR DE FRANCE UNIQUE ATMOSPHERE & PASSION

- Tour de France museum
- Cycling festival with exhibitors and shows
- French culture experience
- Presence of the Tour de France champions



# KEY DRIVERS OF THE CONCEPT



## EXPERIENCE

Full experience 360 days a year

- Before the race: Tour de France-like bibs and jerseys, stage map to be attached to the handlebar, stage briefing, training plans, nutrition advisory, Tour de France menu for the riders, etc.
- During the race: Tour de France car stickers, time-keeping, speaker, mechanical assistance, etc.
- After the race: massage, interview, photo call, podium, etc.



## UNIVERSE

Enjoy Tour de France unique atmosphere

- Race signage (start & arrival arches, yellow arrows, board panels), folklore (red vehicle, Tour de France horns, chalk writings, official music, etc.)
- Tour de France branding in the start & finish areas
- Tour de France museum
- Presence of Tour de France ambassadors (former winners, great champions)



## ORGANISATION STANDARDS

Promise of quality

- Course designed by Tour de France experts
- Tour de France safety standards (road closure, race regulation)



## BRAND AWARENESS

The worldwide reference for cycling

- Synonymous with strong values: heroism, festivity, generosity, proximity
- Benefiting from Tour de France communication platforms (social networks, international journalists DB, etc.)
- Graphic charter (stage maps and profiles, on-site visibility supports, promotional and communication supports, etc.)

# L'ETAPE TOUR DE FRANCE HOST COUNTRIES

Map

etapeby

L'ÉTAPE  
TOUR DE FRANCE

Events

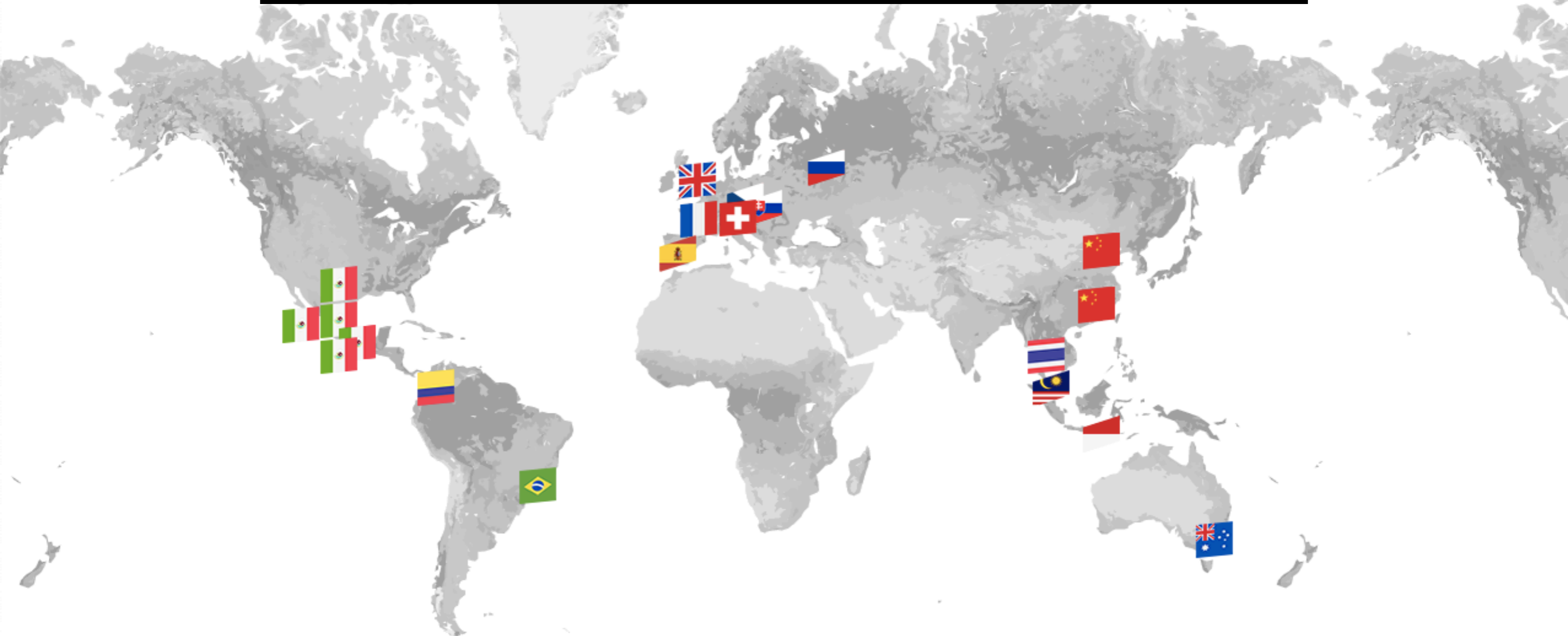
Experience

Tour de France

Social Riders



EN



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**TARGET DATE**

6 Nov 2021

\* race pack collection on 5 Nov

**DISTANCE**

140km, 60km, 10km

**ROUTE**

Desaru Coast



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# TOUR DE FRANCE LEGEND



**ALBERTO CONTADOR**

## ACHIEVEMENTS

- 2 x Tour de France
- 2 x Giro d'Italia
- 3 x Vuelta a Espana
- 4 x Velo d'Or

# RACE JERSEY

(140KM & 60KM)



140km jersey



\* for illustration only. Final design to be approved by ASO

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\* for illustration only. Final design to be approved by ASO

# RACE T-SHIRTS

(10KM & FINISHER T-SHIRT FOR 140KM AND 60KM)

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\* for illustration only. Final design to be approved by ASO

## OTHER ITEMS FROM DECATHLON

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**COLLATERAL  
SAMPLES**

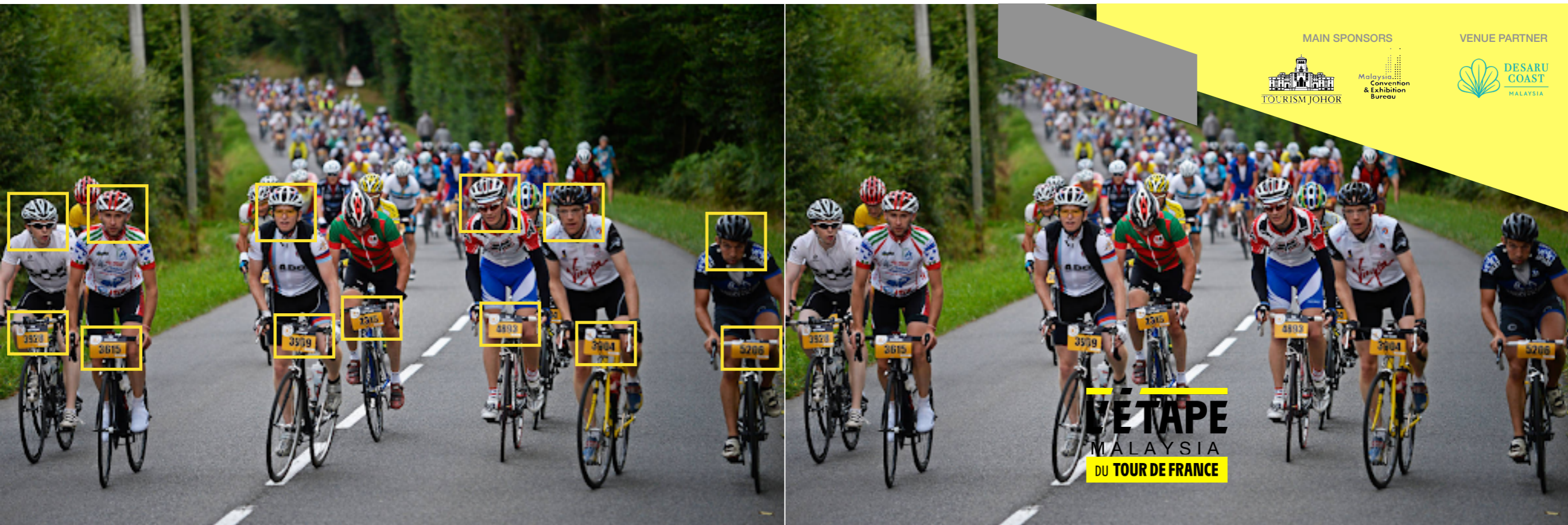
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# FRINGE ACTIVITIES



# FACIAL RECOGNITION TECHNOLOGY FREE BRANDED PICTURES FOR RIDERS



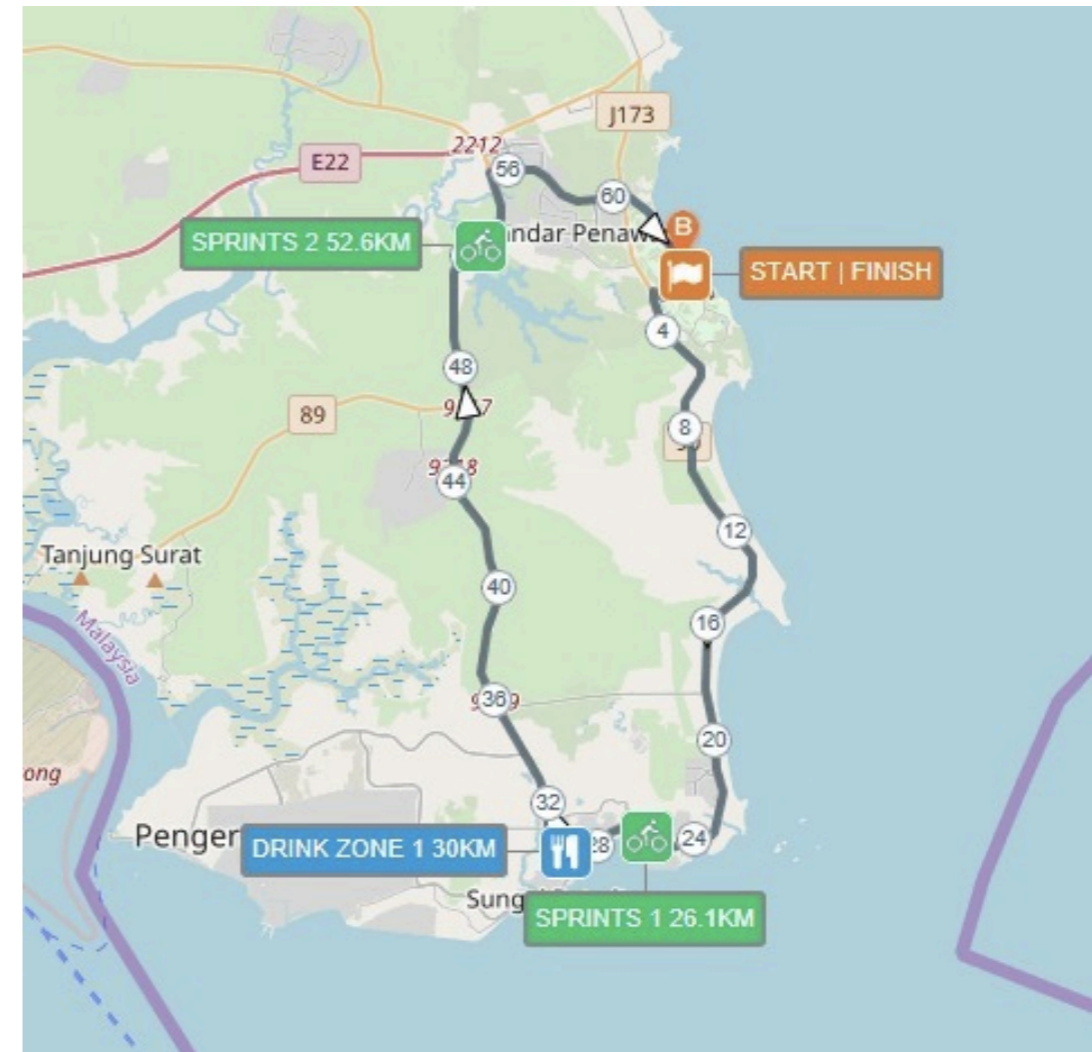
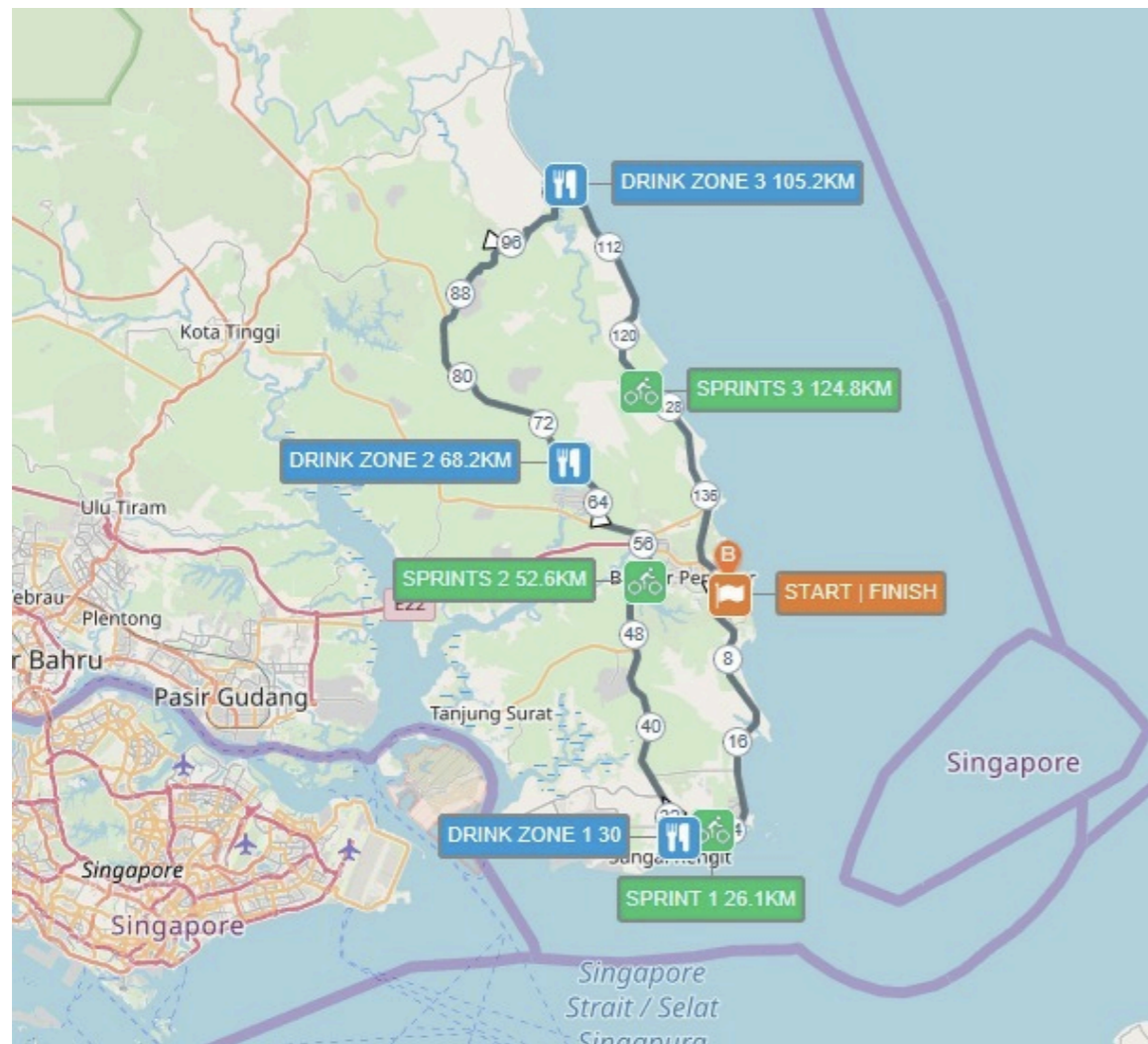
Desaru Coast's logo will be embedded into the free race pictures for participants. Only major sponsors' logos will be included

MUSE will instal face recognition technology to provide pictures of riders

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# PROPOSED ROUTES

(140KM & 70KM)





**4,000**  
**PARTICIPANTS**  
ESTIMATED RETURN  
TO ECONOMY **RM10m**

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# LANDMARKS OF L'ETAPE DESARU



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# ROLLING CARPET RIDE

SIGNATURE HILL RIDE



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# PROPOSED REGISTRATION FEES

DISTANCE	PHASE	REGISTRATION FEES (RM)		REMARKS
		LOCAL	FOREIGNER	
140KM	#1	280	350	First 250
	#2	320	380	Next 750
	#3	350	400	Last 750
60KM	#1	180	230	First 250
	#2	200	250	Next 750
	#3	230	270	Last 750
10KM FUN RIDE	#1	50	65	First 100
	#2	60	75	Next 200
	#3	70	90	Last 200

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Paris, November 14<sup>th</sup>, 2019

Re: Invitation Letter to L'Étape du Tour de France

Dear Mr Asrul Syafiq,

Amaury Sport Organisation (A.S.O) is the owner and organizer of the "Tour de France", the sportive "L'Étape du Tour de France" and co-organizer of L'Étape Thailand by Tour de France.

Following your recent result on L'Étape Thailand by Tour de France 2019, we are pleased to offer you a bib to participate to L'Étape du Tour 2020 in Nice.

Your top 10 in your age group category on L'Étape Thailand automatically places you in the elite wave of L'Étape du Tour. You will then have the best chance to compete for the overall win and your age group category.

We wish you the best luck for your 2020 season and look forward to see you in France in July.

Yours sincerely,

Emilien Bordet

Head of L'Étape by Tour de France



**A.S.O.**

40-42 Quai du Point du Jour  
92658 BOULOGNE BILLANCOURT Cedex  
RCS NANTERRE B 383 160 348  
Tél. (33) 1 41 33 14 00  
Fax (33) 1 41 33 14 49

**DEVELOPING  
MALAYSIA  
CYCLING  
TALENT**  
A FIRST FOR MALAYSIA  
& MONEY CAN'T BUT EXPERIENCE

# OBJECTIVES

- Most anticipated mass cycling event in Malaysia
- Focus on experiential marketing - best cycling experience
  - Value for money race kit
  - Plush toy to commemorate event
  - Lucky draw prize in all-expense paid trip to Tour de France
  - Cycling expo at event venue
- maximum marketing and promotions for event to give value for money for sponsors and partners

**L'ÉTAP**  
D E S A R

**DU TOUR DE FRANCE**

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# POTENTIAL SPONSORS

## TITLE SPONSOR



## MAIN SPONSORS



## CO SPONSORS



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Bil. Kami : SUKJ.MSNJ.100-9/6/3 (50)

Tarikh : 1 Disember 2019

Ketua Pegawai Eksekutif  
MUSE Group Asia  
Arcoris Business Suites,  
A1-10-5 & A1-10-7, Jalan Kiara,  
Mont Kiara, 50480 Kuala Lumpur.

Tuan,

**PERMOHONAN UNTUK MENGGUNAKAN TABUNG SUKAN MAJLIS SUKAN NEGERI JOHOR BAGI TUJUAN PENYALURAN SUMBANGAN PENAJA SEMPENA PENGANJURAN L'ETAPE ISKANDAR PUTERI BY TOUR DE FRANCE**

Dengan segala hormatnya saya merujuk perkara tersebut di atas dan sura tuan no rujukan MUSE/MSNJ/23-01/19 bertarikh 7 November 2019 adalah berkaitan.

2. Adalah dimaklumkan bahawa pentadbiran ini tiada halangan bagi Syarikat MUSE Group Asia untuk menggunakan **Tabung Sukan Negeri Majlis Sukan Negeri Johor (TSN MSNJ)** di bawah subseksyen 44(6) ACP 1967, di mana semua derma wang tunai kepada TSN MMSN layak diberi potongan cukai sepenuhnya sebagai akaun penerima bagi setiap kutipan sumbangan yang diterima oleh Syarikat MUSE Group Asia.

3. Setiap sumbangan hendaklah melalui cek atas nama "**Majlis Sukan Negeri Johor**" atau kemasukan terus "**Maybank Berhad, No Akaun 001011400552**". Pihak tuan dikehendaki mengisi borang sebagaimana di **Lampiran 1** dan memaklumkan kepada pentadbiran ini secara bersurat untuk setiap sumbangan yang telah dikreditkan ke Akaun Tabung Sukan Negeri Johor.

4. Bersama-sama ini disertakan sesalinan akaun bank untuk rujukan pihak tuan. Sebarang pertanyaan, sila hubungi Encik Mohamad Ezhar Bin Jumat di talian 013-7712206.

Sekian, untuk makluman dan tindakan pihak tuan. Terima kasih.

**"BERKHIDMAT UNTUK NEGARA"**  
**"JOHOR JUARA DAN KONTINJEN TERBAIK SUKMA 2020,**  
**KUASA ERA BARU SUKAN NEGERA"**

Saya yang menjalankan amanah

(MOHD AMIR ABDULLAH BIN MOHD AMIR NAJIB)  
Penolong Pengarah  
Majlis Sukan Negeri Johor

S.k Unit Kewangan, MSNJ  
MAAMAN/KNMR/nmm/mydoc-suratPengecualianCukai

MAJLIS SUKAN  
NEGERI JOHOR



Aras 1, Bangunan Dato' Mohamad,  
Ibrahim Munshi, Kota Iskandar,  
79000, Iskandar Puteri



officialmsnj@johor.gov.my  
msnegerijohor@gmail.com



07-266 1698/99  
07-266 6234  
07-266 1215 (Fax)

# TAX EXEMPTION FOR CASH SPONSORSHIP

Cash sponsors will enjoy tax exemption from MSN Johor for the full value of their cash sponsorship

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7:08:20

DEP. SAS 1 7:08:00

# SPONSORSHIP BENEFITS

inuse



# PRE-EVENT BENEFITS

S/NO	ITEMS	TITLE SPONSOR	PRESENTER SPONSOR	MAIN SPONSOR	CO-SPONSOR	REMARKS
1	RACE KIT					
1.1	Branding on L'etape's race kit, ie, T-Shirt, Kit envelope, etc.	All	All	Selected	Selected	Size of sponsor logo is according to Sponsorship value
1.2	Sponsor's promotional pamphlet/ item to be included in the kit	Yes	Yes	Yes	Yes	
	VALUE (RM)	410,000	330,000	65,000	30,000	



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# PRE-EVENT BENEFITS

S/NO	ITEMS	TITLE SPONSOR	PRESENTER SPONSOR	MAIN SPONSOR	CO-SPONSOR	REMARKS
2	PRESS CONFERENCE					
2.1	Sponsor's Logo incorporated into L'etape event Logo	Yes	Yes	No	No	
2.2	LED Screen	Event Logo / Full Page	Event Logo / Full Page	One Shared Page with Other Main Sponsor	One Shared Page with Other Co-Sponsor	
2.3	Sponsor's 30sec TVC	3 exposures/loop	2 exposures/loop	1 exposure/loop	1 exposure/loop	
2.4	Branding on any L'etape Collaterals, if any ie Barrier Branding, Banners, etc	30% of total	20% of total	30% of total shared with all Main Sponsors	30% of total shared with all Co Sponsors	Total Collaterals According to Sponsors
2.5	Token of appreciation	Yes	Yes	Yes	Yes	
2.6	Exchange of token of appreciation	Yes	Yes	No	No	
2.7	Sponsor logo on VIP T-Shirt	Yes	Yes	Yes	No	
2.8	Sponsor Logo on items in Media Kit	Yes	Yes	Yes	Yes	
2.9	Sponsor promotional item in Media Kit	Yes	Yes	Yes	No	
	VALUE (RM)	70,000	50,000	15,000	10,000	

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# PRE-EVENT BENEFITS

S/NO	ITEMS	TITLE SPONSOR	PRESENTER SPONSOR	MAIN SPONSOR	CO-SPONSOR	REMARKS
3	CYCLING CLINICS					
3.1	Branding on any L'etape's Collaterals, if any ie Barrier Branding, Banners, etc	30% of total	25% of total	30% of total shared with all Main Sponsors	15% of total shared with all Co- Sponsors	Total Collaterals According to Sponsors
3.2	Product Sampling/ Activation	Yes	Yes	Yes	Yes	
3.3	Sponsor Logo on coaching team's T-Shirts	Yes	Yes	Yes	Yes	Size of sponsor logo is according to Sponsorship value
4	#Video CAMPAIGN					
4.1	Branding on L'etape's selected Cyclist's kit, ie, T- Shirt, etc.	All	All	All	All	Size of sponsor logo is according to Sponsorship value
4.2	Sponsor's promotional video to be included in the Vlog	Yes	Yes	Yes	No	
4.3	Sponsor's product placement in the Vlog	Yes	Yes	Yes	Yes	
	VALUE (RM)	250,000	200,000	100,000	30,000	

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# EVENT DAY

S/NO	ITEMS	TITLE SPONSOR	PRESENTER SPONSOR	MAIN SPONSOR	CO-SPONSOR	REMARKS
<b>1</b>	<b>BRANDING</b>					
1.1	Branding on any L'etape Collaterals, if Any ie Barrier Branding, Banners, etc	30% of total	20% of total	30% of total shared with all Main Sponsors	30% of total shared with all Co-Sponsors	Total Collaterals According to Sponsors
1.2	Sales Booth Space (including lights, tables, chairs, fan and carpeting)	4 x 20'x20'	3 x 20'x20'	1 x 20'x20'	1 x 10'x10'	Subject to space availability
1.3	Branding on L'etape Main Stage	30% of total	20% of total	10% of total	5% of total	
1.4	Branding on L'etape finisher T-Shirts	Yes	Yes	No	No	Size of sponsor logo is according to Sponsorship value
1.5	Quotes from Sponsors at L'etape motivational quote boards	Yes	Yes	Yes	No	Quantity to be confirmed. Key Sponsors will have greater visibility
1.6	Sponsor's 3-D cut out photo Op area	Yes	Yes	No	No	Event Branding
1.7	Sponsor's Mascot appearance	Yes	Yes	No	No	
1.8	Sponsor's representative during prize giving ceremony	Yes	Yes	No	No	
1.9	Sponsor's Logo on mock cheque	Yes	Yes	No	No	
1.10	Sponsor's logo on timer on lead car/ bikes	Yes	Yes	No	No	Only for automotive and bike sponsors
1.11	Sponsor's logo on Race Pacers	Yes	Yes	No	No	Apparel and Bicycle Sponsors will get visibility too.
1.12	Mention by Emcee	30% of total	20% of total	30% of total shared with all Main Sponsors	30% of total shared with all Co-Sponsors	
1.13	Street Banners around venue for 2 weeks	30% of total	20% of total	30% of total shared with all Main Sponsors	30% of total shared with all Co-Sponsors	Quantity to be confirmed. Key Sponsors will have greater visibility
1.14	Branding on Medal Lanyard	Yes	Yes	No	No	
1.15	Branding on Certificate of Participation	Yes	Yes	Yes	Yes	
	<b>VALUE (RM)</b>	<b>800,000</b>	<b>700,000</b>	<b>300,000</b>	<b>100,000</b>	

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S/NO	ITEMS	TITLE SPONSOR	PRESENTER SPONSOR	MAIN SPONSOR	CO-SPONSOR	REMARKS
1	<b>BRANDING ON SOCIAL MEDIA</b>					
1.1	Facebook, Instagram & Official Website	Yes	Yes	Yes	Yes	
1.2	Branding on Weekly Content	30% of total	20% of total	30% of total shared with all Main Sponsors	30% of total shared with all Co-Sponsors	
2	<b>BRANDING ON L'ETAPE PROMOTIONAL VIDEO</b>					
2.1	Facebook, Instagram & Official Website	Yes	Yes	Yes	Yes	Exposure durations is according to sponsorship value
3	<b>BRANDING ON WEBSITE</b>					
3.1	Acknowledgement of Sponsors	30% of total	20% of total	30% of total shared with all Main Sponsors	30% of total shared with all Co-Sponsors	Based on space dedicated for acknowledgement of sponsors
4	<b>COMPLEMENTARY REGISTRATION</b>					
4.1	Complementary Registration	180	120	50	15	Based on categories available
5	<b>TECHNOLOGY</b>					
5.1	Sweatwork Photo Technology	Yes	Yes	No	No	
6	<b>MASS MEDIA MARKETING</b>					
6.1	Either Digital, Radio or TV	Yes	Yes	Yes	No	
	<b>VALUE (RM)</b>	<b>2,530,000</b>	<b>2,000,000</b>	<b>150,000</b>	<b>50,000</b>	

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# VALUATION SUMMARY

S/NO	PLATFORM	VALUE (RM)			
		TITLE	PRESENTER	MAIN	CO
1	PRE-EVENT	730,000	580,000	180,000	70,000
2	EVENT	800,000	700,000	300,000	100,000
3	ANCILLARY BENEFITS	2,530,000	2,000,000	150,000	50,000
4	ESTIMATED PR VALUATION	3,000,000	2,000,000	300,000	-
TOTAL VALUATION		7,060,000	5,280,000	930,000	220,000



# SPONSOR'S INVESTMENT

	TITLE	PRESENTER	MAIN	CO
Investment	1,500,000	1,200,000	300,000	70,000
Valuation	7,060,000	5,280,000	930,000	220,000
ROI	4.7	4.4	3.1	3.1

This excludes ROI from

- tax exemption via MSN Johor
- customised ideas for sponsors

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**L'ÉTAPE**  
MALAYSIA  
DU TOUR DE FRANCE

**THANK YOU**  
FOR DISCUSSION

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