



Niseko HANAZONO Hill Climb Executive Committee

Niseko Promotion Board

Sunsports Land Kutchan

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June 2011

Invitation to Sponsor the 2nd Niseko HANAZONO Hill Climb 2011

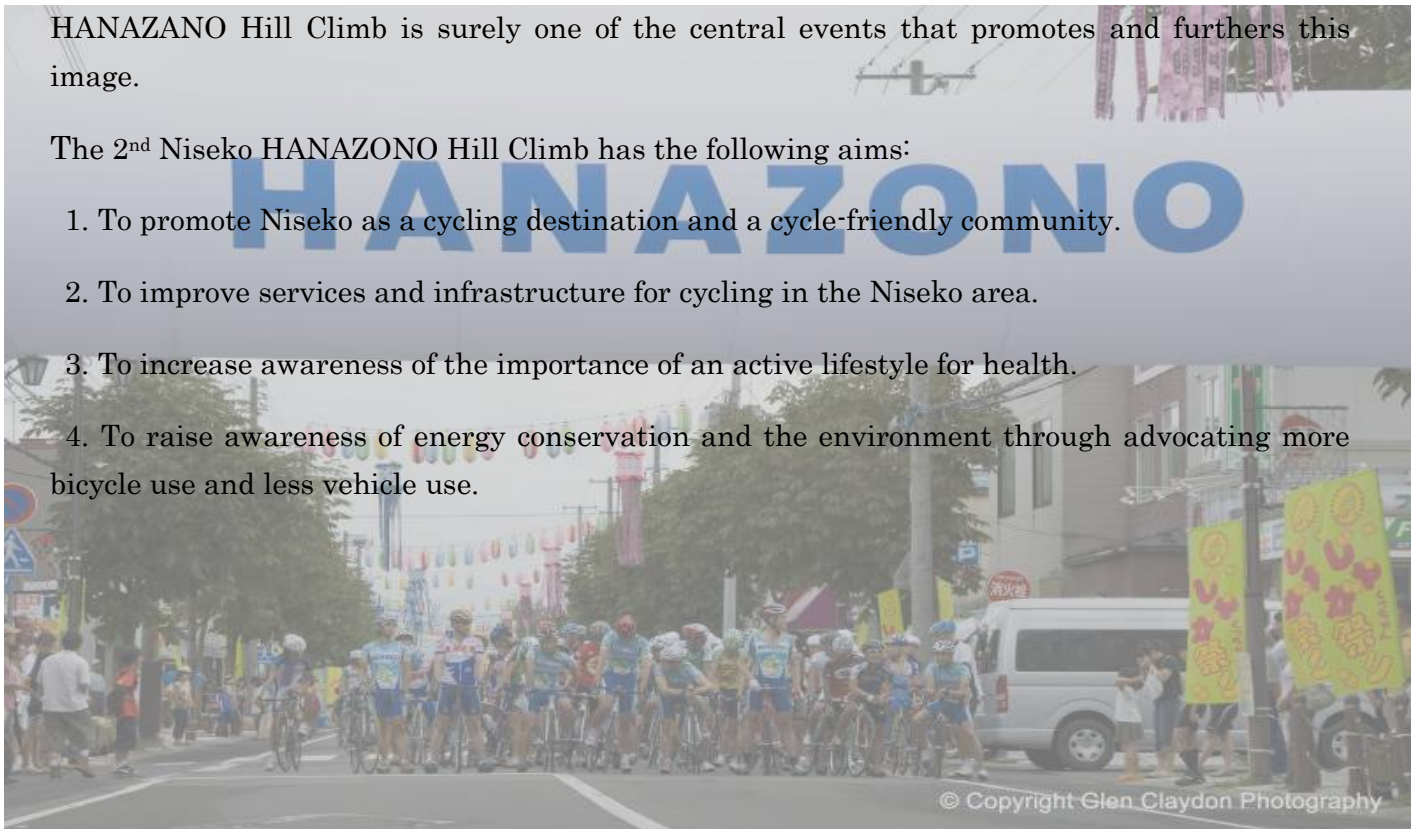
I am writing on behalf of the Niseko HANAZONO Hill Climb Executive Committee to invite you to sponsor the Second Niseko HANAZONO Hill Climb, to be held on 7 August 2011 in Niseko, Hokkaido, Japan.

The 1st Niseko HANAZONO Hill Climb event was a memorable success with 256 entries, 239 of whom started and 238 of whom finished.

Niseko is quickly becoming a cycling tourism destination, and cycling is a major part of the overall image and brand of Niseko as an outdoor lifestyle and sports destination. The Niseko HANAZONO Hill Climb is surely one of the central events that promotes and furthers this image.

The 2nd Niseko HANAZONO Hill Climb has the following aims:

1. To promote Niseko as a cycling destination and a cycle-friendly community.
2. To improve services and infrastructure for cycling in the Niseko area.
3. To increase awareness of the importance of an active lifestyle for health.
4. To raise awareness of energy conservation and the environment through advocating more bicycle use and less vehicle use.



This year will see more than 500 cyclists and their families for the two-day long event, including Japanese actor Shingo Tsurumi as a guest. He is a cycling enthusiast himself and has his own bike team, “LEGON” (<http://www.legon.jp/>). He will give a talk on the day before the race at HANAZONO 308 and participate in the hill climb personally.



Obviously for this event to succeed it needs the support, participation, and commitment of the local community. We would welcome contributions both as prizes and via direct financial contribution, should you be willing and able to provide support. Further, we are also seeking volunteers to help throughout the duration of the event. We look forward to hearing from you and moving forward with this exciting event together.

Sincerely,

Ross Findlay

Chairman, Niseko HANAZONO Hill Climb Executive Committee

【Photos from last year】 (Right) The race start and the award ceremony occurred during the Kutchan *Jagamatsuri* festival. (Left) The winner of the men’s and women’s division were each awarded with a quantity of potatoes (a Kutchan specialty) equivalent to their body weight.



Sponsorship

We are striving to create a community around this fun, safe, and healthy activity, but in order to grow we need increased support. With over 500 people expected to participate, now is the perfect opportunity to show your support for this health-conscious and exciting event.

Varying levels of sponsorship are offered – depending on your company’s interest level and financial ability. The following chart explains each sponsorship level and the benefits of each.

	Poster board	Website	Brochures	other
Fund Sponsor				
Special Sponsorship (Nihon Harmony Resorts KK)	✓ (Logo)	✓ (Logo)	✓	Title Sponsor
Bib Sponsor (200,000yen)	✓ (Logo)	✓ (Logo)	✓	Logo on bibs participants wear on their lower backs
100,000yen	✓ (Logo)	✓ (Logo)	✓	
10,000yen		✓	✓	
5,000yen			✓	
Prize Sponsor	Awards and prize for drawings			
More than 20,000yen worth	✓ (Logo)	✓ (Logo)	✓	
10,000yen worth		✓	✓	
others			✓	

The primary closing date for application is the end of June, and the secondary closing date is July 15.

【Contact】

Niseko Hanazono Hill Climb Committee Office

c/o Niseko Promotion Board; contact Natsu Kasai, natsu@nisekotourism.com.

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