



Main Sponsor



Associazione Mendrisio 09

Via Maspoli 15
CH-6850 Mendrisio

Tel. +41 91 640 90 00
Fax +41 91 640 90 09
admin@mendrisio09.ch
www.mendrisio09.ch

First sponsors of Mendrisio 2009 UCI Road World Championships announced

The Organising Committee of the Mendrisio 2009 UCI Road World Championships has named the first sponsors of the event. MAPEI, an internationally active company, will be the main sponsor and the first official sponsor is RAIFFEISEN Banks, whereas coffee roaster CHICCO D'ORO is the first pool sponsor.

The MAPEI Group will support the World Championship as main sponsor. MAPEI, founded in Milan in 1937, is the current global market leader in the production of adhesives and related products for fixing floor and wall coverings. The company also specialises in manufacturing chemical products for the construction industry. The MAPEI Group, which has forecast a turnover of €1.5 billion for the year 2007, employs a total of 5,000 people.

The Raiffeisen Group, and in particular the Raiffeisen Bank Mendrisio and the regional association of Raiffeisen banks in Ticino and Misox, is also keen to be involved in this international event to be held in Switzerland. With 2,990,000 customers and 1,370,000 co-operative members, the Raiffeisen Banks are known for their pronounced proximity to their customers. The Raiffeisen Group has 1,150 subsidiary branches in 405 banks. With total assets of CHF 114 billion, the Raiffeisen Banks are the third largest group in the Swiss banking market.

The coffee roasting company CHICCO D'ORO has been supporting regional sports events for years and has its head office in Balerna, which lies on the route of the World Championship. Caffé CHICCO D'ORO has state-of-the-art manufacturing facilities and a highly experienced workforce.

Thanks to the commitment of the first three partners of the UCI Road World Championships, the Organising Committee has achieved an important step towards financing the event more than two years before it actually takes place. Over 30% of the budgeted sponsorship income has therefore already been secured. Further partners will be joining shortly, as Beat Ritschard, General Manager of Octagon Worldwide Ltd. (Switzerland), the marketing agency responsible for the event, was pleased to announce. The total operating budget for the event is some CHF 7 million.

The UCI Road World Championships take place in Mendrisio from 23-27 September 2009. The race circuits run through various municipalities in Mendrisiotto, in the region between Lake Lugano and Balerna. The topography provides the competitors with challenging and technically demanding sections and the spectators with stunning scenery. At least 250,000 spectators are expected. Over 100 TV stations will televise the races worldwide with an expected audience of over 300 million.

Giubiasco, 20 June 2007

Information: Roberto Rivola, Communications, Tel. +41 79 222 71 63
Beat Ritschard, Marketing, Tel. +41 43 366 70 00

Journalists are welcome to download and use the pictures in this section

Official Sponsor

RAIFFEISEN

Pool Sponsor

