

# 2022 River Challenge



## Sponsorship Opportunities

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**West Dundee River Challenge**

**July 22, 2022**



On July 22<sup>nd</sup>, thousands of riders and spectators will pack the streets of West Dundee for the West Dundee River Challenge, the first day of the 2022 Intelligentsia Cup Bicycle Race.

**Sponsorship is a great way to promote your brand and business.**



# 2022 River Challenge



## ABOUT THE EVENT

- West Dundee has hosted the Intelligentsia Cup Prairie State Cycling Series annually since 2016.
- The West Dundee River Challenge features pro and amateur racing, with racers from all over the world.
- The 0.9 mile criterium course loops its way through the historic Old Town North neighborhood with cyclists reaching speeds up to 50 mph on the Geneva St. downhill!
- Family-friendly activities are available in Grafelman Park, while race-side dining is located in the Restaurant and Entertainment Corridor.
- The Restaurant and Entertainment Corridor features local restaurants serving up food and libations, as well as live music.
- The Family Bike Parade gives families an opportunity to show off their creativity while parading through a portion of the course.
- The KidZone activity area features inflatables, games and fun activities for children and adults alike.
- The Business Expo promotes our local businesses and services to racers and race spectators.



# ABOUT THE SERIES

- Founded in 2012 and expanded to multiple days of racing in and around Chicago. 2019 became largest road cycling event in country with more than 5,000 racers.
- Pro and amateur men's and women's cycling races featuring elite athletes from the region and all over the world.
- Criterium-style races with short closed courses that are easy to watch for spectators and more accessible for the media.
- Race speeds in excess of 30 mph with sprints for cash payouts and merchandise.
- All-day racing is partnered with family-friendly fun: kids' activities, entertainment, business expo, food vendors, and merchant sales in a festival atmosphere.
- Professional on-stage announcers provide play-by-play coverage, cycling knowledge 101, interactive spectator contests, introduce the community, and sponsor messaging, to engage spectators and athletes.
- Our goal is to promote and celebrate cycling in Chicago and the Metro area with events that are fun for participants and the public and which promote exercise and a healthy lifestyle.

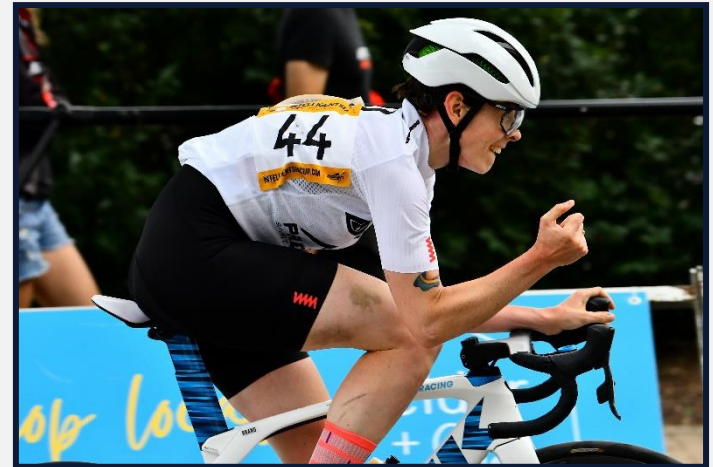




# MEET THE RACERS

- International fields of professional and amateur men/women competing in a variety of age/ability categories
- **5,336** entries in 2019:
  - ↑ **17%** average increase per year since 2014
  - ↑ **56%** average increase per venue
- 40 states (33% from Illinois), 20 foreign countries
- Average age across all categories: 33
- **72%** of USA Cycling licensed cyclists are 25-44\*
- **93%** are college educated\*
- **48%** have household incomes over **\$100,000\***
- Racers spend an average of **\$2,016** on events including local lodging, food\*
- Female participation is increasing, **25%** of Intelligentsia Cup since 2014 and growing

*\* Source: USA Cycling*



# MEET THE SPECTATORS

- Captive audience of families and active lifestyle enthusiasts who reside in the community and travel from neighboring areas.
- Racers often travel with their families.
- Thousands of spectators expected for each race, with an **estimated individual spend of \$59 on food/beverage/shopping** in each community.
- Professional cycling fan base is business-savvy, affluent, upscale and well-educated.
- Cycling race enthusiasts are loyal to sponsors and brands who support the sport.
- Many racers and fans travel to more than one race during a cycling series.
- Cycling races appeal to everyone – the sport's energy is like NASCAR on two wheels!
- Median Household Income of **\$75,000**, with **70% college educated**.
- 50/50 split of male and female race fans; Median Age: **38**.

Source: USA Cycling





## ABOUT THE SPORT OF CYCLING

- Bike racing is a TEAM sport with riders working together using strategy and tactics to place one team rider in the position for victory.
- Estimated 65 million competitive and recreational cyclists in the U.S. Number of Americans who ride bikes is greater than all who ski, golf and play tennis combined.
- One of the most popular and fastest growing sports in the world.
- Healthy activity the entire family can enjoy together.
- The U.S. bicycle industry is a **5.6 BILLION DOLLAR** industry.





## **Restaurant Sponsorship - \$500**

*May be more than 1 sponsor*

### **Sponsor benefits:**

- Booth space and/or tables in Restaurant and Entertainment Corridor which will feature race-side dining with live music
- Sponsor/logo recognition on event promotional materials, social media posts and website
- Custom announcer messages read throughout the race with race-day menu/specials
- Two 6'x3' Coroplast finish-stretch barrier signs with custom logo and messaging
- Professional event photographs for use in advertising/promotion





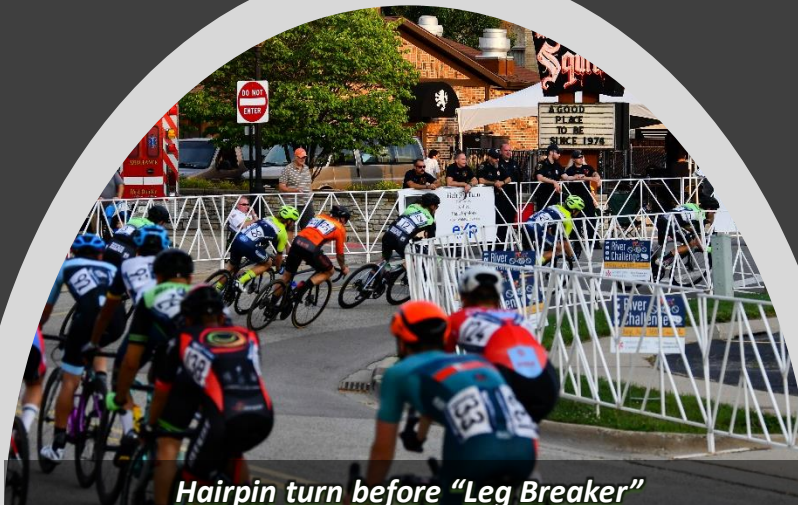
2021 Business Expo in Grafelman Park

## Sponsorship Opportunities – A La Carte

- Corner naming rights for hairpin turn before “Leg Breaker” (with multiple announcer reads all day) - \$700
- Race naming rights (with multiple announcer reads during race) – *limited races available* - \$250 - \$500
- Barricade sign - \$200 per sign
- 10' x 10' business expo space in Grafelman Park location - \$200
- Custom announcer reads by professional race announcers - \$250 for 1 per hour

We can custom build a sponsorship package around your budget.

Ask for details!



Hairpin turn before “Leg Breaker”



2019 sponsored "Leg Breaker Crowd Prime"

## Primes - increments of \$250, \$200 and \$75

A prime (pronounced preem after the French word for "gift") is a prize awarded to the winner of a single lap in any race. A bell is often rung for that lap.

Race organizers use primes to motivate riders, create excitement among spectators and give you an opportunity to gain publicity by sponsoring a prime. For many racers, this is the only prize they receive.

Sponsoring a prime provides multiple announcer reads during the lap by professional race announcers.

The possibilities for creativity are endless with primes. We will work to create the perfect sponsorship for you!



2019 Pro Women Prime Winner & Sponsor



# 2022 River Challenge



**JOIN US ON JULY 22<sup>ND</sup> TO PROMOTE  
YOUR BRAND IN WEST DUNDEE**

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