

# 2024 River Challenge



## Sponsorship Opportunities

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**West Dundee River Challenge**

**July 19, 2024**



On July 19<sup>th</sup>, thousands of riders and spectators will pack the streets of West Dundee for the West Dundee River Challenge, the first day of the 2024 Intelligentsia Cup Bicycle Race.

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

# ABOUT THE SERIES

- Founded in 2012, the series features **10 days of racing in and around Chicago**. It is the largest competitive road race in the US.
- The series includes over **5,000 domestic and international participants**.
- **Pro and amateur men's and women's cycling** races feature elite athletes from the region and all over the world.
- Criterium-style races with short closed courses are **easy to watch for spectators** and more accessible for the media.
- **Professional on-stage announcers** engage spectators and athletes, mixing play-by-play coverage, cycling knowledge 101, and interactive spectator contests with community announcements and sponsor messaging.
- The goal of the series is to promote and **celebrate cycling in Chicagoland area with events that are fun for participants and the public** and which promote exercise and a healthy lifestyle.



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# 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.

Known for the grueling uphill climb, the **Leg Breaker**, 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!

- **Restaurant and Entertainment Corridor** features local restaurants serving up food and libations, as well as live music.
- **KidZone** activity area features inflatables, games and fun activities for children and adults alike.
- **Family Bike Parade** gives families an opportunity to show off their creativity while parading through a portion of the course.
- **Dundee Open-Air Market** promotes our local businesses and services to racers and race spectators.



# MEET THE RACERS



“Crit racers are not your average racer. They are uniquely tough - both mentally and physically. They spend their weekends bumping shoulders and fighting to take the right line through a corner. They are adrenaline junkies.”

- Intelligentsia Cup

- **5,475 entries** in 2023, representing **47 states** and **17 countries**
- Age Demographics:
  - Under 25 – 32%
  - 25-40 – 49%
  - Over 40 – 19%
- Female participation is increasing, **29%** of Intelligentsia Cup and growing
- **94%** are college educated \*
- **60%** have household incomes over **\$100,000** \*
- **11%** served in the US Armed Forces, Reserves or National Guard \*
- Racers spend an average of **\$2,016** on events including local lodging, and food

\* Source: USA Cycling Demographics Survey – 2020 Results

# MEET THE SPECTATORS



- Passionate 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*

# MEET THE MEDIA

“It’s difficult, if not impossible to capture the essence of the Intelli spirit in a photo, which is why we put so much energy into creating captivating reels and stories on social media. We want people to feel what we mean when we say Intelli is like no other race in the world.”

- Intelligentsia Cup



Featured in 11 international and domestic publications, with articles in the Chicago Tribune and Daily Herald.



Stage audio shared with **over 3K listeners**



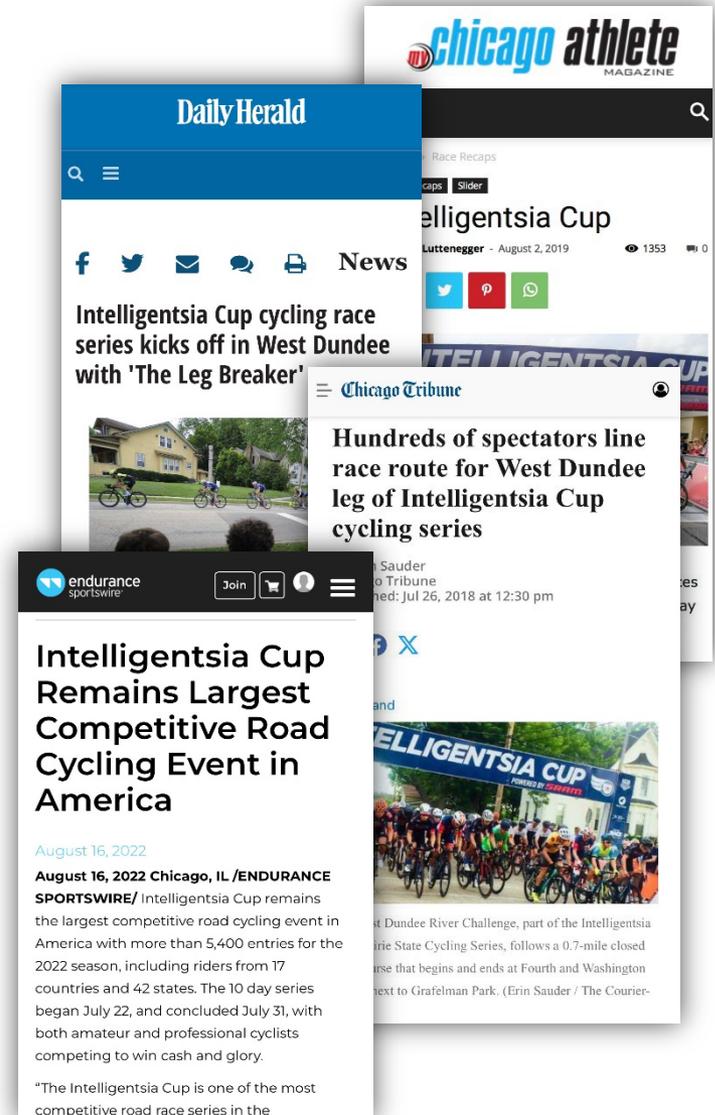
Intelli Cup has over **100K reach** and **30K page/profile visits** through Facebook and Instagram



The West Dundee River Challenge website has over 2K visitors annually with **over 9K views**



YouTube video of West Dundee River Challenge posted by NorCal Cycling had **49K views**



## SEE THE **BENEFIT**

Our mission is to provide a premiere community event for the Northern Fox Valley region that focuses on health, wellness and local community development.

**In addition to hosting an entire day of thrilling bike races, we partner with local businesses and other not-for-profit organizations to showcase all that our community has to offer.**

The West Dundee River Challenge NFP is a 501(c)(3) organization that supports local philanthropic organizations, with a portion of the proceeds going to the Boys & Girls Clubs of Dundee Township.

**SHOWCASE YOUR BRAND AT THE WEST DUNDEE RIVER CHALLENGE**





## Restaurant Sponsorship

### 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

## A La Carte Sponsorship Opportunities

- **Corner naming rights** for hairpin turn before “Leg Breaker” (with multiple announcer reads all day)
- **Race naming rights** (with multiple announcer reads during race) – *limited races available*
- **Custom announcer reads** by professional race announcers
- **Barricade sign**
- **10' x 10' space** in the Dundee Open-Air Market

**We can custom build a sponsorship package around your budget.**

**Ask for details!**



## Primes –

Increments of \$250, \$200 and \$75

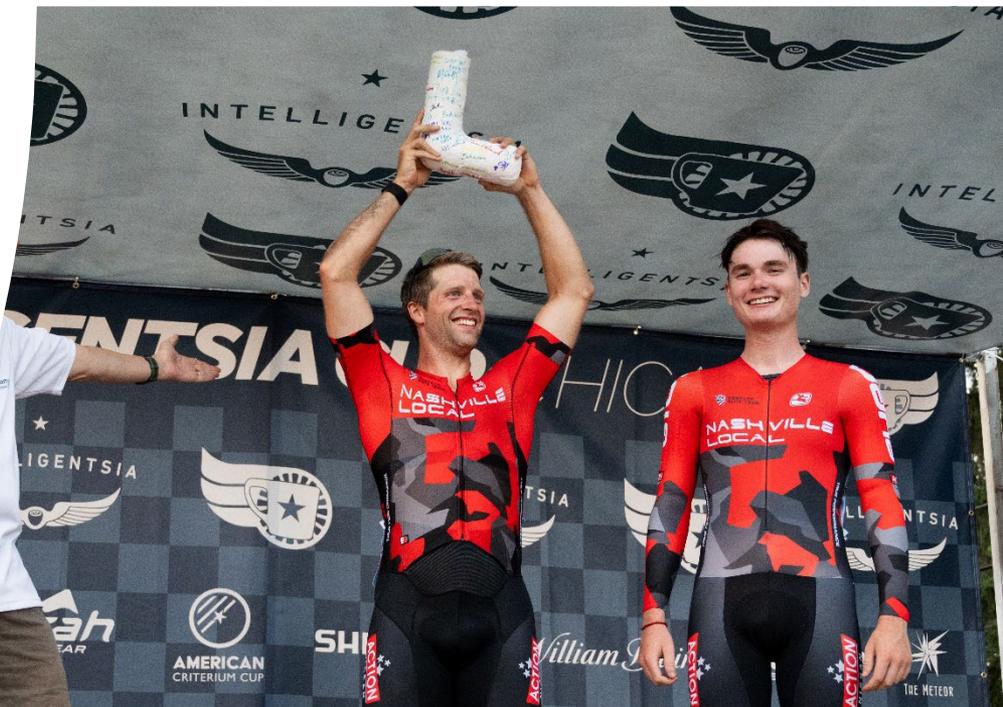
Race organizers use primes to motivate riders and create excitement among spectators. For many racers, this is the only prize they receive. **Sponsoring a prime gives you an opportunity to gain publicity and support a cyclist.**

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. Primes always lead to memorable and thrilling lap finishes.

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!



# 2024 | River Challenge



**JOIN US ON JULY 19<sup>th</sup> TO PROMOTE  
YOUR BRAND IN WEST DUNDEE**

**For more information, please contact:**

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**Please visit our website at:**

[www.wdunderiverchallenge.org](http://www.wdunderiverchallenge.org)

## **Important Notes**

West Dundee River Challenge NFP is a 501(c)(3) organization and your contribution may be tax deductible in accordance with the law.

Please note that the event takes place regardless of weather, rain or shine. No refunds will be provided due to weather.

