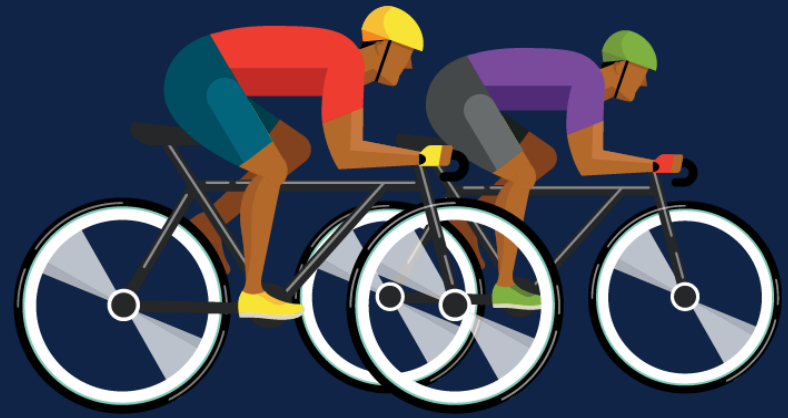


2023 | River Challenge



Sponsorship Opportunities

West Dundee River Challenge

July 21, 2023



On July 21st, thousands of riders and spectators will pack the streets of West Dundee for the West Dundee River Challenge, the first day of the 2023 Intelligentsia Cup Bicycle Race.

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

2023 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 Dundee Open-Air Market promotes our local businesses and services to racers and race spectators.



ABOUT THE SERIES

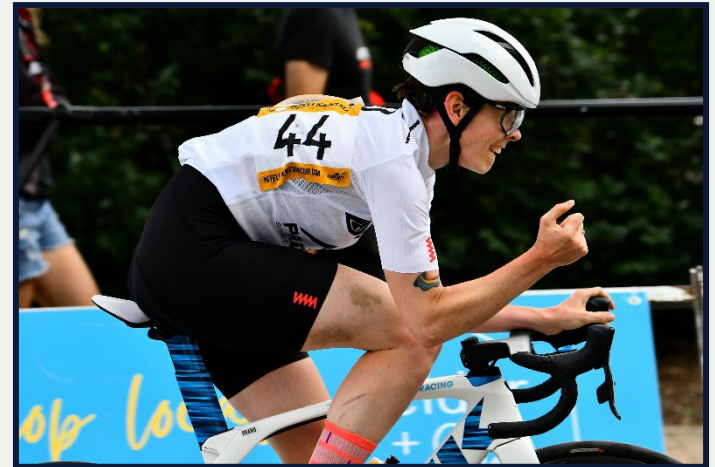
- Founded in 2012 and expanded to multiple days of racing in and around Chicago. 2019 became largest road cycling event in country with more than 5,000 racers.
- Pro and amateur men's and women's cycling races featuring elite athletes from the region and all over the world.
- Criterium-style races with 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

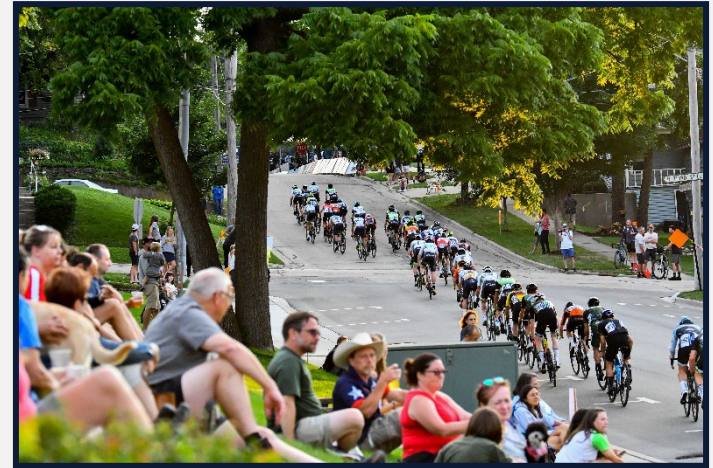
** Source: USA Cycling*



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.



WEST DUNDEE RIVER CHALLENGE



Presenting Sponsorship - \$4000

Sponsor benefits:

- Presenting rights for the event – the **West Dundee River Challenge, Presented By [Your Company]**
- Sponsorship exclusivity
- Sponsor/logo recognition on series website and event promotional materials, social media posts and website
- Eight 6'x3' Coroplast finish-stretch barrier signs placed at premier locations along race route
- Media opportunities
- Opportunity for representative to be interviewed on podium
- 10' x 10' tent space in the Dundee Open-Air Market to promote business
- Custom announcer messages read throughout the race
- Ride in pace car for your VIPs when available
- Professional event photographs for use in advertising/promotion

Sponsorship Closed



After-Party Naming Sponsorship – *ask for details!*

Sponsor benefits:

- Naming rights – the ***[Your Company] After-Party***
- Sponsorship exclusivity
- Sponsor/logo recognition on event promotional materials, social media posts and website
- Six 6'x3' Coroplast finish-stretch barrier signs placed along race route
- Opportunity for representative to be interviewed on podium
- 10' x 10' tent space in the Dundee Open-Air Market to promote business
- Custom announcer messages read throughout the race
- Ride in pace car for your VIPs when available
- Professional event photographs for use in advertising/promotion
- Other benefits as negotiated



Family Bike Parade Naming Sponsorship - \$2000

Sponsor benefits:

- Providing rights for the event – the ***West Dundee River Challenge Family Bike Parade Provided By [Your Company]***
- Sponsorship exclusivity
- Sponsor/logo recognition on event promotional materials, social media posts and website
- Six 6'x3' Coroplast finish-stretch barrier signs placed along race route
- Opportunity for representative to be interviewed on podium
- 10' x 10' tent space in the Dundee Open-Air Market to promote business
- Custom announcer messages read throughout the race
- Ride in pace car for your VIPs when available
- Professional event photographs for use in advertising/promotion
- Other benefits as negotiated



KidZone Naming Sponsorship - \$2000

Sponsor benefits:

- Naming rights – the **[Your Company] KidZone**
- Sponsor/logo recognition on event promotional materials, social media posts and website
- Six 6'x3' Coroplast finish-stretch barrier signs with custom logo and messaging, placed along race route
- Opportunity for representative to be interviewed on podium
- 10' x 10' tent space in the Dundee Open-Air Market to promote business
- Custom announcer messages read throughout the race
- Ride in pace car for your VIPs when available
- Professional event photographs for use in advertising/promotion
- Other benefits as negotiated



Band Stage Naming Sponsorship - \$2000

Sponsor benefits:

- Naming rights – the **[Your Company] Band Stage**
- Sponsor/logo recognition on event promotional materials, social media posts and website
- Six 6'x3' Coroplast finish-stretch banner signs with custom logo and messaging, placed along race route
- Opportunity for representative to be interviewed on podium
- 10' x 10' tent space in the Dundee Open-Air Market to promote business
- Custom announcer messages read throughout the race
- Ride in pace car for your VIPs when available
- Professional event photographs for use in advertising/promotion
- Other benefits as negotiated

Sponsorship closed



Family Bike Parade Sponsorship - \$1000

May be more than 1 sponsor

Sponsor benefits:

- Sponsor/logo recognition on event promotional materials, social media posts and website
- Three 6'x3' Coroplast finish-stretch barrier signs with custom logo and messaging, placed along race route
- 10' x 10' tent space in the Dundee Open-Air Market to promote business
- Custom announcer messages read throughout the race
- Ride in pace car for your VIPs when available
- Professional event photographs for use in advertising/promotion
- Other benefits as negotiated



KidZone Sponsorship - \$1000

May be more than 1 sponsor

Sponsor benefits:

- Sponsor/logo recognition on event promotional materials, social media posts and website
- Three 6'x3' Coroplast finish-stretch barrier signs with custom logo and messaging, placed along race route
- 10' x 10' tent space in the Dundee Open-Air Market to promote business
- Custom announcer messages read throughout the race
- Ride in pace car for your VIPs when available
- Professional event photographs for use in advertising/promotion
- Other benefits as negotiated



Band Stage Sponsorship - \$1000

May be more than 1 sponsor

Sponsor benefits:

- Sponsor/logo recognition on event promotional materials, social media posts and website
- Three 6'x3' Coroplast finish-stretch barrier signs with custom logo and messaging, placed along race route
- 10' x 10' tent space in the Dundee Open-Air Market to promote business
- Custom announcer messages read throughout the race
- Ride in pace car for your VIPs when available
- Professional event photographs for use in advertising/promotion
- Other benefits as negotiated



After-Party Sponsorship - \$1000

May be more than 1 sponsor

Sponsor benefits:

- Sponsor/logo recognition on event promotional materials, social media posts and website
- Three 6'x3' Coroplast finish-stretch barrier signs with custom logo and messaging, placed along race route
- 10' x 10' tent space in the Dundee Open-Air Market to promote business
- Custom announcer messages read throughout the race
- Ride in pace car for your VIPs when available
- Professional event photographs for use in advertising/promotion
- Other benefits as negotiated



Product Sponsorship - \$1000

Put your product in the hands of every finisher!

May be more than 1 sponsor

Sponsor benefits:

- Sponsor/logo recognition on event promotional materials, social media posts and website
- Three 6'x3' Coroplast finish-stretch barrier signs with custom logo and messaging, placed along race route
- 10' x 10' tent space in the Dundee Open-Air Market to promote business
- Custom announcer messages read throughout the race
- Ride in pace car for your VIPs when available
- Professional event photographs for use in advertising/promotion
- Other benefits as negotiated

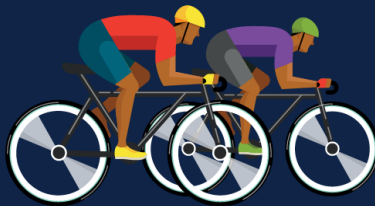


Cowbell Sponsorship - \$750

Sponsor benefits:

- Custom one-color logo on one side of 150 3" x 2" cowbells, to be passed out by volunteers throughout race day
- Sponsor/logo recognition on event promotional materials, social media posts and website
- 10' x 10' tent space in the Dundee Open-Air Market to promote business
- Custom announcer messages read throughout the race
- *Additional cowbell counts available. Ask for details.*

2023 | River Challenge



Sponsorship Perks	Presenting Sponsor	Event Naming Sponsor	Event Sponsor	Cowbell Sponsor
Media Opportunities	X			
Naming Rights	X	X		
Sponsorship Exclusivity	X	X		
Podium Interview	X	X		
Barrier Signage	8	6	3	
Sponsorship Promotion	X	X	X	X
Custom Announcer Messages	X	X	X	X
Dundee Open-Air Market Tent Space	X	X	X	X



Riverside VIP Suite - \$5000

- Private entertainment space along race route, including a 10 x 20 tent, fencing and signage for use between 2 – 10 pm.
- Two 6'x3' Coroplast finish-stretch barrier signs with custom logo and messaging, placed along race route
- 25 event cowbells with your company logo
- 25 official 2023 Intelligentsia Cup / West Dundee River Challenge ball caps
- Opportunity for one guest of your choosing to receive a “hot lap” ride in the official Mini Cooper pace car
- Appetizer reception service starting at 2 pm, dinner served at 6 pm
- Portable bar including beer, wine and spirits. Bartender service included for 25. (alcohol must remain in your space)
- Event staffing to oversee hospitality area and keep unauthorized guests from occupying your space
- Upon signed contract and receipt of payment, will include sponsor/logo recognition on event promotional materials, social media posts and website

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
- Custom announcer reads by professional race announcers - \$250 for 1 per hour
- Barricade sign - \$200 per sign
- 10' x 10' space in the Dundee Open-Air Market - \$200

We can custom build a sponsorship package around your budget.

Ask for details!



Hairpin turn before “Leg Breaker”



2021 Business Expo in Grafelman Park

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!



2023 River Challenge



**JOIN US ON JULY 21ST TO PROMOTE
YOUR BRAND IN WEST DUNDEE**

For more information, please contact:

Maureen Himmel

reengh@icloud.com

847-909-7730 (Mobile)

Please visit our website at:

www.wdunderiverchallenge.org

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

