

# 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.

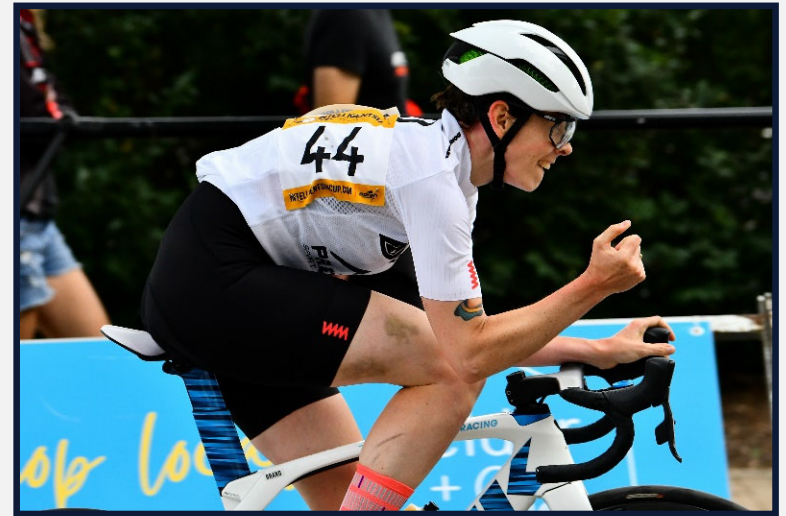




# MEET THE RACERS

- 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.



# 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 Grafelman Park 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





## 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 Grafelman Park 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**





## 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 Grafelman Park 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 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 Grafelman Park 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 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 Grafelman Park 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 Grafelman Park 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 Grafelman Park 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





**Yard Sign Sponsorship - \$40 per sign non-exclusive  
\$80 per sign category exclusive  
(25 sign minimum)**

**Sponsor benefits:**

- Custom logo and messaging on 18" x 24" Coroplast full color 2-sided yard signs
- Sponsor/logo recognition on event promotional materials, social media posts and website
- 10' x 10' tent space in Grafelman Park to promote business
- Custom announcer messages read throughout the race and podium presentation
- Professional event photographs for use in advertising/promotion
- Other benefits as negotiated.





## Hospitality Tent - \$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 2022 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



# 2022 River Challenge



Sponsorship Perks	Presenting Sponsor	Event Naming Sponsor	Event Sponsor	Yard Sign 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
Expo Tent Space	X	X	X	X



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**

For more information, please contact:

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Please visit our website at:

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

