

# IOWA BIKE EXPO EVENT SPONSORSHIP




**IOWA  
BICYCLE  
COALITION**

## CONTACT DETAILS

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# ABOUT US

The Iowa Bicycle Coalition is a statewide bicycle advocacy nonprofit launched in 2003 by bicycling advocates from across Iowa.

## OUR MISSION

The Iowa Bicycle Coalition promotes safe and enjoyable bicycling in Iowa through education, events, better policy, and growing a community of supporters.





# OBJECTIVES

The Iowa Bicycle Coalition seeks sponsors and expo vendors for all events. As a non-profit organization, our community partners are an important part of our success. We connect sponsors to thousands of active cyclists, participants, and spectators through our hosted events which provide a high return on investment.



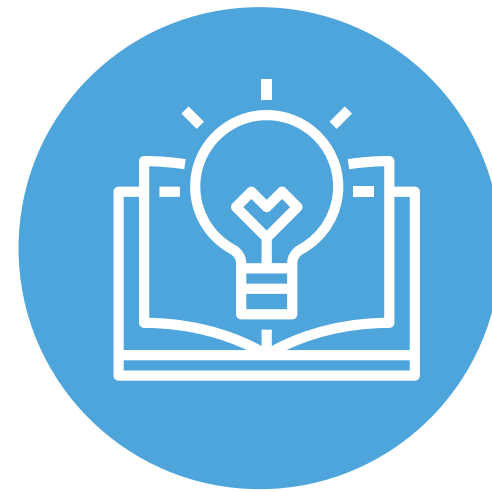


# FOCUS AREAS



## ADVOCACY

Lobby different levels of government to improve laws to protect cyclists and provide more funding for trails and cycling infrastructure.



## EDUCATION AND TRAINING

Teach bicycle safety, proper enforcement of bicycle laws, and bicycle-friendly community design.



## ECONOMICS AND TOURISM

Promote bicycling as an economic benefit and tourism attraction.



## BUILDING COMMUNITY

Foster a strategic, coordinated conversation around bike shops, bike teams in a way that builds community.



# MARKETING PLANS

## Email Marketing

The email list has over 17,000 subscribers and a 40% open rate.



## Website

The sites average 2,000+ unique visitors per month



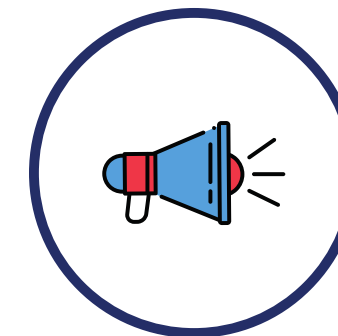
## Social Media Marketing

28,000+ combined followers  
222,000+ impressions  
2,100+ link clicks  
68,100+ video views  
Estimated 89,300+ reached



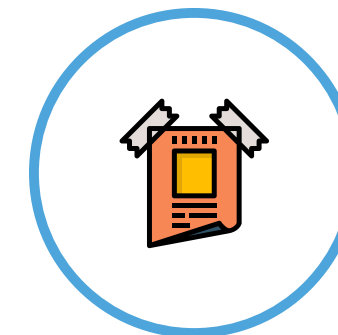
## Google Ads

The Iowa Bicycle Coalition receives free Google Adwords through a grant and leverages \$10,000/month of search ads.



## Publicity

Events are publicised on radio and podcasts in pre-event phase to further promote attendance.



## Posters

Posters and other on-site marketing at appropriate local venues 2-4 weeks before each event.



## Bike Shop Marketing

Our network of retail bike shops displays event posters in marketing the event to local consumers.





# IOWA BIKE EXPO

The Iowa Bike Expo is the premier midwest consumer bike show gathering bikes, gear, destinations, and events.

- DES MOINES, IA
- FREE TICKET
- ATTENDANCE:  
4000-6000

## DEMOGRAPHICS

COLLEGE

 **79%**


HOME OWNERSHIP

 **91%**

MARITAL STATUS

 **88%**

INCOME

 **43%**  
> \$100,000

[www.iowabikeexpo.com](http://www.iowabikeexpo.com)







## EXPO TITLE SPONSOR \$10,000

- Title Sponsor.
- Category Exclusivity.
- Premium Booth Space.
- Logo on Inflatable Arch Banners.
- Logo on T-Shirts.
- Name or Logo on Tickets.
- On-Site Signage.
- E-blast to Database.
- Social Media Postings.
- Tier I. Web Banner.
- Iowa Bicycle Coalition. Corporate Membership.
- Email Newsletter Sponsorship.
- Official sponsor benefits included.

## MAIN ENTRANCE \$2,500

- Branded signs and arch over the main entrance.
- Includes branding of bike give-away area.
- Official sponsor benefits included.

## DEMO TRACK \$3,500

- Popular area for users to test-ride bikes indoors.
- Features center fencing for banners and booth near entrance.
- Official sponsor benefits.

## NONPROFIT ENTRANCE \$2,000

- Branding of secondary entrance area featuring nonprofit mini-booths.
- Official sponsor benefits included.

## SPECIAL AREAS \$2,500

- Special sponsor areas are Restrooms, Women's Lounge, etc.
- Areas are named and banners identify your company.
- Official sponsor benefits.

## ENTERTAINMENT STAGE \$3,500

- Branding of the entertainment stage area.
- A focus point for the expo.
- Official sponsor benefits included.

## AISLE SIGNS \$2,500

- Popular and noticeable.
- 24"x18" stickers on A-Frame signs at aisle entrances with your logo.
- Official sponsor benefits included.

## OFFICIAL SPONSOR \$1,500

- On-Site Signage.
- Shared E-blast to Database.
- Social Media Postings.
- Tier II. Web Banner.
- Expo booth.





### **SILENT AUCTION \$1,500**

- Logo branding on physical auction rings.
- Logo on silent auction app.
- 3 opportunities available.
- Early bidding marketing.

### **BIKE PARKING AREA \$2,500**

- Sponsor outdoor bike parking area.
- Your logo on signage designating the parking.

### **FRIDAY VENDOR PARTY \$1,500**

- Pre-Expo gathering of vendors..
- Opportunity to meet and greet when there are not customers present.
- Networking between vendors.

### **BEST OF IOWA BICYCLING \$5,000**

- Awards program presented during expo.
- Best trails, restaurants, etc.
- Logo on awards and early voting campaign.

### **PRINT PROGRAM \$4,000**

- 5,000 printed booklets for the Expo.

### **CUSTOM SPONSORSHIP**

- Contact us to discuss your business objectives and build a sponsorship package that will help you achieve your goals.

### **BEST JERSEY CONTEST \$3,000**

- Participants submit jersey in advance.
- Finalists are selected on-stage by sponsor.





# ROUTE ANNOUNCEMENT PARTY

The Route Announcement Party draws cyclists from across the midwest to learn the details of their favorite upcoming summer bicycle ride.

- DES MOINES, IA
- \$55 PER TICKET
- \$500 PER TABLE (10 PEOPLE PER TABLE)
- 1,000-1,500 ATTENDEES

## DEMOGRAPHICS

COLLEGE



65%

HOME OWNERSHIP



85%

MARITAL STATUS



88%

INCOME



43%  
> \$100,000

[www.iowabicyclecoalition.org/routeannouncement](http://www.iowabicyclecoalition.org/routeannouncement)





# OUR PREVIOUS EVENT SPONSORS

Let's work together to unlock a  
unique opportunity for your brand!

Contact us today to discuss your  
business objectives and we'll build a  
sponsorship package that will help you  
achieve your goals.

