

2026 SPONSORSHIP PROPOSAL & VENDOR INFORMATION

CYCLING RUNNING WINTER SPORTS FITNESS

VeloSwap

BIKE EXPO

BENEFITING



SATURDAY NOVEMBER 7, 2026
NATIONAL WESTERN COMPLEX
DENVER, COLORADO





About The Event

Get ready for season ending deals not only on bikes, but also on wheels, tires, and clothing at the annual Veloswap Bike Expo. The annual shopping and family fun bonanza is November 2nd at the National Western Complex in downtown Denver. Come find excess inventory from retailers, along with special buys from manufacturers, events and merchandise to create the single, largest bike sale of the year.

- **Over 220 Vendors**
- **5,000+ Attendees**
- **Local Companies & Events.**
- **Bike Demos and Lectures.**
- **Kids Area and great gear deals.**

Join us at Colorado's Largest Cycling Expo.

VeloSwap™

BENEFITING

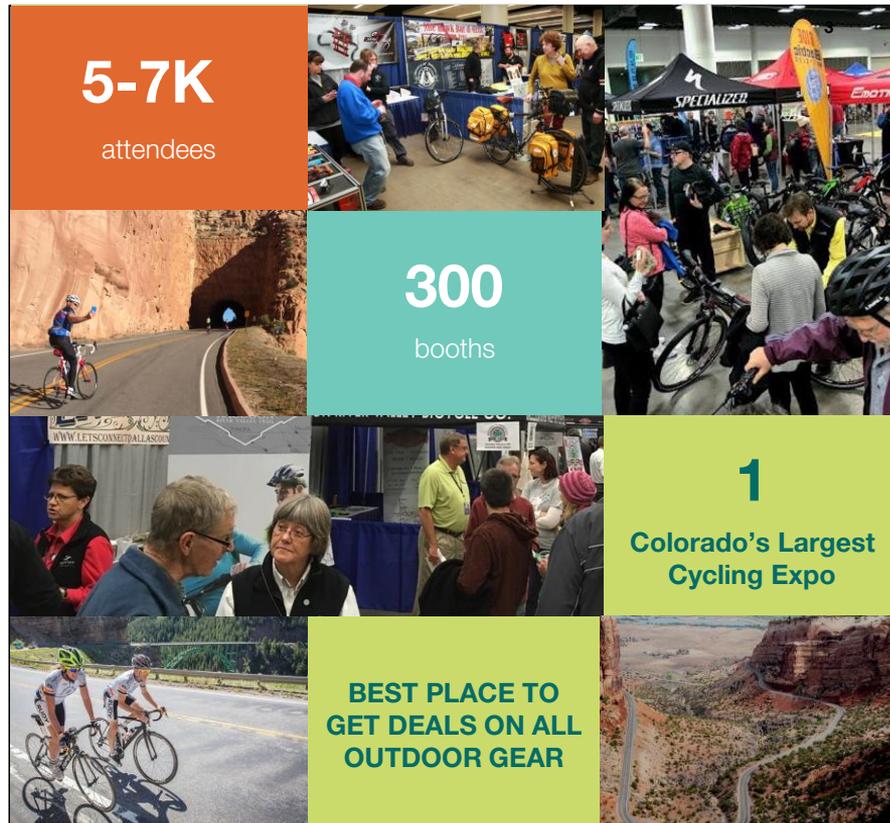


BIKE EXPO

Cyclists, families, bike commuters, collectors, or gift hunters—all are welcome at **VeloSwap**, where guests will find end-of-season, clearance discounts on thousands of new and used bikes, apparel, cycling jerseys, socks, bike helmets, bike components, memorabilia, and much more. In a lively, no-pressure environment, guests enjoy shopping for all things cycling, test rides and demos, and the opportunity to speak with experts and cycling advocacy groups.

New this year we will add:

- RUNNING & TRIATHLON AREA
- EVENT ROW! Register for 2025 event early!
- Talks & Lecture area in Secluded Room in Front.
- Live DJ and Music from the 80's. 90s and beyond...



5-7K
attendees

300
booths

1
Colorado's Largest
Cycling Expo

**BEST PLACE TO
GET DEALS ON ALL
OUTDOOR GEAR**

Our Audience

Veloswap.com

- 10K Average Monthly Pageviews
- 8K Average Unique Monthly Visitors

Email

- 15K+ Total Audience per month blasting and marketing

Social

- 5K + Facebook, Instagram, and Twitter Followers

<p>71 / 29% Male / Female</p>		
	<p>47 Average Age</p>	<p>\$125K Average HHI</p>
	<p>87% Own A Home</p>	

SPECIAL SECTIONS & AREAS

LECTURES and GUEST SPEAKERS

Located in the front restaurant at the main entrance, we will have 20 to 30 minute presentations, guest speakers and lectures on tours, technology and nutrition.

- Lectures are FREE to all attendees
- Lectures will be 20-30 minutes long
- Room for over 200 attendees to watch and listen to the Talks and Interviews
- CONTACT US- if interested in doing a Talk or Lecture.!!! Craig@EnduranceSportsMarketing.com

EVENT ROW- And 2025 Race Registrations

We have “Event Row” in the middle of the SWAP...with 8-15 Cycling Events, Rides, Triathlons and even Running Series offering ON-SITE 2025 registrations at special prices and many selling off unused 2024 race gear that is wasting space in the warehouse.

- Special PRE-BLASTS to announce Races and Special Registrations before expo.
- Discounted Prices and with Premier Center Expo Exposure
- PA Announcements from center stage DJ

RUNNING AREA

We know running is one of the most popular activities in Colorado, so we have invited all the local run stores, running shoe firms and sales reps. From Run gear, shoes, nutrition and accessories....

- Front Area Premier Location
- Pre-Event Blasts to our 7000+ runner database
- Social Media Posts to promote RUN AREA.



SPECIAL SECTIONS Cont...

SKI and WINTER SPORTS

Skiing most likely has started in Colorado in November...and there will be an area with vendors and retailers selling off Demo Skis and Boards, Winter Gear and Accessories.

- Winter Gear Retailers...
- SKI RENTAL Firms
- Local Ski Areas

DEMO AREA- KIDS AREA

We are planning to have a kids area and an open area for DEMOS and capability to ride a loop with a bike you may be ready to purchase. Kids bikes, Kids local advocacy groups etc...

- Getting Kids into cycling...
- 3000 sq foot demo area to stroll on bikes

RUNNING AREA

We know running is one of the most popular activities in Colorado, so we have invited all the local run stores, running shoe firms and sales reps. From Run gear, shoes, nutrition and accessories....

- Front Area Premier Location
- Pre Event Blasts to our 7000+ runner database
- Social Media Posts to promote RUN AREA.



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2026

**SPONSORSHIP OPPORTUNITIES
and BOOTH PRICES**

2026 SPONSOR RATES & PRICES

Title Sponsor: \$7,500 net

- Name and/or logo incorporated into official expo name & logo
- Name included in all media – radio spots, press releases, etc.
- Guaranteed 20x20 (400 sq. ft.) expo space with power
- Large logo present on entry banners
- Opportunity to produce logo swag bags
- Opportunity to donate raffle items that will include a specific call out to company
- Logo/Name incorporated into website
- Logo included in website footer and/or sponsor page
- Logo/Name incorporated into all marketing collateral to include print and digital advertisements
- Social Media campaign and recognition via Facebook, Twitter and Instagram
- Opportunity for additional promotions prior, during or after expo; coordinated by sponsor



Contributing Sponsor: \$4,000 net

- Guaranteed two 10x20 (200 sq. ft.) expo space
- Medium sized logo present on entry banners
- Logo present on website footer and/or sponsor page
- Logo/Name incorporated into select marketing collateral; promotional flyer, digital e-blast, print advertisements.

Supporting Sponsor: \$1,500 net

- Guaranteed 10x10 (100 sq. ft.) expo space
- Small sized logo present on entry banners, goodie bag and/or Front Door distribution
- Logo present on website footer and/or sponsor page.



2025 VENDOR RATES

Vendor Booths	Early Bird Pricing May 1st - Sept 30	Regular Pricing Oct 1 - Nov 1	On-Site Weekend Pricing Nov 2 - 3
Bike Manufacturer Booth Space			
1st - 10x10 Booth Space	\$375.00	\$400.00	\$450.00
Additional 10x10 Booth Space	\$250.00	\$300.00	\$350.00
Retailer & Sales Reps Booth Space			
1st - 10x10 Booth Space	\$275.00	\$300.00	\$350.00
Additional 10x10 Booth Space	\$175.00	\$225.00	\$275.00
Club / Team, Events & Non-profit Booth Space			
1st - 10x10 Booth Space	\$225.00	\$250.00	\$300.00
Additional 10x10 Booth Space	\$150.00	\$200.00	\$250.00
Individual / Swappers			
1st - 10x10 Booth Space	\$85.00	\$100.00	\$125.00
No discount for additional booths			

EARLY REGISTRATION GETS YOU A BETTER BOOTH LOCATION

ADDITIONAL ITEMS

Booth Extras	Flat Rates
Table	\$25
Folding Chairs	\$5 each
Vendor/Exhibitor Passes (available to vendors/exhibitors only)	\$15 each
Power	\$50.00 (limited locations)
Wifi	To be purchased on-site at the event from the National Western Stock Show

ADDITIONAL EXPOSURE OPTIONS:

Front Door Product/Sample Distribution:	3000 Items/ Distributed by our staff.	\$400.00
Guest Speaker or Lecture Presentation:	20 Minutes, Signage, Announcements.	\$150.00
DJ and Music Sponsorship:	Signage, PA Announcements.	\$200.00
LOGO Placement on Musette Bag:	Offered to first 1500 attendees, 4 sponsors (Includes insert into bags)	\$600.00

THANK YOU.

VeloSwap™
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or

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