



Sponsor Opportunities

Where the business of cycling comes together

November 18-21, 2026 | Tucson, AZ
In conjunction with El Tour de Tucson





About the Bicycle Industry Summit

The Bicycle Industry Summit is a focused, relationship-driven conference created specifically for the professionals who plan, operate, and support cycling events.

Unlike large consumer expos, the Summit is intentionally designed to bring together decision-makers—event directors, tour operators, destinations, and industry partners—for meaningful conversations, shared learning, and long-term partnerships.

In 2025, the Summit welcomed 60 highly engaged attendees. In 2026, we expect 100–200 industry leaders, while preserving the intimate, high-quality experience that makes the Summit valuable for sponsors and attendees alike.





Why Sponsor the Bicycle Industry Summit

Sponsoring the Bicycle Industry Summit is not about logo overload—it's about access.

Sponsors gain direct visibility and face-time with the people who:

- Choose event platforms and technology
- Select destinations and host cities
- Purchase equipment, services, and support
- Shape the future of cycling nationwide

This is a room full of professionals who are actively building, improving, and growing the industry—and who value trusted partners.



Who Attends

The Bicycle Industry Summit attracts professionals from across the cycling event ecosystem, including:

- Event directors and producers
- Tour operators and tour companies
- Cycling brands and service providers
- Destinations and tourism organizations
- Industry consultants and partners

Attendees are primarily senior staff and decision-makers responsible for vendor selection, partnerships, and strategic planning within their organizations.

2026 Attendance Snapshot

- 2025 Attendance: 60
- Projected 2026 Attendance: 100–200
- Highly targeted, industry-specific audience
- Multiple structured and informal networking touchpoints

This growth creates expanded exposure opportunities while maintaining a curated, relationship-focused environment.

Sponsorship Opportunities

We've intentionally structured sponsorship levels to be:

- Non-exclusive, encouraging collaboration
- Approachable, for both established brands and emerging partners
- Flexible, with add-ons that allow sponsors to customize visibility

Every sponsor—regardless of level—plays an active role in shaping the Summit experience.



Price	Be Involved \$700	Supporting \$1500	Contributing \$2500	Presenting \$5000
Exhibitor Space (Summit Only)	10x10 / Table	10x10 / Table	10x10 / Table	10x20 / Table
Complimentary Registrations	1	2	4	6
On-Site				
Insert in the Welcome Bag	✓	✓	✓	✓
Emcee recognition	✗	✓	✓	✓
Logo on sponsor board	✗	✓	✓	✓
Advert in the Attendee Program	✓	✗	✓	✓
Attendee Program Sponsor Page	✗	✓	✓	✓
Name Badges	✗	✗	✗	✓
Expo Exclusivity	✗	✗	✓	✓
Digital				
Name/logo on homepage	✗	✗	✗	✓
Name/logo on event sponsor page	✗	✓	✓	✓
Name/logo on digital comms	✗	✓	✓	✓
Ad in Monthly Newsletter (3500)	✗	1	2	3
Ad in Online Summit Guide	✗	✗	✓	✓
Attendee List	✗	✗	✓	✓
Social Media				
Social media recognition	✓	✓	✓	✓
Promotion				
Raffle Contribution	✓	✓	✓	✓

Optional Add-On Sponsorships

Sponsors can add these on top of any level.



Keynote Lunch with Cycling Legends (Friday)

Sponsor the Friday Keynote Lunch featuring Cycling Legends—one of the most anticipated gathering moments of the Summit. Your brand will be aligned with industry icons, shared storytelling, and meaningful conversation as attendees come together for a centerpiece lunch experience. Sponsorship includes on-site recognition and visibility during the keynote program, positioning your company at the heart of one of the Summit's most memorable sessions.

\$2,000

Welcome Reception with Cycling Legends

Sponsor the Summit's signature networking reception alongside Cycling Legends. This high-energy social gathering brings attendees, speakers, and industry leaders together in a relaxed setting—making it an ideal opportunity to align your brand with community, storytelling, and connection.

\$1,500

Branded Welcome Bag

Put your logo front and center by sponsoring the official Summit welcome bag. Your branded bag will be distributed to all attendees and used throughout the event—offering ongoing visibility during the Summit and beyond.

\$1,500

Name Badge Lanyards

Attach your company name, logo, or a custom message to every attendee badge. Lanyards are worn throughout the Summit, giving your brand continuous, high-visibility exposure during sessions, networking, and social events. We'll handle production, and you may select the lanyard color to match your brand.

\$1,250

Back of Name Badge Branding

Place your logo or message on the back of all attendee and exhibitor badges for all-day brand visibility. Badges are required for entry to Summit sessions and events, ensuring your brand is seen repeatedly as attendees move throughout the conference.

\$1,000

Coffee, Refreshment, or Snack Break Sponsor

Keep attendees energized and engaged by sponsoring a coffee, refreshment, or snack break. Your support helps fuel learning and networking throughout the day. Sponsorship includes on-site signage and an announcement notifying attendees of the break.

\$1,000

Morning Yoga Sponsor

Start the day on Friday (the last day of the Summit) on a high note by sponsoring Morning Yoga. Your brand will be featured during a relaxed, feel-good experience that encourages connection and wellness, with opportunities to provide branded swag or giveaways to participants.

\$1,000

Wi-Fi Sponsor

Be the sponsor everyone appreciates. As the official Wi-Fi sponsor, your brand will be associated with keeping attendees connected throughout the Summit, with recognition tied to one of the most-used amenities of the event.

\$750



FAQ's

Can I sample food and beverage?

Yes, you may sample food and beverage products, but you will need to complete an additional food preparation form.

Can I sell?

Yes, you are welcome to sell anything except for food or beverages meant for immediate consumption.

Is there electricity at my booth?

Your expo booth will not include access to electricity. If you don't have extensive electricity needs, we encourage you to use remote power sources. However, if you have more extensive power needs, this can be arranged through for an additional fee.

Is wifi available?

There is free public wifi available on the property. If you have extensive wifi needs this can be arranged for an additional fee.



Tentitive Schedule



Below is a tentative schedule of events, dates and times are subject to change.

Wednesday, November 18, 2026

- 3:00 PM – 5:00 PM: Summit Expo Load In – Tucson Convention Center
- 5:00 PM – 7:00 PM: Evening Social – TBD

Thursday, November 19, 2026

- 10:00 AM – 12:00 PM: TBD – Tucson Convention Center
- 12:00 PM – 1:00 PM: Check-In – Tucson Convention Center
- 1:00 PM – 4:00 PM: Educational Sessions / Multiple Breakouts – Tucson Convention Center
- 4:00 PM – 6:00 PM: Visit El Tour de Tucson Expo & Fiesta Happy Hour – Tucson Convention Center Exhibition Hall
- 6:00 PM – 8:00 PM: Dinner on your own – Local Downtown Restaurant
- 8:00 PM – 9:30 PM: Reception with the Cycling Legends – El Mezquite Grill & Taqueria (DoubleTree Hotel)

Friday, November 20, 2026

- 7:00 AM – 8:00 AM: Casual Bike Ride (12–15 Miles) or Yoga Session – Recommended rides only
- 8:30 AM – 9:00 AM: Check-In – Tucson Convention Center
- 9:00 AM – 12:00 PM: Educational Sessions / Multiple Breakouts / Networking – Tucson Convention Center
- 12:00 PM – 1:30 PM: Lunch with Keynote – Tucson Convention Center
- 1:30 PM – 4:00 PM: Educational Sessions / Multiple Breakouts / Networking – Tucson Convention Center
- 4:00 PM – 5:30 PM: Visit El Tour de Tucson Expo & Fiesta Happy Hour – Tucson Convention Center Exhibition Hall
- 6:00 PM – 8:00 PM: Dinner on your own – Local Downtown Restaurant

Saturday, November 21, 2026

- 5:30 AM – 7:00 AM: Breakfast – El Tour VIP Lounge/Tucson Convention Center
- 7:00 AM: 102 Century Ride Starts (Ride, Volunteer, or Observe) – Tucson Convention Center
- 7:15 AM: 5K Run/Walk – Tucson Convention Center
- 9:00 AM: 63-Mile Metric Century Starts (Ride, Volunteer, or Observe) – Tucson Convention Center
- 10:00 AM: 32-Mile Half Metric Century Starts (Ride, Volunteer, or Observe) – Tucson Convention Center
- 11:00 AM – 2:00 PM: El Tour VIP Lounge Open for Lunch/Drinks – El Tour VIP Lounge/Tucson Convention Center
- 11:00 AM – 4:00 PM: El Tour de Tucson Post-Ride Celebration – Tucson Convention Center





A Different Kind of ROI

The Bicycle Industry Summit delivers value through:



1 **Deeper conversations, not quick booth scans**

2 **Quality connections over raw foot traffic**

3 **Long-term partnerships, not one-off impressions**

Sponsors consistently tell us that the Summit feels less like an expo—and more like being inside the industry conversation.

Thank You

Thank you for considering sponsorship of the 2026 Bicycle Industry Summit.

We look forward to partnering with brands and organizations that believe in strengthening the cycling event industry— together.

Join us in November.



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