

08.28.26 – 08.30.26

Philadelphia Cycling Classic

FAN FESTIVAL



Activation Overview/ Sponsorship Opportunities

Team Feed Zone

Drinks & Nutrition

Sports Expo

Competitions & Games

Merchandise Tent

Gravel Area

Women's Zone

Presenting Stage

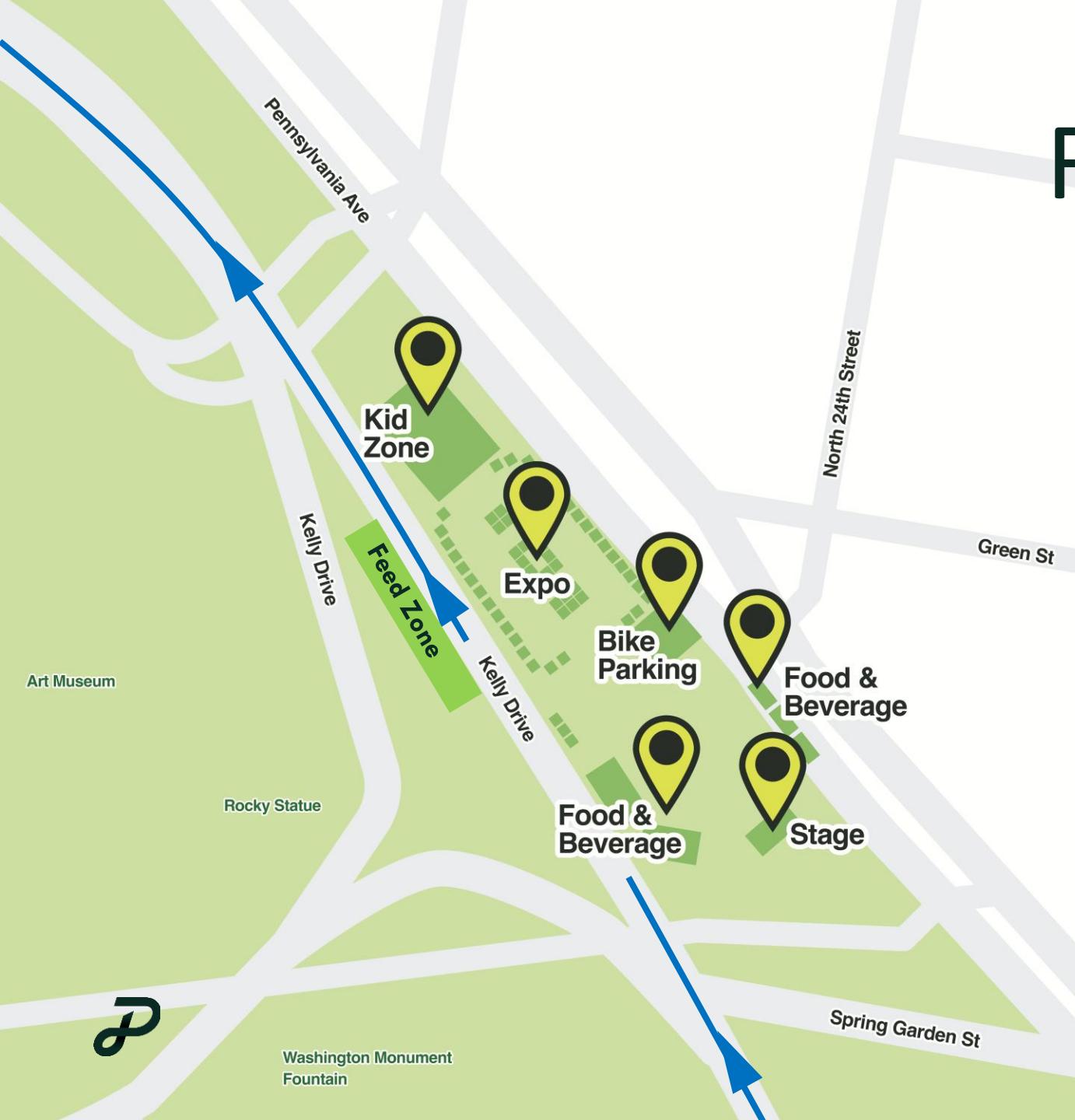
Demos

Kids Zone



Fan Festival Layout

Subject to Change



Fan Fest Schedule



Schedule of Events – *Subject to Change*

Friday- AUGUST 28

Festival Setup Day



FAN FESTIVAL SET-UP

10:00 AM- 17:00
EXPO PARK/ Eakins Oval



Press Conference & Media Preview

1:30 PM
City Hall



V.I.P. Parties and Sponsor Events

Details TBD
Multiple Locations in Philadelphia

Saturday- AUGUST 29



FAN FESTIVAL

9:00 AM – 5:00 PM
Eakins Oval



TIME TRIAL RACES

10:00 AM – 4:00 PM
Eakins Oval- Open to Public



MEET & GREET ATHLETES

10:00 AM – 4:00 PM
Multiple Locations and Times- TBD



FAN FESTIVAL ACTIVITIES

Spin Competitions
Kid/Family Races and Activities
Multiple Locations and Times- TBD



Opening Ceremony & Team Introductions - TBD

4:00 – 6:00 PM



Sponsor & VIP Reception

6:00 – 9:00 PM
Assembly- Location TBD

Sunday- AUGUST 30



AACR Charity Ride

6:30 AM - 8:30 AM start and finish at
Lemon Hill/ VIP.- ask your sales rep/



FAN FESTIVAL

8:00 AM – 6:00 PM
Eakins Oval



WOMEN's RACE

Start: 8:30 AM, Finish: ~11:45 AM
Art Museum



MEN'S RACE

Start: 12:30 PM, Finish: ~4:45 PM
Art Museum



Awards Ceremony

5:30 PM
Start / Finish



Finish Line Festival

8:00 AM – 6:00 PM



Fan Fest Pricing



Expo Pricing (2-Day Expo)

National Manufacturers

Booth Size	Until April 15	After April 15
10x10	\$800	\$900
10x20	\$1,250	\$1,450
10x30	\$1,900	\$2,100
20x20	\$2,400	\$2,600

Travel / Tour & Events

Booth Size	Until April 15	After April 15
10x10	\$500	\$600
10x20	\$800	\$900

Special Areas & Zones:

- + Non-Profit/Association Row
- + Travel & Tours Area
- + E-Bike Zone
- + Gravel Bike Area
- + Women's Zone
- + Kids & Family Zone
- + Events & Rides Row
- + DEMO Area (Demo Fleets)

Retailer/ Local Businesses

Booth Size	Until April 15	After April 15
10x10	\$600	\$700
10x20	\$1,000	\$1,200
10x30	\$1,450	\$1,600
20x20	\$2,000	\$2,100

Non-profit / Club & Associations

Booth Size	Until April 15	After April 15
10x10	\$400	\$450
10x20	\$600	\$650

Sponsorships Available:

- + Music Stage Partner
- + Title Sponsor the Sports Festival
- + Daily Gifts: Musette Bag/Cow Bells Water Bottles or Thunder Sticks
- + Women's Area Partner
- + Podium Jerseys
- + Feed Zone Area for the Race
- + Bike Parking Partner
- + Daily Rides and Meet & Greets



Additional Opportunities: Goodie Bag Inserts & Musette Partnerships, Presentation & Lecture Stage Sponsorship, Industry SOCIAL RIDES- TBD, Bike Parking Exposure & Sponsorships, Daily Attendee Gifts and, Raffle Items, Family Kids

Fan Fest Partnership Opportunities



Sponsorship Opportunities

Overview

- + Feed Zone (10x100 area)
- + Musette Bags (Drinks & Nutrition)
- + Main Stage Partner
- + Spin Bike Area (Activity)
- + Outdoor Bike Parking
- + Kids/Family Zone
- + Podium Jerseys
- + Travel & Tourism Area
- + Women's Zone
- + European Special Features
- + B2B Industry Evenings
- + Sports Expo
- + Race Program Pamphlets
- + Bike & Helmet Demos
- + Gravel Area



Feed Zone

Located directly across from the Fan Festival, this 400 ft. long area is where athletes will replenish with food and drinks from their Team Tents and Musette Bags.

Sponsorship included only on race day + Fan Festival Expo Booth:

- + Flags Surrounding Team Tents (20 x 100 Area across from Expo)
- + Huge Media, Television and Expo Visibility
- + EXPO Space included for 2-Day Expo
- + Insert in Daily Musette Bag on Sunday Distribution

TITLE SPONSORSHIP: \$10,000

**See Separate Email for Layout & Pics.*



Exhibitor Packages

Outdoor Promo Vehicles

Vehicle / Mobile Tour Setups (Sampling):

Vehicle ++ Tent Area	Price
15x15 Expo Space	2,000.00 USD

**- Sprinter Van, Popup Tent, Tables.*



Outdoor Demo Zone

Tent / Mobile Tour Demos:

Vehicle ++ 10x10-10x20 Tent Size	Price
20x20 Expo Space	1,500.00 USD

**- Must bring 5-15 Bikes/ Helmets/ Accessoires for demos to be available to public.*



“Champions Ride”

For many years, the Race has hosted a 30–50-mile casual ride designed for VIP, hospitality, and charitable participants. Beginning and ending at the Fan Festival, this exclusive experience features several past champions, professional racers, and renowned riders who lead a supported ride for a group of 40–60 participants through the city. The ride concludes back at the Fan Festival with a champagne continental breakfast and photo opportunities with the riders and “Champions.”

Sponsorship includes:

- + Naming Rights to the Champions Ride
- + (6) Ride Entries for Staff, Clients, or Partners
- + Logo inclusion on Bags, Water Bottles, Caps
- + Fans Festival Expo Space Included
- + (4) Social Media Posts & Website Inclusion
- + Advertisement in Race Programming
- + Invites to all weekend VIP/Event Parties
- + Additional Media/Press- TBD
- + Logo inclusion on all Festival Print

TITLE SPONSORSHIP: \$10,000

* Management help provided by:



peopleforbikes

SHIMANO®





Musette Bags & Inserts

Daily Musette Bag Partner/Company Logo:

Each day a Collectors' Edition Musette Bag will be created for the first 1,000 entrants to the Bike EXPO. Your logo and an insert will be showcased as the Sponsor for that day.

- + Exclusive rights to Side A of each Musette Bag & Insert Piece.
- + Drive 2,000 customers to your booth for pickup.

Cost: \$5,000- \$8,000 (able to reduce with multiple partners)

Insert In the Daily Musette Bag:

Flyer, merchandise, performance fuel (e.g., energy bars, sports gels)*(1,000 units per day)*

Vendors and Non-Vendors allowed to participate.

Cost: On-Site Vendor: \$200/Day

Non-Vendors: \$250/Day

Race Program

The Official Race Program will be distributed throughout the Philadelphia Metro Area 3 weeks prior to the race. Additional Programs will be distributed at the Pre-Parties, Fans Festival, Manayunk Hill and VIP Hospitality Areas during the Race Weekend. (16 pg. Issue)

Program includes:

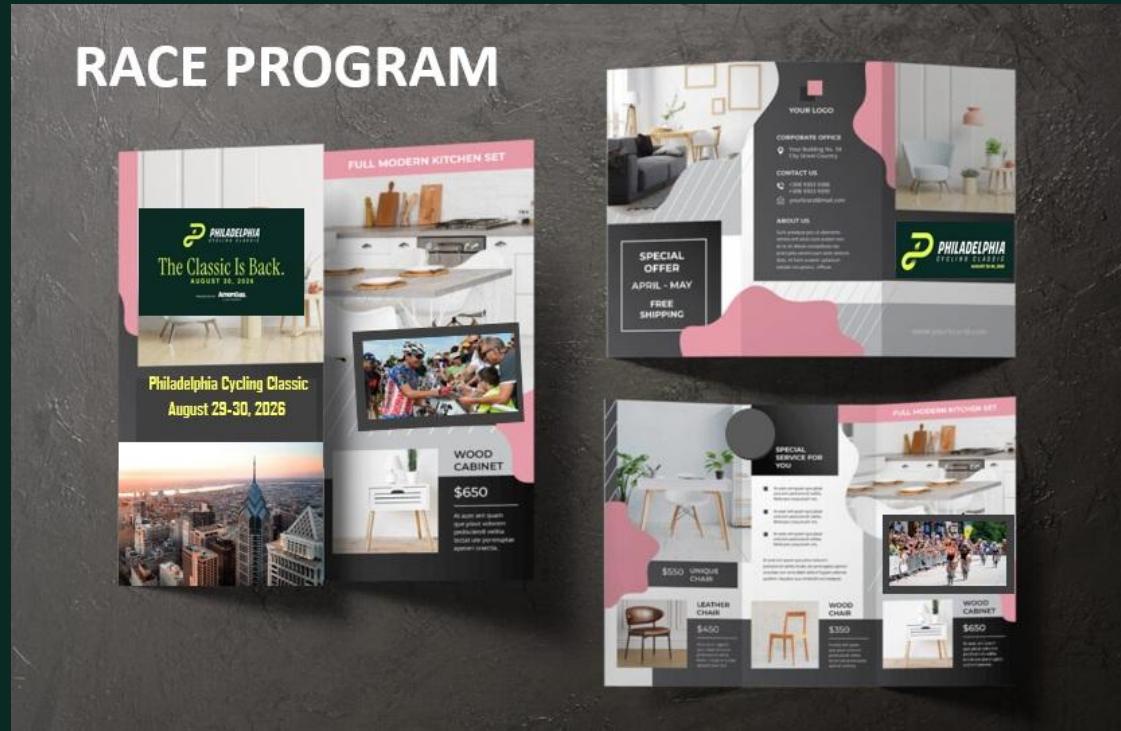
- + Race-Course Diagram & Viewing Locations
- + Team and Racer Bio's
- + Race Weekend Schedule of Events
- + Fans Festival Expo Map and Vendor Listings

TITLE SPONSORSHIP: \$5,000

Single Advertisements: \$500.00 (4 x 5 Size)



**Final Program Size and Distribution Number- Pending*



Stage Partner

Cycling World and People for Bikes will engage the attendees with 20-30 minute educational lectures, guest speakers, and sponsor appearances. Sponsors logo and digital advertisements will be displayed in the following areas:

Sponsorship Includes:

- + Backwall signage on and below stage
- + Sole ownership of the D.J. music stage
- + Branded signage throughout the event:
 - TV displays
 - Standup signage
 - Print programs
- + Announcements throughout the day.



Title Sponsorship: \$45,000 - \$65,000





Product Sponsorship

Sponsors will create a branded merchandise for a collection of keepsake clothing, gear, and accessories each year. This engages attendees and spectators to collect different items year after year. This offers the opportunity to have Fan Festival & On-Course Exposure.

OPTIONS:

- Cowbells at Expo and On-course Distribution
- Thunder Sticks- Sunday at Expo, Start/Finish & On-course.
- Musette Bags at Entrance of Fans Festival Each Day.
- Water Bottles- Distributed as Early Arrival Gift at the Fans Festival.

Sponsorship Options: \$4,000-\$6,000



Outdoor Bike Parking

Over 12,000 spectators are projected to arrive to the Fan Fest by bike. Outdoor bike parking will be offered, with opportunity for sponsor presence via signage, tents, flags, and print materials. Bike parking (30m x 30m area) is located next to the main Expo entrance.

**Cyclists make a donation to the non-profit for parking access. Non-Profit- TBD*

Sponsorship Includes (2 Days):

- + Signage on soft fence and flags surrounding parking
- + Media announcements & attending bike parking emails
- + Logo placement on bike check-in & tickets
- + Product placement on each bicycle.
- + Multiple rider announcements promoting free bike parking.

Solo Title Sponsorship: \$10,000

Sub-Sponsorship (3 available): From \$2,500

(Includes all Signage and Postcards: Staffing)





Kid & Family Spotlight

The goal of this area is to create a fun, family-friendly experience that all can participate in. The Family Friendly Area will be ~ 4,000 sq ft. and will host the following activities and collaborative sponsor opportunities:

Sponsorship Includes:

- + Branded assets
(signage, flags, merchandise)
- + Area naming rights

Activity Areas:

- + Kids Pump Track
- + Trials Show In Outdoor Expo
- + Kids Bike Races/ Obstacle Course
- + Kids Art Area
- + Kids Bike Demos & Events

Title Sponsorship: \$7,500 - \$10,000

Booths in Area: \$500-\$800 non-competing sponsors



Travel & Tourism Area

Sponsors can connect with cyclists looking for their next adventure, whether it's a solo trip or through a bike tour. These booths offer the opportunity for a branded presence through signage, takeaways, educational material, and more.

Booth Sizes: 10x10 Preferred, Only \$500

Location: Area will be in 1 long row or Large Island in Expo

Sponsorship Ideas:

- + Tourism Agencies
- + Hotels
- + Travel Insurance
- + Airlines or Transport Services
- + Travel Booking Services
- + Travel Bags or Boxes

Title Sponsorship: \$10,000

Includes: Booth, signage, flags, advertisements, fencing and naming rights.

Gravel Area



Located directly in the MAIN AREA of the Fan Festival, this 1500 sq. ft. area is where Fans can check out the latest gear, bikes, tires and accessories catering to the GRAVEL Bike Industry. An enclosed area with a special entrance and will include Events, Bags and Bike Trekking firms.

Sponsorship includes::

- + Flags Surrounding Gravel Zone Tents (20 x 80 Expo Area)
- + Added Product Area and “Gravel Specific” Bikes and Events
- + Added Social Media and Advertising Exposure
- + Insert in Daily Musette Bag on Sunday Distribution
- + Enclosed Soft Fence and Logo’d Flags and Signage to Partner

TITLE SPONSORSHIP: \$10,000





Coffee Café & Chill Zone

Sponsors can connect with cyclists looking for their next adventure, whether it's a solo trip or through a bike tour. These booths offer the opportunity for a branded presence through signage, takeaways, educational material, and more.

Zone Size: 1500 sq. ft. – Overlooking Race-Course

Location: Area will be on-course on Grass- with Beer Garden

Sponsorship Ideas:

- Coffee Roasters or Retailers
- Coffee Machines and Accessories.
- Local Retailers and Ntl. Firms to Partner with Cups/Napkins

Title Sponsorship: \$10,000

Includes: Booth, Signage, Flags, Advertisements, Sales Generating, Fencing and Naming Rights, and Umbrellas and Table Signage.

SUB SPONSORSHIPS: \$1,500-\$3,000

Napkins Sponsorship, Cup Covers, Cookies and Snacks.

Women's Spotlight Zone

The Women's Highlight Zone spotlights women's cycling through booths dedicated to women's teams, clubs, and companies that make gear specifically for female cyclists. The Title Sponsor of this zone is provided branded booths, signage, flags, fencing, advertisement assets, and naming rights of the area overall.

- + Meet and greet Women Athletes
- + Women-specific products, Gear, Clothing, Events
- + Official Women's Jersey Signage
- + Yoga sessions (Pending)

Title Sponsorship: \$12,000-\$15,000

(Includes Logo'd Soft Fence, 20x20 Personal Booth, Goodie Bag Insert, Naming Rights, Logo Inclusions & Social Media)





Diamond Jubilee
MARIN
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ITALY BIKE TOURS

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TOUR

BIKE
RIDE

LIFETIME
ATHLETIC



Events Row

Reach over 25,000 cycling fans that are looking for the latest and greatest Cycling Event, Race or Ride in the Region, USA, or even International. Participate in “Event Row” and register riders for your events on-site or distribute flyers and applications for attendees to register at a later date. Our goal is to attract 20 local and national events to engage in this area.

Location: MAIN Expo Area

Participant Ideas:

- National Non-Profit Charity Rides.
- Local Rides and Races
- International Events and Tours in Europe and U.K.

Booths Participation: \$500.00

(Add a flyer in the 1000 Daily Musette bags for just \$150)

B2B Industry Evenings

Running Friday – Sunday after the Fan Fest, B2B social events will be hosted across local restaurants, bike shops, and flagship stores to provide a space for industry specialists to network and learn about key B2B topics. Sponsors are offered impactful visibility through branded assets, while the Secondary Sponsors receive the following:

Sponsorships Available Per Venue & Evening:

Sponsorships Includes:

- + Signage and Social Media
- + Media Announcements
- + Team help with Media & PR
- + Manage Invites and Credentials
- + Turn-key Party Execution
- + Goodie Bags and Prom Item Options
- + VIP and Non-Profit Party Options

Title Sponsorship: \$3,500-\$5,000

(Ask your sales rep on upcoming opportunities as they arise with our Charities and Title Sponsors.





European /Intl. Area (Travel & Tourism)

Exclusively available for Europe-based brands and firms that specialize in Tours or Travel, this space highlights the international cycling community and the brands that make it unique. The area Title Sponsor will have exclusive brand visibility across the following assets:

Sponsorship Includes:

- + Branded signage with Soft Fence and Flags
- + Social media coverage Advertisements & Logo Inclusion
- + Media announcements and Social Media Driven Engagement
- + Perfect for Intl. Events, Tour Groups, Regional Tourism Agencies

Title Sponsorship: \$7,500 - \$10,000



Official Jersey

Provide our Official Podium Jerseys on stage at the “Winners Circle” on Sunday in front of 1000’s of spectators and television audience. Also included in this sponsorship of the Men’s and Women’s races, two large Blow-Up Jerseys On-course, Expo Space and Podium Logo Inclusion.

Sponsorships Available Per Venue & Evening:

Sponsorship Includes:

- + Signage and social media
- + Media announcements
- + On-Course Exposure
- + Turn-key party execution

Specialty Topics:

- + On-Stage Exposure & Logo’s
- + VIP Passes
- + Pre and Post Party Inclusion

Title Sponsorship: \$12,500-\$15,000





Food Trucks & Sampling

Located at the main entrance area and music stage, the Food Truck Row will include several options of food for the Fan Festival Attendees. Local and National firms are also included to distribute small samples and drinks. (Sampling Agencies encouraged to attend)

Sponsorship Includes:

- + Street Space at Main Entrance
- + Social media coverage Advertisements & Logo Inclusion
- + Media announcements and Social Media Driven Engagement
- + 6 Trucks Allowed On-site Offer Food and Drinks
- + Alternative Food and Drink Mobile Space Available

Area Sponsorship: \$1,500 - \$2,000



Contact Us



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Festival Management Team



Thank you.