



2025
April 5 - May 24

SPONSORSHIP OPPORTUNITIES



The legendary USA CRITS is gearing up for its annual spring criterium series, running April 5 through May 24, 2025. Criterium racing is an eco-urban sport that transforms downtown city streets into lively arenas, engaging fans young and old in exciting racing action and community festivities. This year, eight full weeks of travel-friendly bicycle races will be live-streamed worldwide to hundreds of thousands of rabid cycling fans.

As a highlight of the pro cycling season, USA CRITS draws thousands of cyclists from around the world. Among the participants are Olympic medalists, world and national champions, and large amateur fields. In 2024, USA CRITS counted participants from all 50 states and close to two dozen countries.

USA CRITS events are produced at the highest quality, ensuring a top-notch experience for all involved. This is made possible by the top-tier technical operations provided by Swagger, the organization behind the series. This includes professional announcing, timing and officiating, technical support, athlete management, and support for Local Organizing Committees (LOCs). Our LOCs provide venues and local promotion for individual events, keeping each criterium firmly connected to its local community while providing first-rate sports entertainment on the world stage.

With more events than ever, continued excellence in production, and our largest audience to date, 2025 will be a season to remember. We look forward to welcoming your brand in building valuable connections with our unique and highly engaged audiences.



2025 SCHEDULE

DATE	NAME	LOCATION
SATURDAY, APRIL 5	SUNNY KING CRITERIUM	ANNISTON, AL
FRIDAY, APRIL 18	SPIN THE DISTRICT: HAPEVILLE	HAPEVILLE, GA
SATURDAY, APRIL 19	ROCK&ROAD CRITERIUM P/B 75 JACKSON PROPERTIES	NEWNAN, GA
THURSDAY, APRIL 24	GREENVILLE CYCLING CLASSIC	GREENVILLE, SC
SATURDAY, APRIL 26	ATHENS ORTHOPEDIC CLINIC TWILIGHT P/B ST. MARY'S HEALTH CARE SYSTEM	ATHENS, GA
FRIDAY, MAY 2	SPARTANBURG REGIONAL HEALTHCARE SYSTEM CRITERIUM	SPARTANBURG, SC
SATURDAY, MAY 3	LAGRANGE CYCLING CLASSIC	LAGRANGE, GA
SUNDAY, MAY 4	SPIN THE DISTRICT: COLLEGE PARK	COLLEGE PARK, GA
SATURDAY, MAY 17	AKSARBEN TIRC	OMAHA, NE
SATURDAY, MAY 24	WINSTON SALEM CYCLING CLASSIC: USA CRITS FINALS	WINSTON-SALEM, NC



We took our 16 year old national race Series to the next level. We set out on a goal of creating a sustainable race product based on America's most engaging form of bicycle racing, criteriums. We created a team platform and made sure the world was able to watch live. Now, it is time to expand to new markets and continue finding more ways to reach and entertain the growing fan base. We will do this with the help of our partners. Joins us as we create a new story of American bike racing.

SERIES TITLE SPONSOR	\$150-200,000
SERIES PRESENTING SPONSOR	\$50,000
STREAM EVENT PRESENTER	\$40,000 for 10 events
JERSEY PARTNER	\$8,500 + Product and Promotion
NEUTRAL SUPPORT PARTNER	\$8,500 + Product and Promotion
FEATURES PARTNER	\$8,500
BRAND PARTNER	\$5,000 + Product
EVENT SPONSOR/ACTIVATIONS	Contact us for opportunities.
D1 TEAM SPONSOR	\$17,500

STREAM EVENT PARTNER - \$40,000

USA CRITS streams more races than anyone in America. Creating an American race product is important. The ability for fans to engage the sport is critical. USA CRITS continues to push the team format while adding storylines across the Series. We develop enhancements to our live coverage and make all broadcasts available on demand. Stream partners help us reach a goal of making each race free for the world to view by taking over one of the venue streams.

EVENT STREAM ASSETS

- 6x15 sec stream advertisements in event stream
- New watch experience page takeover USACRITS.com
- Live logo throughout broadcast
- Live interview during race broadcast
- 10x announcements from stream commentator

ADDITIONAL EXPOSURE

- Place offers in event month newsletter
- Direct offer to takeover event participants
- Additional promotion from embed partners
- Preseason media release announcing partners

BENEFITS AT EACH EVENT

- Primary sponsor of event preview video
- 10x social posts/stories
- Logo signage on event truss
- 10x20 expo location
- 4 VIP Passes at events with VIP access
- 4 banner or other branding on course
- Inclusion in media release week of event
- Stream broadcast around venue on large screens

ALL SERIES RACE BENEFITS

- 2025 Series sponsor
- Official brand partner designation
- Recap videos sponsor (20)
- 10x10 expo opportunity
- Linked, scrolling logo on website
- Stream and staff photography available for content use
- 4 vertical flags at all Series events

CERTIFIED RESULTS PARTNER - \$12,500

As part of our extensive 2025 website enhancement project, the USA CRITS certified results section of the site is becoming much more robust, and will now include all seven USA CRITS events as well as overall series results. This new expanded area, branded and "Powered By" your company, will be the go-to location for riders and fans to get up-to-date results and tally overall points. Get results for your brand by sponsoring results for USA CRITS.

BENEFITS OVERVIEW

- Published at all events
- Results page has continued life long after the events are over
- Attracts active participants
- Has integrated live timing presence on live streams
- Features an innovative live results feature only available in American cycling from USA CRITS
- Extended social media engagement
- Direct send to email and text participants
- Updates to email lists

STREAM

- Logo rotates within each live stream
- 4x20sec video adverts in each stream
- Stream announcers cover competitions
- All streams remain as VOD content

SOCIAL MEDIA

- 7x Event Results "Powered by" posts
- 7x Overall Standings "Powered by" posts
- Story integration throughout Season

WEB

- Dedicated results section of the site with presented by logo featured within the section and all corresponding results pages
- Home page sponsor logo rotating on hero slider
- Sponsors page

EMAIL

- 4x offering sent to full Series database - 26k
- 4x offering sent to event registration

ON-SITE

- 2x vertical flags and banners at each venue
- Opportunity to expo at all Series races
- 6x VIP passes to 4 Series events of your choosing

ADD SPEED WEEK RESULTS - \$5,000

- Get event more exposure in front of more riders by adding Speed Week series events results.
- Speed Week includes 5 additional criteriums as part of 3 USA CRITS events. Get 5x the exposure with a similar results page on speedweek.bike
- 5x Events and Overall Social Posts
- Additional email exposure
- Additional on-site exposure

JERSEY PARTNER - \$8,500

The jersey program is one of the most visual partnerships in USA CRITS. Jersey competitions include Overall Leader, Best Young Rider, Lap Leader, and the winners of each Series race.

BENEFITS OVERVIEW

- Branding on each of the three leader and winner's jerseys
- Naming of the Best Young Rider jersey competition
- Leader jerseys are included in each race call-up and highlighted during podium presentations (26x season)
- Covered by live stream and staff photographer
- Jersey holders race in branded jerseys

STREAM

- Logo rotates within each live stream
- 2x15 sec video adverts in each stream
- 2x live on screen interviews throughout season
- Stream announcers cover competitions
- All streams remain as VOD content

WEB

- Scrolling, linked logo on USACRITS.com
- Leaderboard posted with jersey branding
- Branding included on jersey overview page

EMAIL

- 4x offering sent to full Series database - 26k
- 4x offering sent to event registration

SOCIAL MEDIA

- 6x posts from brand or supported D1 team
- Best Young Rider jersey branding included in all preview and recap videos
- Leaderboard posted after each race with podium imagery
- 10x shared stories from brand or supported D1 team
- Story integration throughout Season

ON-SITE

- Exposure across 13 US markets
- 2x vertical flags and banners at each venue
- Opportunity to expo at all Series races
- 6x VIP passes to 4 Series events of your choosing

CONTENT

- All stream and photography content available for use
- Logo included on all preview and recap videos (20)

NEUTRAL SERVICES - PRESENTING - \$8,500

For 2025, we are taking our neutral services program national. At 13 Series events and at least 10 others, we will provide support to racers and participants in an expanded pit pavilion area. We will cross promote Series partners and provide the highest level of service to the athletes.

SERIES SPONSOR

- 10x20 Expo space at any Series races
- 50' scrim near pit area
- 2x vertical flags at all Series races
- 4 VIP passes at 3 Series races - Dealers, fans, staff
- Logo on all event recap videos (Currently 20)
- Logo on final screen of all rider and team profile videos (100+)
- Scrolling, linked logo on USACRITS.com

LIVE STREAM

- Minimum 1x15 sec ads to run live for each event
- Rotating logo within stream
- Exposure via on-site video boards
- One live on-screen interview with company rep
- Link on new interactive watch page
- All streams remain as VOD
- Wheel pit featured throughout broadcast

MEDIA/EMAIL

- Pre-season partner announcement
- Offer in one newsletter (26k subscribers)

NEUTRAL SERVICES

- Products integrated into national wheel pit
- Services provided at non-Series events
- Sponsor branded tent at each Series event
- Logo on any neutral support vehicles
- Naming sponsor of 2025 services program

SOCIAL MEDIA

- 10x shared/unique stories across dates
- 2x official product posts to timelines
- Joint campaigns as agreed
- Sponsor to share links to live broadcasts
- Cross promotions with D1 teams and events

FEATURES PARTNER - \$8,500

We have featured touchpoints across the Series. These unique offerings can be exclusive or combined in a promotional package. They all include season long exposure on the live stream broadcasts, on-site at the venues nationwide, and across our social platforms.

IN-RACE CAMERA

One of the hottest features, this offering puts your brand live inside the race on board with a sponsored rider. We throw to the shot throughout the live broadcast. The footage remains on VOD and is used in our highlight reels. For 2025, we plan on also offering this view as a dedicated feed for fans as part of our new watch experience.

CALL-UPS

We bring leading riders to the front through the call-up gates prior to each of the 13 Series races. Your brand shows across the gates and on the live stream graphics. Call-ups are also one of the most photographed of the features and shared by teams.

LEADERBOARD

At the heart of the Series are our standings. The season long competitions are marked each week on the "your brand," leaderboard. The leaderboard is updated each week on the web, posted to social media after each race, and included in our pre and post race event videos.

REPLAY

Throughout the live stream broadcast we show replays of impacting action. These replays also remain with the broadcast as VOD. We can brand the roll-in to each of these replays. Replays often included dramatic wrecks, point sprints, aggressive moves, and race finishes.

JERSEY SPONSOR

The most exposure from any feature, naming of one of our three jersey competitions: Series Leader, Best Young Rider, and Lap Leader. Called to the front prior to each race, raced in by the leaders, and showcased on the podiums post race, the jersey program gets extensive coverage across every media platform. These jerseys create season-long storylines as the D1 racers fight for them.

TEAM COMPETITION

Our D1 team competition is increasingly the focus of the Series. Storylines are created all season as teams go head to head. In 2023, it all came down to the final race with three men's and women's teams in contention. Leading teams are recognized on the leaderboard and post race podiums. Branded items can be included on the podiums and captured in this named competition.

PIT CAM

The wheel pit is full of race action. It's where riders go when they have a flat tire or after wrecks. We place a static cam in the pit and brand it out whenever we throw to that shot. Throughout the season, we will be offering this feed as a dedicated 2nd live angle for the fans.

FEATURES PARTNER continued

PHOTOGRAPHY

Our staff photographer takes pictures at each venue. We post those branded with our mark for the teams and world to share. Last year they had over 700k views. We can add a secondary mark that will be placed on over 6,000 shared images.

GIVE BACK PRIME

All season long we let the fans crowdfund the last prime (sprint) of the night. 50% to the teams and 50% to the local Ronald McDonald House Charity. Get your name on this program all year long. Engage fans, support racers, and give to charity all at the same time.

RACE MONITOR/RIDER TELEMETRY

For 2025, we are enhancing the watch experience by sharing more in race data for fans. Data will include speed and lap times plus on rider power and heart rate. This data will be included throughout the stream and in a our new watch experience layout. Recap videos will also be created that include full rider telemetry.

WARM UP AREA

Pros and amateurs travel from far away to race our Series. We are setting up a warm up area at each venue with trainers and equipment to make their travel a bit easier. The location will be near the start/finish and promoted by each event. We can brand out the area and have our staff photographer and stream team grab content.

FEATURES GENERAL BENEFITS

- 2025 Series sponsor
- 2x vertical flags each venue
- Rotating logo on live stream
- Scrolling logo on USACRITS.com
- Pre-season media release
- Stream, social, and web
- Expo opportunities
- Access to event VIP areas
- Big screen promotion on-site
- Logo on post race recap videos
- Logo on team profile videos
- Access to Series content promotion



KEY FACTS

- ... Events across 7 markets
- ... Average 8k fans at each venue
- ... 36k social followers
- ... 5,500 staff images with 793,000 views
- ... 26k newsletter database
- ... 596k web views from 52k unique users
- ... 52% of stream views are VOD
- ... Over 200 American criteriums available on demand
- ... 65 hours of live stream broadcasting
- ... Expected 1+ million live views for 2025
- ... 7,200 event participants from all 50 states
- ... 42,412 hours of stream views in 2019
- ... Stream views from 2,662 US cities
- ... 34 minute average stream live view time



CONTACT INFORMATION

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SPONSORSHIP OPPORTUNITIES