



TODAY WE RIDE

Roswell Criterium + Cycling Festival

The Roswell Cycling Festival featuring the Historic Roswell Criterium, running through Roswell on Canton Street, has entertained more than 60,000 spectators and averages 5,000 spectators for the past 12 years.



The Historic Roswell Criterium has become one of the biggest, spring events to promote recreation and family entertainment in the City. USA Cycling has confirmed that this event has been among the Top 15 one-day Criterium-style races in the country. An event of this stature positions Roswell as a travel destination and competition for sports enthusiasts, as well as an outdoor and lifestyle celebration for local families.

Over the past 12 years , the Kids Bicycle Safety Rodeo, hosted by the Kiwanis Club of Historic Roswell, has positively impacted 1,400 children. These children are given an opportunity to complete a free bike skills and safety event, then race on the same course as the pros.

Over the past 12 years, more than 8,000 junior and adult cyclists have participated in the Historic Roswell Criterium races and battled for more than \$200,000 in prize money.

The Historic Roswell Criterium has grown into an annual, springtime celebration for families, athletes and the business community, attracting more than 5,000 spectators onsite and thousands more through media coverage and event promotions.

The Historic Roswell Criterium is a part of the USA CRITS Speed Week Series, a series of seven races in seven southeastern cities for nationally-ranked athletes offering the biggest prize purse in American Criterium racing (\$125,000). Now in its 8th year, the USA CRITS Speed Week Series has become a must race event for the world's best criterium riders.



FAST, FESTIVE, FUN. This day-long festival includes more than bicycle races for the nation's top athletes. Community-focused events make this a fun for the entire family, offering unique sponsorship opportunities.



Sunday April 27, 2014
Canton Street in Historic Roswell

- Roswell Mayors Ride 8 AM
- USA Cycling Amateur Races 10 AM – 3:30 PM
- Kids Zone 10:30 AM – 5:30 PM
- Kids Rodeo 2 PM - 5PM
- Kids Races 5 PM
- Women's Pro Race 4 PM
- Men's Pro Race 6 PM
- Awards Ceremony 7:15 PM





USA CRITS Speed Week 2014

Overview of Series Information and Benefits



Speed Week is a series of 7 races over 10 days – starting with the Athens Twilight and ending in Sandy Springs. The series offers \$150,000 in prize money to the Men's and Women's Professional/Elite Teams and is the richest week of criterium racing in America. Speed Week features the best criterium cyclists in the world, racing the downtown streets of seven southern cities. These downtown areas are transformed into international cycling competition arenas from April 26 – May 4. Olympians, world, and nationally-ranked men and women athletes will take to the streets to contest the series, as well as qualifying positions for the USA CRITS Finals.

Event	Date	Location	Website
Athens Twilight Criterium	April 26	Athens, GA	www.athenstwilight.com
Historic Roswell Criterium	April 27	Roswell, GA	www.historicroswellcriterium.com
Tybee Cycling Classic	April 29	Tybee Island, GA	www.lowcountrycyclist.com/
Walterboro Cycling Classic	April 30	Walterboro, SC	www.usacrits.com/se2007/walterboro.html
Hilton Head Criterium	May 1	Hilton Head , SC	
Spartanburg Classic	May 2	Spartanburg, SC	www.biketownspartanburg.org
TBD	May 43		
Sandy Springs Cycling Challenge	May 4	Sandy Springs, GA	www.sandyspringschallenge.org

Title Sponsor Benefits delivered by Speed Week

- 🚲 Title logo placement on Roswell awards jersey – Custom Race Winner Jersey awarded men's and women's winners.
- 🚲 Title Logo on all national promotional ads – Event Title Sponsor logo will appear in two full page print advertisements placed in Velo Magazine
- 🚲 Title Logo on series-wide t-shirts – Titled event logo on series wide T-shirts and staff shirts
- 🚲 Title Logo on Start Finish Side Banners– Titled event logo on series banners.
- 🚲 Title Logo Digital Banner Ads - Rotating Banner Ads on Velonews and Cyclingnews.com
- 🚲 Title Logo Inclusion in email blast to 34,000 cycling enthusiasts (2 newsletters)
- 🚲 Sponsor Logo Placement on USA CRITS Speed Week website



CRITERIUM101: The most common form of American bike racing, the criterium is a closed-course race generally a mile or less in distance. This tight course offers both spectators and media great vantage points to catch all the thrills of the race.

WALL STREET JOURNAL

“Cycling is America’s largest lifestyle sport with more than 44 million participants and is enjoying a period of unmatched vitality among active, affluent professionals who ride for competition, fitness and fun.

The New York Times

“Cycling’s popularity is soaring as more people immerse themselves in their active passions to stay focused, energized and optimistic.”



NATIONWIDE CYCLING AUDIENCE DEMOGRAPHICS AND PURCHASING POWER

Median Age 43.4

Median HHI \$109K

Male/Female 73%/27%

ACTIVE

- 98% own road bikes
- 78% own mountain bikes
- Ride their bikes 9.4 hrs per week

AFFLUENT

- Average HHI \$167K
- Median HHI \$109K
- Average of \$4K spent on cycling-related purchases each year

INFLUENTIAL

- 92% gave advice in the past year on cycling related purchases to an average of 19 people

EDUCATED

- 94% have attended college
- 44% have post-grad degrees of studies
- Cycling Magazines rank in the top 20 in delivering affluent Males 35-54, HHI \$75+

Source: GFK/MRI

TITLE PARTNER BENEFITS

\$25,000

EVENT BRANDING + VISIBILITY

- Naming Rights + company/event logo integration
“Company Roswell Cycling Festival”
- Category Exclusivity
- Custom Consumer Activations
- Event Signage On-Course Signage
- Start/Finish Line Branding
- Cross-promotions with other partners
- Press Event
- Event Website and Bike Roswell website
- Roswell CVB Tile Event promotion through website, PR and print assets [Web Site Link](#)

ADVERTISING

- Event Poster, table tents, storefront banners distributed in regional bike shops and Roswell businesses
- Email newsletter to Bike Roswell list
- Promotional Collateral Materials
- Advertising tags on cable TV spots (estimated 800)
- Linked ad on event Website, Digital Assets and Bike Roswell website
- Bike Roswell newsletter ad space

EXPERIENTIAL + HOSPITALITY

- VIP Pace Car Rides
- VIP Tickets to event or private hospitality viewing area
- Cycling Wellness Expo location for product promotion
- Expanded product display area(s)



LIVE STREAMING AND POST EVENT VIDEO PROMOTION -

- Live streaming sponsor or product focus and key representative interview
- Video board Jumbotron logo graphic display
- Live streaming sponsor announcements through live commentator at the race (minimum 10 - 15 second ads)
- Post event highlight YouTube features (5) to include Title Sponsor placement
- One product feature and live representative interview as highlight feature on USA CRITS Speed Week Channel
- Promotion of Title Sponsor through pre-event promotion of video stream
- Extended social media campaign through participating teams social media resources and local cycling community

PRESENTING PARTNER BENEFITS \$10,000

EVENT BRANDING + VISIBILITY

- Presented by placement in all media/ logo integration
“Roswell Cycling Festival presented by Company”
- Category Exclusivity
- Custom Consumer Activations
- Signage On-Course (banners supplied by sponsor – 8)
- Start/Finish line banner placement
- Cross-promotions with other partners
- Press Event
- Logo placement on Event Website and Bike Roswell website
- Roswell CVB promotion through website, PR and print assets
[Web Site Link](#)
- Prime (lap awards) in Men’s or Women’s pro event - 6

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LIVE STREAMING AND POST EVENT VIDEO PROMOTION -

- Live streaming sponsor or product focus and key representative interview
- Video board Jumbotron logo graphic display
- Live streaming sponsor announcements through live commentator at the race (minimum 6 - 15 second ads)
- Extended social media campaign through participating teams social media resources and local cycling community