The Redlands Bicycle Classic

"Beaver Medical Group has been a major sponsor of the Redlands Bicycle Classic for over 20 years. We believe in supporting an event that promotes physical activity and health in our community. The sponsorship benefits we receive are numerous and noticed by the public including our logo on all promotional materials, large banners posted throughout the race, promotional spots announced over the loudspeakers, and a race named after our company. We always set up a booth at the expo and interact with several thousand people over the weekend."

Marianne Baldwin
Director of Marketing & Communications for Beaver Medical Group, Part of Optum

The Redlands Bicycle Classic is the longest continuous running invitational, professional stage race in American bike racing. Each year, the city of Redlands and surrounding communities open their homes, their hearts and their streets to world-class athletes. From humble beginnings on a Memorial Day weekend in 1985, the event, featuring 350 elite racers, has hosted future stars of the Olympics, Tour de France, and World Championships. The Redlands Bicycle Classic's long heritage of attracting future stars has earned it's position in history: "Where Legends Are Born!"

The Classic is also host to the largest Paracycle Stage Race in the country. These athletes, many of whom are veterans, are an inspiration to watch because of their determination to compete in a World Class event.

Each year 200 families open up their homes to visiting teams. After a week of cheering at the races and sharing dinners at their table, the cyclists and family members develop friendships that continue to grow from year to year.

Race teams visit local schools and share their views to over 20,000 students on healthy lifestyles, bike safety and the excitement of being a cyclist. Students are invited to represent their schools in the Public Race events. Over 800 riders from ages 5-95 participate in this event!

The Redlands Bicycle Classic's all-volunteer organizing committee works year round to create an event at the elite level of the sport. The event is also host to major fundraising events for many local community service groups and non-profit organizations, including Kiwanis, Rotary, Boy Scouts, Girl Scouts, Explorers, and Booster Clubs from local schools. It takes over 800 people to produce the event.

In addition to the stage race, the Classic offers races for amateurs, races for kids, non-competitive rides for the public, and a weekend festival featuring food, drink, vendors, BMX show and live concerts.

More Than a Bike Race… A Community Event

"Our sponsorship of the Redlands Bicycle Classic is a partnership that supports the Tribe's values and provides unique opportunities for community engagement. It is an event that celebrates health and community. We look forward to the various RBC activities each year and thank RBC for their efforts in continuing this professional cycling event to the Inland Empire."

Brigitte Saria, Chief People and Infrastructure Officer, San Manuel Band of Mission Indians

An Internationally Acclaimed World-Class Event

"It's the first race of the season for me, I'm not familiar with all the guys, but I love Redlands. I've done this race maybe twelve times. I'm at home here. I like the weather, I like the crowds, I like the town, I feel comfortable."

Chris Horner

4 time Redlands Bicycle Classic Champion, Olympian, Tour of California Champion, Vuelta a España Champion.

Be a Proud Sponsor of the Redlands Bicycle Classic

USA CYCLING | PRT PRO ROAD TOUR

Your Sponsorship Benefits

Attendance

- 1,000+ Athletes – Professional & Amateur
- 20,000 spectators

Prize Purse

- $40,000+ in cash and awards

Festival

- Live Music
- Beer Garden
- Vendors
- Event Sponsors
- Cycling and sports industry representatives
- Businesses
- Product sales and demonstrations
- Interactive games
- Food and beverage sales
- Sport exhibitions

V I P Hospitality

- Located at Start/Finish line
- Catered area for sponsors, media, and dignitaries
- Access to special viewing, awards ceremonies, covered seating
- Special accommodations negotiated by request

Promotions

- Press releases sent to 300 local, regional and national media sources
- Print advertisements in constituent publications
- Print advertisements in 5 local and regional daily newspapers totalling 95,000 circulation
- Digital flyers to all students in Redlands, Yucaipa and San Bernardino school districts
- Event posters (500) displayed throughout the Inland Empire
- redlandsclassic.com, our award winning website; with over 70,000 unique visits and links to sport, sponsors and media websites
- Over 100,000 print and electronic media value utilized to promote the event.

On-Site Promotions

- Corporate signage displayed at all race venues
- Public address announcements by professional announcers
- Award presentations
- Product promotions and giveaways
- Sponsor hospitality

Event and Post Event Promotions

- Electronic billboard on I-10 one month prior and during the race
- Dramatic editorial coverage (multiple features 5,000,000+ impressions; locally, regionally, nationally, & internationally)
- Real time streaming video of Redlands Bicycle Classic available on our site and cyclestream.tv
- Archived streaming video available year-round from our site
- Over 10,000 followers: FB, Twitter and Instagram

Media Report 2022 Redlands Bicycle Classic

Value:

1. **Print Media**
   - 22 ¼ page ads in Redlands Community News.....$5500
   - Redlands Community News Special Supplement 12 pages.....$12,000
   - 40,000 full color School Duel flyers with digital distribution $4500

2. **Radio: 4/10-5/6**
   - KOLA: 75 :30 sec commercials Mon-Sun 6a-12m.....$11,500
   - KCAL: 75 :30 sec commercials Mon-Sun 6a-12m.....$7,500
   - KHTI: 50 :30 sec commercials Mon-Sun 6a-12m $6,250
   - KATY: 50 :30 sec commercials Mon-Sun 6a-12m.....$6,250
   - Combined reach of 1.4 million listeners

3 **Digital:**
   - Redlandsclassic.com: 280,000 page views, 29,000 unique users
   - Instagram followers: 5489
   - Facebook page likes: 6524 followers
   - Twitter followers: 6167

4. **Print:**
   - 500 14x 17 posters with general info $2000
   - 100 14x17 posters for school duel
   - Criterium info flyers 1000
   - 10,000 5x6" flyers distributed throughout city with posters

5. **Outdoor:**
   - One full size 14'x48' digital freeway board I-10/Tippecanoe exit $8000
   - 5 week total impressions both east/west view:
   - 8 Lamar digital boards (PSAs) in Redlands, Riverside, Fontana, and Corona ...$12,000

6. **Other:**
   - (2) 20' banners across Cajon Street and Citrus Ave for 4 weeks total 3500 daily traffic count

TOTAL SCHEDULED MEDIA VALUE: $75,500

SPONSOR BENEFITS	SPONSOR OPPORTUNITIES								
	Monetary Contributions				In-Kind Contributions			Special Races	
	Platinum Spoke	Gold Spoke	Silver Spoke	Bronze Spoke	Gold Pedal	Silver Pedal	Bronze Pedal	Paracycle Races	Public Races
	$20,000	$10,000	$5,000	$2,500	$5,000 ea	$2,500 ea	$1,250 ea	$20,000	$20,000
Exclusive Identity with One Stage of Race (Stage Title)	X								
Exclusive Identity with your Event								X	X
Sponsor use of Redlands Bicycle Classic Logo	X	X	X	X	X	X	X	X	X
Sponsor Hospitality Passes	30	16	8	4	8	4	2	10	10
8' x 42" Coroplast Banners (weekend race venue)	16	8	4	2	4	2	1	16	8
Logo on Yellow Leader's Jersey	X							X	
Logo on Volunteer T-shirt	X	X	X	X	X	X	X	X	X
Logo Prominent on your Participant T-shirt									X
Logo on Start/Finish Banner	X							X	
Logo on All Race Related Print Materials	X							X	X
Logo on Selected Race Related Print Materials	X	X	X	X	X	X	X	X	X
Logo on Website	X	X	X	X	X	X	X	X	X
Logo Linked to Sponsor's Website/Page	X	X	X		X	X		X	X
Product Presentation to Winners on Awards Podium	X								
Exclusivity in Product Category	X							X	X
Exclusivity for Product Use/Sale in Expo	X							X	X
Complimentary Expo Booth Space	X	X	X	X	X	X	X	X	X
PA Announcements Throughout the Race	X	X	X	X	X	X	X	X	X
Primary PA Announcements During your Event								X	X
Recognition in the Official Race Program	X	X	X	X	X	X	X	X	X
Race Souvenir Packet	X	X	X	X	X	X	X	X	X