

# Redlands Bicycle Classic

# 2025

## Sponsorship Packet



"Where Legends Are Born!"

Since 1985





## 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 Saira, Chief People and Infrastructure Officer, San Manuel Band of Mission Indians*

### "Where Legends Are Born!"

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 its position in history.



Each year 100 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 with 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 also hosts 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.





**Start** → **Finish**

**April**

5 Fun Filled Days  
Countless Hours of Dedication  
Endless Joy of another GREAT Year!



36 Kegs of beer served  
1,100 Pancake breakfasts served  
145 Vendor booths  
30 Cornhole competitors  
3 Live Bands

**September**

38th RBC Year  
50 Committee members  
107 Race staff volunteers



532 Youth racers  
425 Plain Wrap riders  
122 Runners/Walkers

5,590,465 Feet climbed



192 Men's racers  
26 Men's teams  
133 Women's racers  
21 Women's teams  
286 Amateur racers



75 Host families  
325 Racers housed



36 School visits  
8360 Students

5,173.4 Miles raced

**Feed Zone**

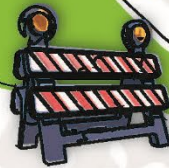


657 Volunteer lunches served



26 Cash sponsors  
50 In-kind sponsors

62 Porta potties  
300 Barricades  
7,000 Zip ties  
87 Insulation bales  
45 EZ Ups  
500 No parking signs  
500 Trash bags  
4 miles of temporary fencing



15 Countries Represented

1000 Race banners  
534 Radio spots  
18 Billboard Ads  
124,729 Website hits (during race week)  
8 Newspaper ads  
20 Press releases  
160 Yard signs posted  
250 Posters



29 Race vehicles  
278 Race marshals  
27 Race physicians

**2024**



**REDLANDS**  
**BICYCLE CLASSIC**  
*Facts and Figures*



## Media Report 2024

### Print Media

	<b>Value:</b>
▪ 22 ¼ page ads in Redlands Community News	\$5,500
▪ Redlands Community News Special Supplement 12 pages	\$12,000
▪ Redlands Magazine of Values: 2 x Full page ads. 30,000 mailed	\$6,000

### Radio: 4/10-5/6

▪ KOLA: 75 :30 sec commercials Mon-Sun 6am-12am	\$15,000
▪ KCAL: 75 :30 sec commercials Mon-Sun 6am-12am	\$11,250
▪ KHTI: 50 : 30 sec commercials Mon-Sun 6am-12am	\$6,250
▪ KATY: 50 :30 sec commercials Mon-Sun 6am-12am	\$6,250
▪ Combined reach of 1.4 million listeners 12+	

### Digital

- Redlandsclassic.com: 201,680 page views, 84,061 unique users
- Instagram followers: 8,744 followers
- Facebook page likes: 6,900 followers
- X followers: 5,237

### Print

▪ 500 14x17 posters with general info	\$2,000
▪ 100 14x17 posters for school duel	
▪ Criterium info flyers 1000	
▪ 10,000 5"x6" flyers distributed throughout the city with posters	

### Outdoor

▪ 18 Lamar digital boards (PSAs) in Redlands, Riverside, Fontana, Temecula, and Corona. 150,020 spots delivered.	
- Totaling 5,325,162.22 impressions for the entire campaign	\$32,000
▪ 215 Fwy digital billboard 12,000 impressions	\$8,000

### Other

▪ (2) 20' banners across Cajon Street and Citrus Ave for 4 weeks totaling 3,500 daily traffic count	\$12,000
▪ 120 street/yard signs in Redlands	\$5,000
▪ 40 signs at school entrances	\$1,000
▪ 2.5-minute feature on KABC TV 5:00 newscast	\$30,000

**TOTAL SCHEDULED MEDIA VALUE: \$137,250**

### LINK TO OUR SPONSORSHIP VIDEO

[https://youtu.be/Y18muEamak8?si=Xlvj4z0lBT\\_kq6ln](https://youtu.be/Y18muEamak8?si=Xlvj4z0lBT_kq6ln)



# Be a Proud Sponsor of the Redlands Bicycle Classic Your Sponsorship Benefits

## Attendance

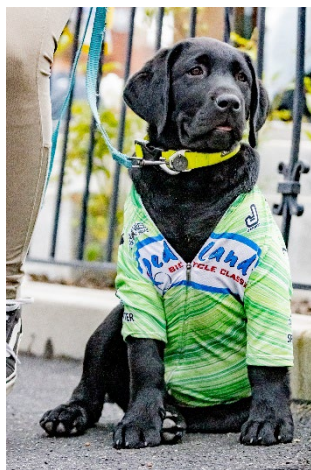
- 1,000+ Athletes - Professional & Amateur
- 20,000 spectators

## 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



## VIP Hospitality

- Located at the Start/Finish line
- Catered area for sponsors, media, and dignitaries
- Access to special viewing, awards ceremonies, and 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 totaling 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 80,000 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 20,000 followers: FB, X and Instagram



**"Stater Bros. Charities has proudly sponsored the Redlands Bicycle Classic Kid's Race since 2019. As champions of overall health and children's well-being, we are pleased that the event promotes health and fitness while bringing the community together. As a sponsor, you have the opportunity to connect, collaborate, and build uplifting relationships within the community."**

***Nancy Negrette  
Chairman and President, Stater Bros. Charities***





## Become a Sponsor

SPONSOR BENEFITS	SPONSOR OPPORTUNITIES									
	Monetary					In-Kind			Special Races	
	Platinum Spoke	Gold Spoke	Silver Spoke	Bronze Spoke	Blue Spoke	Gold Pedal	Silver Pedal	Bronze Pedal	Mile Run	Public Races
	\$20,000+	\$10,000	\$5,000	\$2,500	\$1,000	\$5,000	\$2,500	\$1,000	\$10,000	\$20,000
Sponsor use of Redlands Bicycle Classic Logo	X	X	X	X	X	X	X	X	X	X
Logo on Volunteer T-shirt	X	X	X	X	X	X	X	X	X	X
Logo on Select Race-Related Print Materials	X	X	X	X	X	X	X	X	X	X
Logo On Website	X	X	X	X	X	X	X	X	X	X
Complimentary Vendor Village Booth Space	X	X	X	X	X	X	X	X	X	X
Recognition in the Official Race Program	X	X	X	X	X	X	X	X	X	X
Race Souvenir Packet	X	X	X	X	X	X	X	X	X	X
PA Announcement Throughout the Race	X	X	X	X	X	X	X	X	X	X
Social Media Promotional Campaign	X	X	X	X		X	X		X	X
Logo Linked to Sponsor's Website/Page	X	X	X			X	X		X	X
Logo on All Race Related Print Materials	X	X								X
Exclusivity in Product Category	X								X	X
Exclusive Identity with One Stage of Race (Stage Title)	X									X
Sponsor Hospitality Passes	32	16	8	4	2	8	4	2	12	30
8' x 42" Coroplast Banners	16	8	4	2	1	4	2	1	6	14
Logo on Yellow Leader's Jersey	X									
Exclusivity for Product Use/Sale in Vendor Village	X									
Presentation to Winners of Awards	X									
Primary PA Announcements During Your Event									X	X
Exclusive Identity with your Event										X