



SPONSORSHIP PACKET

"Where Legends Are Born!"
Since 1985



2026



DELIVERING LEGACY, VISIBILITY AND UNMATCHED COMMUNITY REACH

Quinn Simmons
2025 Tour de France & 2021 Vuelta a España cyclist



Every spring, the Redlands Bicycle Classic begins again, not just as a race, but as a journey that unites world-class athletes, dedicated volunteers, and a community that shows up in full force. Since 1985, it has grown from a small Memorial Day weekend gathering into the longest continuously running professional stage race in American cycling. It's earned its reputation as the place Where Legends Are Born. Many riders who've raced through Redlands have gone on to compete in the Olympics, the Tour de France, and World Championships. But before they reached the world stage, they raced here.

Each year, over 350 elite cyclists arrive in Redlands to test themselves across multiple stages. More than 100 local families host visiting teams, offering meals, encouragement, and a sense of home.

These connections often turn into lasting friendships. The race isn't just about podiums, it's about people.

The journey continues off the course. Athletes visit local schools, speaking to more than 20,000 students about bike safety, healthy habits, and the discipline it takes to compete. Students are invited to represent their schools at Public Race events, where over 800 riders—from ages 3 to 16 — celebrate sport and community.

Behind the scenes, an all-volunteer committee works year-round to deliver a race that meets the highest standards of professional cycling. Their efforts support fundraising for dozens of local service groups and nonprofits. It takes more than 800 people to bring the Classic to life, and every sponsor plays a vital role.

Thousands of spectators line the streets and gather at The Village to cheer on racers and celebrate the spirit of competition. Supporting the Redlands Bicycle Classic means joining a legacy that continues to shape the future of American cycling. This is where stories begin, champions are shaped, and community shines.



Amber Neben, (Yellow Jersey)
Olympic cyclist & 4 time RBC winner





BE A PROUD SPONSOR OF THE REDLANDS BICYCLE CLASSIC

YOUR SPONSORSHIP BENEFITS

Attendance

- 1,000+ Athletes: Both professional and amateur participants
- 20,000 Spectators: A lively audience to cheer on the competitors

Prize Purse

\$40,000+ in Cash and awards available for winners



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



Festival Highlights

- Live Music
- Beer Garden
- Vendors
- Event Sponsors
- Representatives from the Cycling and Sports Industry
- Local Businesses
- Product Sales and Demonstrations
- Interactive Games
- Food and Beverage Sales
- Sport Exhibitions





PROMOTIONS

On-Site Promotions

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

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
- redlandscycle.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.



Event and Post-Event Promotions

- Electronic billboard on 1-10 one month prior and during the race.
- Dramatic editorial coverage (multiple features 5,000,000+ impressions; locally, regionally, nationally, & internationally)
- Over 20,000 followers: FB, X and Instagram



MEDIA REPORT 2025

Print Media	Value
● 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	Value
● 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	Value
● Redlandsclassic.com: 201,680 page views, 84,061 unique users	\$2,900
● Instagram: 1,500,000+ views & 8,744 followers	\$23,000
● Facebook page: 256,000+ views & 6,900 followers	\$12,500
● X followers: 5,237	\$3,200
Print	Value
● 500 14" x 17" posters with general info	\$5,000
● 15,000 flyers to school district families	
● Criterium info flyers 1000	
● 21,000 3.5" x 8.5" flyers to the City of Redlands utility customers	
Outdoor	Value
● 18 Lamar digital boards (PSAs) in Redlands, Riverside, Fontana, Temecula, and Corona. 150,020 spots delivered.	
-Totaling 5,325,163 impressions for the entire campaign	\$32,000
● 215 Fwy digital billboard 12,000 impressions	\$8,000
Other	Value
● (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 pm newscast	\$30,000
Total Media Value \$196,850	

SPONSORSHIP TIERS

EXPOSURE THROUGH EVERY STAGE, EVERY STREET AND EVERY STORY



Presenting Sponsor \$60,000+

This page highlights the branding visibility received by this year's presenting sponsor, including top-tier logo placement and increased exposure across media and event materials.

Unlimited use of Redlands Bicycle Classic Logo	✓
Top & Prominent Logo on Volunteer T-shirt	✓
Top, Prominent Logo on All Race Related Print Materials	✓
Top Header & Prominent Logo on Website	✓
Complimentary and expanded Vendor Village Booth Space	✓
Top, Prominent & Largest Recognition in the Official Race Program	✓
Top, Prominent & Largest Recognition in the Official Race Souvenir Packet	✓
Ongoing PA Announcements through the 5-day Race event	✓
Prominent, Extensive & Steady Recognition in Social Media Promotional Campaign	✓
Top, Prominent & Largest Logo link to Sponsor's Website/Page	✓
Top, Prominent & Largest Logo on All Race Related Print Materials	✓
Exclusive, Top & Prominent Title at Start/Finish through the 5-day Race event	✓
Exclusive Presenting Title throughout the Race	✓
Most Sponsor Hospitality Passes	90
Most 8' x 42" Coroplast Banners	40
Top, Prominent & Largest Logo on Yellow & other Leaders' Jerseys	✓
Exclusivity for Product Use/Sale in Vendor Village	✓
Multiple Opportunities for Presentation of Awards to Winners	✓
Exclusive logo in all RBC media providing RBC's broadest media reach	✓
Exclusivity in Presenting Tier Category	✓



SPONSORSHIP TIERS

EXPOSURE THROUGH EVERY STAGE, EVERY STREET AND EVERY STORY



Platinum Spoke
\$20K

Gold Spoke
\$10K–
\$19,999

Silver Spoke
\$5K–\$9,999

Bronze Spoke
\$2,500–4,999

Steel Spoke
\$1K–2,499

Public Races
\$20,000

Legends' Fondo
\$10,000

The 5K Run-Walk
\$10,000

	Platinum Spoke \$20K	Gold Spoke \$10K– \$19,999	Silver Spoke \$5K–\$9,999	Bronze Spoke \$2,500–4,999	Steel Spoke \$1K–2,499	Public Races \$20,000	Legends' Fondo \$10,000	The 5K Run-Walk \$10,000
Sponsor use of Redlands Bicycle Classic Logo	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Volunteer T-shirt	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Select Race Related Print Materials	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary Vendor Village Booth Space	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in the Official Race Program	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in the Official Race Souvenir Packet	✓	✓	✓	✓	✓	✓	✓	✓
PA Announcement Throughout the Race	✓	✓	✓	✓	✓	✓	✓	✓
Participation in Social Media Promotional Campaign	✓	✓	✓	✓		✓	✓	✓
Logo link to Sponsor's Website/Page	✓	✓	✓			✓	✓	✓
Logo on All Race Related Print Materials	✓	✓						
Exclusivity in Product Category	✓	✓				✓	✓	✓
Exclusive Stage Title of One Stage Race	✓							
Sponsor Hospitality Passes	32	16	8	4	2	30	12	12
8' x 42" Coroplast Banners	16	8	4	2	1	14	6	6
Logo on Yellow Leader's Jersey	✓							
Exclusivity for Product Use/Sale in Vendor Village	✓							
Presentation of Awards to Winners	✓							
Primary PA Announcements During your Event						✓	✓	✓
Exclusive Identity with your Event						✓	✓	✓



THANK YOU TO OUR TOP SPONSORS

Yuhaaviatam of San Manuel Nation

The Redlands Bicycle Classic is deeply honored by the continued support of the Yuhaaviatam of San Manuel Nation. Their sponsorship is more than a partnership; it is a shared journey rooted in legacy, resilience, and connection to the place we all call home. As the Tribe publicly reclaimed their ancestral name in 2025, we recognize this meaningful step as a reflection of shared values also held by the organizers of the Redlands Bicycle Classic: honoring history, uplifting community, and investing in future generations. As we look ahead to the 2026 Classic, we are proud to stand alongside the Yuhaaviatam in strengthening togetherness, celebrating wellness, and deepening our ties across the Inland Empire.

Stater Bros. Charities

We are sincerely grateful for the continued support of Stater Bros. Charities. Their longstanding commitment to serving families and uplifting communities reflects the very spirit of the Redlands Bicycle Classic. With deep roots in the Inland Empire and a legacy built on care, integrity, and connection, Stater Bros. shows up where it matters most—especially for the kids. From sponsoring our children's events to championing community causes like the Believe Walk, they exemplify the kind of partnership that helps this event thrive. As we look ahead to the 2026 Classic, we're proud to partner with a company whose heart for families and hometown impact makes events like ours feel truly local, lasting, and meaningful.

Arrowhead Orthopaedic

As organizers of the Redlands Bicycle Classic, and as neighbors who've trusted Arrowhead Orthopaedics with our own care, we're proud to spotlight their tradition of excellence in orthopedic medicine. Whether it's trauma care, a specialist consult, or the steady hand of a physician who lives just down the block, Arrowhead delivers with state-of-the-art precision and heartfelt compassion. During race weekend, thousands of attendees see their name on our banners and recognize a provider that values every patient like a neighbor, friend, or family member. Their sponsorship isn't just support, it's a reflection of their belief that wellness should be local, lasting, and accessible to all.

Community Alliance Medical Group (CAMG)

We've seen firsthand how Community Alliance Medical Group treats patients like family, because many of us are their patients. Their doctors live in our neighborhoods, coach our kids' teams, and make time for the kind of care that doesn't feel rushed or transactional. Their executive management team has a history with the Redlands Bicycle Classic and a clear love for the sport, making their sponsorship feel personal. When CAMG sponsors the Classic, it's not just a logo, it's a message to every visitor, volunteer, and rider: "We're here for you." Their presence at the event reminds us that healthcare can be local, rooted in trust, and powered by genuine connection. We're grateful for their partnership and proud to share their name with thousands who come to celebrate healthy living and community.

Redlands Community Hospital (RCH)

Redlands Community Hospital has been part of our lives since long before the first race tape was ever strung across Citrus Avenue. Many of us at RBC have welcomed babies there, recovered from surgeries there, and watched loved ones receive care that was both expert and tender. Their sponsorship of the Classic is more than tradition, it's a visible reminder to our thousands of attendees that RCH is woven into the fabric of Redlands, a city of over seventy thousand, where the Classic is held. When people see their name on our signage, they're seeing a century of commitment to Redlands' families. We're honored to partner with a hospital that doesn't just serve the community, it belongs to it.

Toyota of Redlands

Many thanks to Toyota of Redlands for their steadfast support of the Redlands Bicycle Classic. With a long-standing presence in our region and a commitment to community service and excellence, they help ensure each stage of the event runs smoothly and safely for athletes, volunteers, and spectators alike. They don't just sponsor, they show up. Personally driving caravan vehicles during the race and working closely with RBC's Staff and Law Enforcement, they play an active role in the event's safety and coordination. As we look ahead to the 2026 Classic, we're proud to partner with a company whose reliability, community spirit, and hands-on dedication bring this event to life year after year.



WHAT YOUR SUPPORT MAKES POSSIBLE



Redlands Bicycle Classic

WHERE LEGENDS ARE BORN

2025 Facts and Figures



Finish

April

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

Start

September

39th RBC Year
49 Committee members
105 Race sta volunteers

330 Legends' Fondo riders
320 Runners/Walkers
736 Youth racers

34 States represented



35 Cash sponsors
62 In-kind sponsors



36 Kegs of beer served
14 Cases of Hard Seltzer served
1,285 Pancake breakfasts served
153 Vendor booths
60 Cornhole competitors
2 Live Bands



189 Men's racers
26 Men's teams
102 Women's racers
16 Women's teams
196 Amateur racers
71 Junior racers



66 Host families
325 Racers housed



39 School visits
12,000 Students
3 School Districts

54 Porta potties
300 Barricades
976 Delineators
6,000 Zip ties
1000' Duct Tape
45 Insulation bales
25 EZ Ups
950 No parking signs
400 Trash bags
4 miles of temporary fencing



12 Countries & 4 Canadian provinces Represented

1000 Race banners
490 Radio spots
5760 Billboard Ads
139,934 Website hits (during race week)
350,00 Website clicks (to links on our site)
1,485,000 Social Media views
8 Newspaper ads
11 Press releases
220 Yard signs posted
300 Posters

Feed Zone



716 Volunteer lunches served

30 Race vehicles
272 Race marshals
26 Race physicians

4,888,435 Feet climbed

62.735 Miles raced

Redlands Bicycle Classic



Visit the
Redlands Bicycle Classic
on YouTube

www.redlandsclassic.com