

Iowa Bike Expo

2016 SPONSORSHIP INFORMATION



ABOUT THE IOWA BIKE EXPO

The Iowa Bike Expo is a consumer expo showcasing bicycles, gear, events, and destinations. Consumers attend this expo ready to shop for their summer bicycle adventures. In addition to shopping, attendees have the opportunity to attend seminars and talk with bicycle advocates, industry leaders, retailers, and more.

SOCIAL REACH

WEBSITE: **5,791** annual users
TWITTER: **4,094** followers
FACEBOOK: **3,079** followers
EMAIL: **7,500** subscribers

ABOUT THE PARTICIPANTS

BIKE COMMUTERS: **36%**
INCOME MORE THAN \$75K: **53%**
TAKE OVERNIGHT TRIPS: **63%**
RIDE >2X PER WEEK: **83%**

EVENT LOGISTICS

January 24, 2015 10:00 AM to 5:30 PM
Iowa Events Center
HyVee Hall A
Des Moines, Iowa

Drive-in unloading/loading
10x10 expo spaces
WiFi and electricity available
Retail sales allowed

CONTACT INFORMATION

Mark Wyatt
Iowa Bicycle Coalition
P.O. Box 5562
Coralville, IA 52241
515.309.2867
mark@iowabicyclecoalition.org

SOCIAL MEDIA

www.iowabikeexpo.com
www.twitter.com/iabikeexpo
www.facebook.com/iowabikeexpo

DETAILS

DATE: **January 23, 2016**
PARTICIPANTS: **6,000 est.**
NUMBER OF VENDORS: **140**

MEDIA

Des Moines Register
Juice
Des Moines Radio Group
RAGBRAI.com
Bikelowa.com
RaccoonRiverValleyTrail.com

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AT EVENT SPONSORSHIP BRANDING

- Category Exclusivity
- Coupon Distribution
- Entertainment Stage Banners (provided by sponsor)
- Event Area Sponsor (unique area of your event that a company can sponsor)
- Event Banners (provided by sponsor)
- Event Day Booth
- Event Flags (provided by sponsor)
- Event Signage
- Logo on Participant Gift
- Logo on Participant Numbers (provided by event)
- Logo on Photography
- Logo on Tee Shirt
- Logo on Tickets
- On Stage Promotion
- Participant Bag Sample
- Participant Uniform Logo
- Presenting Sponsorship of Event or Series
- Sampling Access
- Expo Booth
- Title Sponsor of Event or Series

Web, Email, Social, and Direct Marketing

- E-blast to Database (unique to one sponsor)
- E-blast to Database (shared with multiple sponsors)
- Community Spotlight Website Content
- Full Page Ad in Digital Program
- Full or Half Page Ad in Printed Program
- Social Media Postings
- Tier I. Web Banner (home page and all other pages)
- Tier II. Web Banner (all web pages - smaller than Tier I.)
- Tier III. Web Banner (one web page only)
- Virtual Participant Bag Inclusion

TRADITIONAL MARKETING

- Logo in Print, Radio, or Digital Ad Buy

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PAST SPONSORS

- Bikes To You
- Bike World
- Primal
- Raccoon River Valley Trail
- RAGBRAI
- McKay Insurance Agency
- Scheels

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\$10,000 PRESENTING SPONSOR PACKAGE

Presenting Sponsor of Iowa Bike Expo
Event Signage
Logo on Tickets
Coupon Distribution
PA Announcements
Tier I. Web Banner
E-Blast to Database
E-Newsletter to Database
Full Page Ad in Digital Program
Full Page Ad in Print Program
Social Media Postings
Event Day Booth

\$4,000 STAGE SPONSOR

Event Area Sponsor
PA Announcements
Tier II. Web Banner
E-Blast to Database - Shared
E-Newsletter to Database
Half Page Ad in Print Program
Social Media Postings
Event Day Booth

\$2,000 SEMINAR SERIES AND CLASSROOM SPONSOR

Event Area Sponsor
Tier III. Web Banner
E-Blast to Database - Shared
E-Newsletter to Database

\$1,575 FASHION SHOW SPONSOR Sponsor

On Stage Promotion
E-Blast to Database - Shared
PA Announcements

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