

# Iowa Bicycle Coalition

## Sponsorship Prospectus

The Iowa Bicycle Coalition, a statewide nonprofit organized in 2003, builds partnerships, educates Iowans, and helps establish safe and enjoyable bicycle transportation and recreation networks. The Coalition has five focus areas: Bike Laws & State Policy; Events; Communications; and Bike Tourism & Economics.

The Coalition works with policy and infrastructure to create safer roadways and end fatal bicycle crashes. Recent successes included legislation to establish a reckless driving penalty for fatal crashes caused by texting and driving. Legislation was passed to create a sobriety program for OWI offenders. The texting penalty was in response to a texting driver fatally injuring a bicyclist, Grace Harken. The sobriety program was in response to a drunk driver fatally injuring a bicyclist, Wade Franck. The Coalition works with legislative appropriations and the Iowa DOT and Iowa DNR for expanded infrastructure funding.

The Iowa Bicycle Coalition produces several significant bicycle events throughout the year. Hosting cycling events attract bicyclists from all over the United States, and provides funding necessary for bicycle safety education and programming. The events include:

- Bacon Ride, draws 4,000 cyclists for a 71-mile trail ride;
- The Pigtales Ride, a women's specific cycling event attracts 700 women for a 46-mile trail ride;
- Gran Gable Fondo, a 100-mile, road ride with 750 participants;
- Iowa Bike Expo, a 6,000 visitor business to consumer bicycle expo and festival;
- RAGBRAI Route Announcement Party, selling over 1,200 tickets with a silent auction & band.

On the education front, Iowa Bicycle Coalition also hosts the Iowa Bike Summit for engineers and community officials. Our safe routes to school program provides bicycle safety education to elementary students. Our volunteer program does presentation at driver education classes teaching new drivers to share the road with bicyclists.

The Iowa Bicycle Coalition connects its audiences through many forms of communication. The Coalition has developed a 12,000 person email and mailing list database that connect with bicyclists across Iowa. In addition, a business network is being developed to identify businesses that welcome Iowa cyclists. The Coalition has created a large social following and frequently posts to educate and entertain. The Coalition also helps produce the JustGoBike podcast in conjunction with Register Media. Finally, stories are published at the Medium blog, [lowabicyclist.com](http://lowabicyclist.com).

The Iowa Bicycle Coalition is seeking sponsors. As a non-profit statewide organization, our community partners are an important part of our success. We have a large variety of events and sponsorship offerings and strive to connect sponsors with events, and audiences, that will benefit your business. Put your business in front of thousands of active cyclists, participants, and spectators.

## IOWA BICYCLIST TARGET MARKETS

### Age

18-34	17%
35-51	33%
51-69	47%
70+	3%

### Education

Bach Degree - Extremely Likely	20%
Some College - Likely	16%
Bach Degree - Likely	15%

### Gender

Male	60%
Female	40%

### Homeowner

Homeowner	75%
Renter	7%

### Marital Status

Married - Extremely Likely	59%
Married - Likely	18%
Single - Likely	9%

### Occupation

Management/Business/Financial	26%
Legal/Education And Health	24%
Blue Collar	13%

### Income

\$75,000 - \$99,999	18%
\$50,000 - \$74,999	15%
\$100,000 - \$124,999	10%
\$125,000 - \$149,999	7%

### How Often Iowa Bicyclists Ride

3 to 4 times per week	33%
1-2 times per week	28%
5 to 6 times per week	17%
Daily	11%
Less than weekly	9%

### Take overnight trips

63%

### Why Do Iowa Bicyclists Ride?

Recreation or exercise	93%
Commute to work or school	24%
Errands, shopping, dining, etc.	22%
Sport	20%
I am car-free	2%

### Where do Iowa Bicyclists Ride?

Trails	77%
County Roads	42%
Local Streets	42%
Highways	10%
Gravel Roads	9%
Singletrack Trails	8%

## IOWA BIKE EXPO

Date and Time: January 27, 2018, 10AM-4PM

Location: Des Moines, IA

Ticket Cost: Free

Projected Attendance: 6,000

Atmosphere: Festival

Website: [iowabikeexpo.com](http://iowabikeexpo.com)

The Iowa Bike Expo, a business to consumer expo, is a huge gathering of cycling enthusiasts, bicycle shops, industry experts, destination guides, and so much more. The event was started in 2013 and is held each January on the same day at the RAGBRAI Route Announcement Party. Over 6,000 people attend this one day event to experience all things bicycle. A festival type atmosphere encourages cyclists to visit over 150 vendor booths, take a spin on a test bike, grab a beer and a bite, or listen to live music.

A women's lounge features speakers, gear and clothing specific to women. Throughout the event, presenters take to the main stage, introducing guests, announcing "best of" winners, and tossing out giveaways. Participants are greeted with an Expo Guide which promotes expo sponsors along with a listing of all the vendors and events happening throughout the day.

The mission of the event remains to promote bicycle businesses, trails, fitness and outdoors. The festival atmosphere is the place to gather in the middle of winter to dream of the upcoming summer filled with bicycles. It has also been a designated meet up by hosting various organizations, like the Iowa Bike Racing Association.

The Expo continues to grow and evolve. The 2017 Expo experienced a sellout event. Additions in 2017 were a move-in Industry Party on Friday and a printed guide. The 2018 Expo will move to a bigger hall and add a bicycle demo track.

Sponsors can experience a connection to the bicycling community, increased brand exposure, and an opportunity for direct sales and promotion to consumers. There are seminar spaces on the floor and classroom areas available to present more technical information. There is also opportunities to work with unique areas, like the women's lounge, bike parking area, or bike demo track.

### From the vendors:

*Tons of people directly interested in bicycle touring throughout the entire day*

*Gave our company exposure to thousands of cyclists who did weren't familiar with our organization.*

## INVESTMENT: IOWA BIKE EXPO

### IOWA BIKE EXPO PRESENTING SPONSORSHIP

**Total Investment \$10,000.00**

The presenting sponsor of the event is a category exclusive sponsorship available to only one organization. The organization's name and/or logo will be included on all uses of the Iowa Bike Expo logo, including website, program, on-site signage, and other uses of the Iowa Bike Expo logo.

The sponsor will have scheduled mentions with social media, stage announcements, and E-blasts to database. The website will feature the sponsor logo on the homepage and all other pages. The sponsor will be featured with a full page ad in the event program, logo on the cover, and logos in the header/footer of each content page.

The sponsor will have a 10x20' expo booth in a prominent location. The sponsor can furnish additional banners and flags to be placed throughout the event.

### BICYCLE DEMO TRACK SPONSOR

**Investment: \$4,500**

The Bicycle Demo Track Sponsor will have the naming rights to the bike demo area. The area will be branded with bike demo signage that includes the sponsor's name or logo. The sponsor can decorate the area with additional banners and brand promotion.

The sponsor will receive a 10'x20' expo booth near the entrance of the demo track. The sponsor will receive a full-page advertisement in the digital program, social media mentions, and e-blast to the database.

#### Benefits

- Official Partnership
- Logo on sponsor space of poster
- Logo on sponsor page of program
- Logo and link on sponsor page of website
- License to use Iowa Bike Expo logo for promotion

#### Sponsorship Options and Upgrades

- Category Exclusivity
- Stage Sponsor
- Best of Iowa Bicycling Contest Sponsor,
- Floor sticker logos
- Bathroom and stall branding
- Women's Lounge Sponsor
- Education sessions and Classroom Sponsor
- Friday Industry party Sponsor
- Concessions and beverage sponsor
- Bike Parking Sponsor
- Posters Branding

## IOWA BIKE EXPO DEMOGRAPHICS

### Age

18-34	17%
35-51	33%
51-69	47%
70+	3%

### Education

Bach Degree - Extremely Likely	20%
Some College - Likely	16%
Bach Degree - Likely	15%

### Gender

Male	60%
Female	40%

### Homeowner

Homeowner	75%
Renter	7%

### Marital Status

Married - Extremely Likely	59%
Married - Likely	18%
Single - Likely	9%

### Occupation

Management/Business/Financial	26%
Legal/Education And Health	24%
Blue Collar	13%

### Income

\$75,000 - \$99,999	18%
\$50,000 - \$74,999	15%
\$100,000 - \$124,999	10%
\$125,000 - \$149,999	7%

### How Often Iowa Bicyclists Ride

3 to 4 times per week	33%
1-2 times per week	28%
5 to 6 times per week	17%
Daily	11%
Less than weekly	9%

### Take overnight trips

63%

### Why Do Iowa Bicyclists Ride?

Recreation or exercise	93%
Commute to work or school	24%
Errands, shopping, dining, etc.	22%
Sport	20%
I am car-free	2%

### Where do Iowa Bicyclists Ride?

Trails	77%
County Roads	42%
Local Streets	42%
Highways	10%
Gravel Roads	9%
Singletrack Trails	8%

### Website Traffic

Sessions	6,794
Users	5,281
Pageviews	19,596
% New Sessions	75.42%

## FAQ PAGE

### What size of email list do you have?

The Iowa Bicycle Coalition has a 12,000 person list with a 40% open rate. RAGBRAI has a 60,000 email list which can also be used to market partnered events.

### What is your bike shop & business network?

The Iowa Bicycle Coalition has established a list of bike shops and business with frequent traffic. These businesses will help promote the events in display areas within their retail space.

### What is the Website Traffic?

Our two largest websites are the main site for the Iowa Bicycle Coalition and the Bacon Ride. Their traffic from Google Analytics are:

<u>Bacon Website Traffic</u>		<u>Iowa Bicycle Coalition Website Traffic</u>	
Sessions	42,975	Sessions	84,758
Users	28,560	Users	69,410
Pageviews	105,867	Pageviews	151,512
% New Sessions	64.55%	% New Sessions	80.75%

### What is the social media reach?

The Iowa Bicycle Coalition events also rely upon our partner's social media feeds. RAGBRAI Facebook (80k likes), @RAGBRAI (22k followers), Blue Ribbon Bacon Festival Facebook (19k likes), @BRBaconFest (3.5k followers)

#### Twitter

@IowaBicycle 5,318  
@Iowabikeexpo 232  
@BaconRide 532  
@JustGoBike 196

#### Facebook

Iowa Bicycle Coalition 4,607  
Bacon Ride 3,371  
Pigtails Ride 574  
Iowa Bike Routes 738  
Iowa Bike Expo 470  
JustGoBike 257

## **MARKETING PLAN**

### **Email Marketing**

Our email strategy begins 16 weeks prior to events with pre-launch messaging 2 weeks prior to launch. Emails are targeted around event deadlines and news. Membership emails are sent at the beginning of each month and the full list is contacted during the middle of every month. The email list has over 12,000 subscribers.

### **Website**

Each event has its own website and domain name. Banner advertising is available on each website. Collectively, the sites average 11,000 visitors per month.

### **Podcast**

The Iowa Bicycle Coalition is involved with the production of the Just Go Bike Podcast in association with Des Moines Register Media, part of the USA Today Network. Iowa Bicycle Coalition events are featured on the JustGoBike podcasts.

### **Social Media Marketing**

Facebook and Twitter strategies closely mimic email marketing strategies, news, and deadlines. Twitter is used with more frequency than Facebook, but the frequency for both increases as events draw near. Facebook likes total 10,200 and Twitter followers total 5,300.

### **Google Keyword Ads**

The Iowa Bicycle Coalition receives free Google Adwords through a grant and leverages adword buys for events in keyword search results.

### **Publicity**

Event staff make appearances on radio and television prior to the events to promote attendance.

### **Radio Advertising**

Advertising is purchased through the Des Moines Radio Group and Radio Iowa to promote events.

### **Print Advertising**

The Des Moines Register places complimentary print advertising to promote events.

### **Posters**

The Iowa Bike Expo places posters around the Downtown Des Moines area 2 weeks prior to the Iowa Bike Expo.

### **Bike Shop Marketing**

Select bike shops will post posters and other promotional materials for the events.

**Email us at**

[sponsorship@iowabicyclecoalition.org](mailto:sponsorship@iowabicyclecoalition.org)

**Find us on online**

[www.iowabicyclecoalition.org/sponsorship](http://www.iowabicyclecoalition.org/sponsorship)

[twitter.com/IowaBicycle](https://twitter.com/IowaBicycle)

[facebook.com/IowaBicycleCoalition](https://facebook.com/IowaBicycleCoalition)

[linkedin.com/company/iowabicyclecoalition](https://linkedin.com/company/iowabicyclecoalition)

**Find our events**

[baconride.com](http://baconride.com)

[pigtailsride.com](http://pigtailsride.com)

[iowabikeexpo.com](http://iowabikeexpo.com)

[iowabicyclesummit.com](http://iowabicyclesummit.com)

[iowabicyclecoalition.org/routeannouncement](http://iowabicyclecoalition.org/routeannouncement)