

SPONSORSHIP OPPORTUNITIES



100 Mile Route • 100K Coastal Route • 100K + Gibraltar Route • 100K + Gravel • 34 Mile Route

October 19, 2024

Santa Barbara, CA – ridesb100.com

The Santa Barbara 100, held annually in Santa Barbara, California, is a premier cycling event drawing participants from various skill levels, ranging from professional riders to dedicated enthusiasts.

All courses start and finish at beautiful Chase Palm Park, also the location of the pre and post-ride Expo. The Ride Santa Barbara 100 Expo is free and open to the public, and a fantastic chance for your brand to enhance its visibility among the affluent and athletic demographic of participants and supporters.

Join us as a partner in 2024 to fulfill your sales and branding goals.

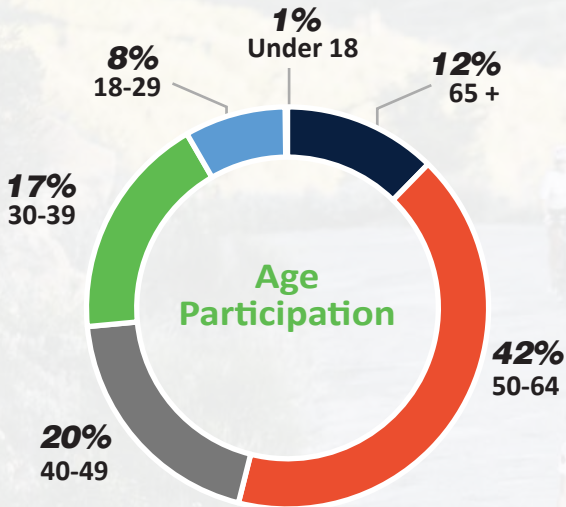
Email: info@ridesb100.com

PARTICIPATION & DEMOGRAPHICS

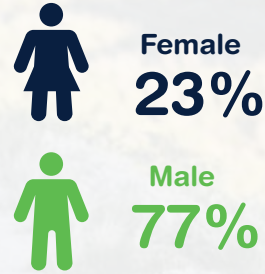


Estimated Attendance:

The race is projected to draw 1,500 participants

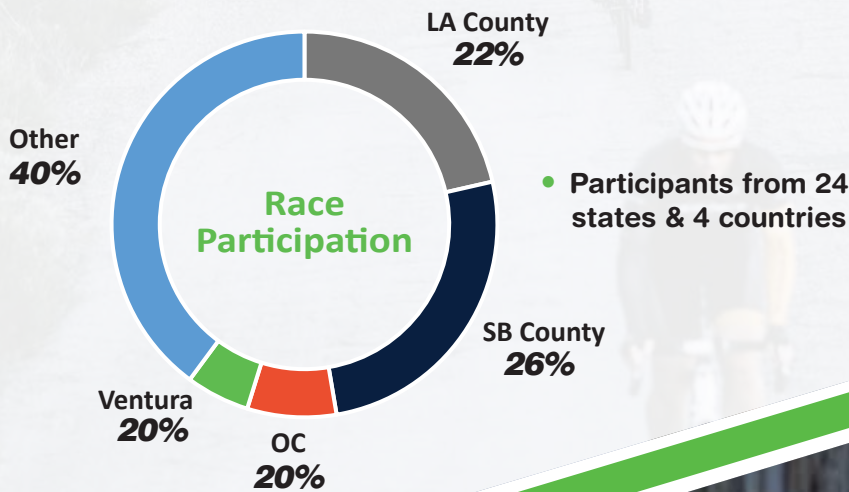


Gender



Course Participation

- 42% 100 Mile
- 27% 100K Coastal
- 15% 100K + Climb
- 16% 34 Mile



COURSE MAPS



100 Mile

The 100-mile course includes 9,000 ft. of elevation gain and the famous 7 mile climb up Gibraltar Road. Designed for the experienced cyclist.



100K Coastal

The 100k course includes 4,000 ft. of elevation gain. Suitable for an intermediate to experienced cyclist.



100K + Climb

This course includes 7,000 ft. of elevation gain and the famous 7 mile climb up Gibraltar Road without riding the full 100-mile distance. Recommended for experienced cyclist only.



34 Mile

The 34-mile course includes 2,200 ft. of elevation gain. Perfect for a beginner cyclist or anyone desiring a shorter ride.

2023 EVENT ASSETS



- Event + Volunteer tees
- Award Medals
- KOM Award Jerseys
- Start / Finish Line Branding
- Ride Kits
- Course signage
- Goodie bags



2023 MARKETING EFFORTS & PRESS

- Official ride website and social media channels (Instagram, Facebook)

- ▶ Instagram (received 35,677 impressions and grew by 16.8% in 2021)
- ▶ Facebook (grew to 2,574 total followers in 2021)

- Local and national Media Exposure included:

- ▶ KTLA-TV (Los Angeles), Noozhawk, Bicycle Retailer and Industry News, Electric Bike Action, Endurance Sportswire, PR Newswire, Cycle Volta, Outdoor Industry Association, and more!
- ▶ These news stories have collectively reached over **350,000** people

- 25+ e-mail campaigns across database of 8K+ cyclists and 35K+ SoCal residents with an average open rate of 54%.

- 2022 Reach:

- ▶ Facebook: **83,546** (up 179.5% in 2022)
- ▶ Instagram: **90,333** (up 1.0K% in 2022)
- ▶ Paid Reach: **101,011** (up 467.5% in 2022)

Total Reach: 274,890

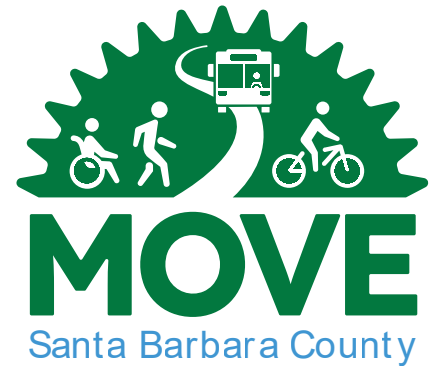
- Posted on all local & national calendar race listings
- Grassroots promotions, expo promo tour and 3,500+ flyers distribution at various cycling events and local stores around Southern California

Total Impressions: 7,876,900



OFFICIAL CHARITY

Over its eleventh-year history, Ride Santa Barbara 100 has raised over \$400,000 in support of regional and local Santa Barbara charities. In 2023, MOVE emerged as the chosen beneficiary with a mission dedicated to fostering healthy, sustainable, and equitable communities county-wide by advocating for walking, bicycling, and public transit.



SPONSOR THE 2024 RIDESB100

Title or Presenting Sponsor - Become the title or presenting sponsor of the Santa Barbara 100 to have your brand name included in the official logo, start & finish line structures, banners, all event assets (jerseys, award medals, bibs) and all advertising and promotion of the event.

Premier Sponsor - Become the premier sponsor of the Santa Barbara 100 to have your brand name included in post-event expo booths/sponsor activations, email marketing, print advertising, event posters and some event assets (tees). Opportunity to become a designated sponsor of key ride element such as the Gibraltar Challenge or 100K Coastal Route.

Official Sponsor - Become a category exclusive sponsor to have your logo included in regional event advertising, e-mails, website, and volunteer t-shirts!

	TITLE	PREMIER	OFFICIAL
PROMOTIONAL RIGHTS	\$25k-\$40k	\$15k	\$5k
Entitlement- Name in Event Logo	x		
License to Use Event Marks and Logos in Advertising/Promotions	x	x	
Designated sponsor of key ride element - Gibraltar Challenge route, expo, etc.	x	x	
Official Designation/Category Exclusivity	x	x	x
PRINT ADVERTISING			
Logo incorporated in all event advertising	x	x	x
Logo in regional event advertising	x	x	x
EMAIL MARKETING			
Name &/or logo incorporated with Event Marketing Emails	x		
Logo included in footer of each email	x	x	
Sponsor Mention in Event Newsletters	ALL	MOST	at least 2 emails
Inclusion in Final Ride Instruction Email- to all riders	x	x	x
Inclusion in Post-Ride Congrats Email- to all riders	x	x	
Opportunity to include questions in post ride survey	x	x	
PR CAMPAIGN			
Press Releases upon partnership agreement	x	x	
DIGITAL			
Name &/or logo incorporated with Event brand on website	x		
Sponsor logo on homepage	x	x	x
SOCIAL MEDIA			
Facebook Post(s) - RideSB100	x	x	x
Instagram Post(s) - RideSB100	x	x	x
PROMOTIONAL MATERIALS			
EVENT POSTCARD-Name & logo incorporated on flyer	x		
EVENT POSTER- Logo incorporated on promo poster	x	x	x
EVENT ASSETS			
BIB: Name & logo incorporated on rider bib numbers	x		
MEDAL: Logo on the back & the ribbon	Due June 1		
RACE JERSEY- Logo on the back of the Participant jersey	Due July 1	x	
EVENT TEE: Logo on the back of the Event tee	x	x	x
VOLUNTEER TEE: Logo on the back of the Volunteer tee	x	x	x
ON-SITE			
Expo Booth Display Space	10'x20'	10'x10'	10'x10'
Opportunity for Goodie Bag/ Goodie Bag Insert	x	x	x
PA Announcements throughout event	7	5	2
SIGNAGE			
Start & Finish Structures	x		
Event directional signage	x		
Start/ Finish Fence Chute Panels	12	8	4
Event Stage backdrop signage	x		
Step & Repeat Photo Backdrop	x	x	x
Opportunity to Brand Aid Station	x	x	
VIP/ HOSPITALITY			
Complimentary Entries (Per Event)	10	5	2
Opportunity to create VIP Experience	x	x	
Exclusive Corporate Discount Code			

If you are interested in getting involved with the Santa Barbara 100 or want to inquire more about the event, please e-mail info@ridesb100.com.



SPONSORSHIP OPPORTUNITIES



100 Mile Route • 100K Coastal Route • 100K +
Gibraltar Route • 100K + Gravel • 34 Mile Route

October 19, 2024

Santa Barbara, CA – ridesb100.com

The Santa Barbara 100, held annually in Santa Barbara, California, is a premier cycling event drawing participants from various skill levels, ranging from professional riders to dedicated enthusiasts.

All courses start and finish at beautiful Chase Palm Park, also the location of the pre and post-ride Expo. The Ride Santa Barbara 100 Expo is free and open to the public, and a fantastic chance for your brand to enhance its visibility among the affluent and athletic demographic of participants and supporters.

Join us as a partner in 2024 to fulfill your sales and branding goals.

Email: info@ridesb100.com