

2020 Partner and Media Value

RACE ACROSS AMERICA



THE WORLD CHAMPIONSHIP
OF ULTRA-CYCLING





RAAM IS

- 3,000-MILE NONSTOP BICYCLE RACE
- CROSSES 12 STATES IN LESS THAN 12 DAYS
- 38 YEARS OF HISTORY – ONE OF THE LONGEST CONTINUOUSLY RUNNING BICYCLE RACES IN THE UNITED STATES





HOW RAAM COMPARES

- 800 more miles than Tour de France in roughly 1/2 the time
- 181,000 vertical feet of climbing - That's 5 times up Mt. Everest
- Solo record time is 7 days, 15 hours, 56 minutes, averaging 16.42 mph on a nonstop clock
- Team record is 5 days, 3 hours, 43 minutes, averaging 24.91 mph
- RAAM racers have raised over \$20 million for charities over the past 11 years

“MT. EVEREST IS MORE DANGEROUS, BUT RAAM IS MUCH TOUGHER!”

Wolfgang Fasching
3x RAAM Winner
Summited Mt. Everest in 2003



**6-Time Winner & Record Holder
Christoph Strasser**





47 STATES

45 COUNTRIES



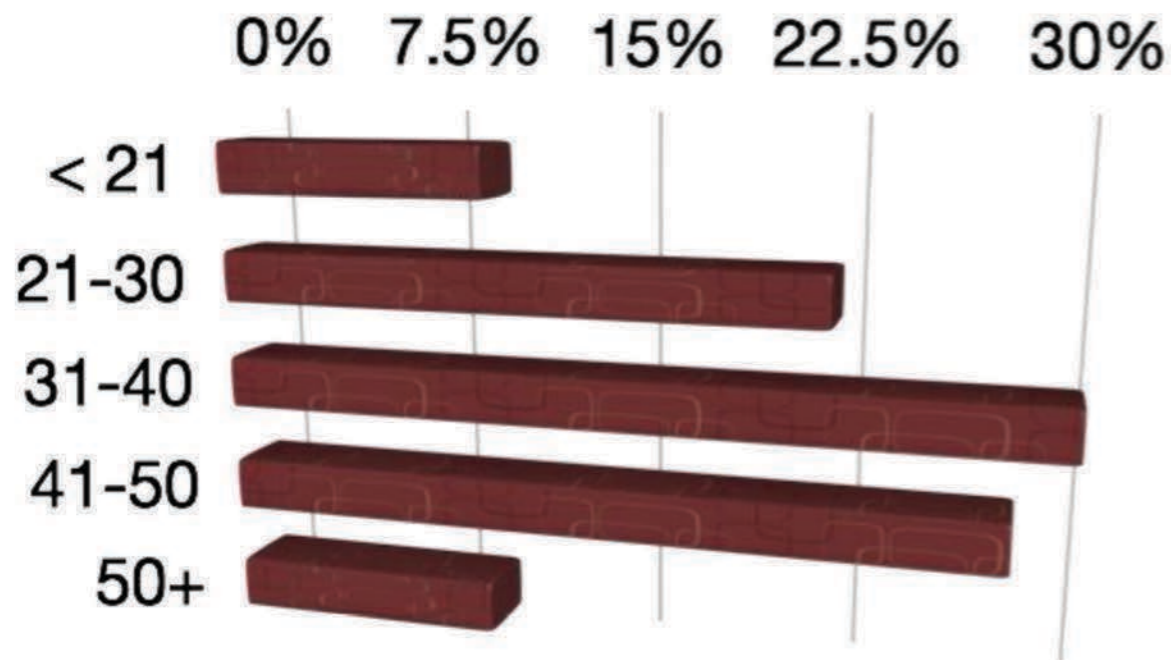
WHO RACES RAAM?

- **Military Veterans**
- **Emergency Service Personnel**
(Police, Firefighters, etc)
- **Corporate Teams**
- **Bike Clubs**
- **Teams Benefiting Charities**
- **Recognized Public Figures**
Pippa Middleton
Sir Steve Redgrave
Sir John Hall
- **Olympian, Professional and Amateur Cyclists**
Eric Heiden David Mirra
David Zabriskie Jonathon Boyer
Tinker Juarez Magnus Bäckstedt

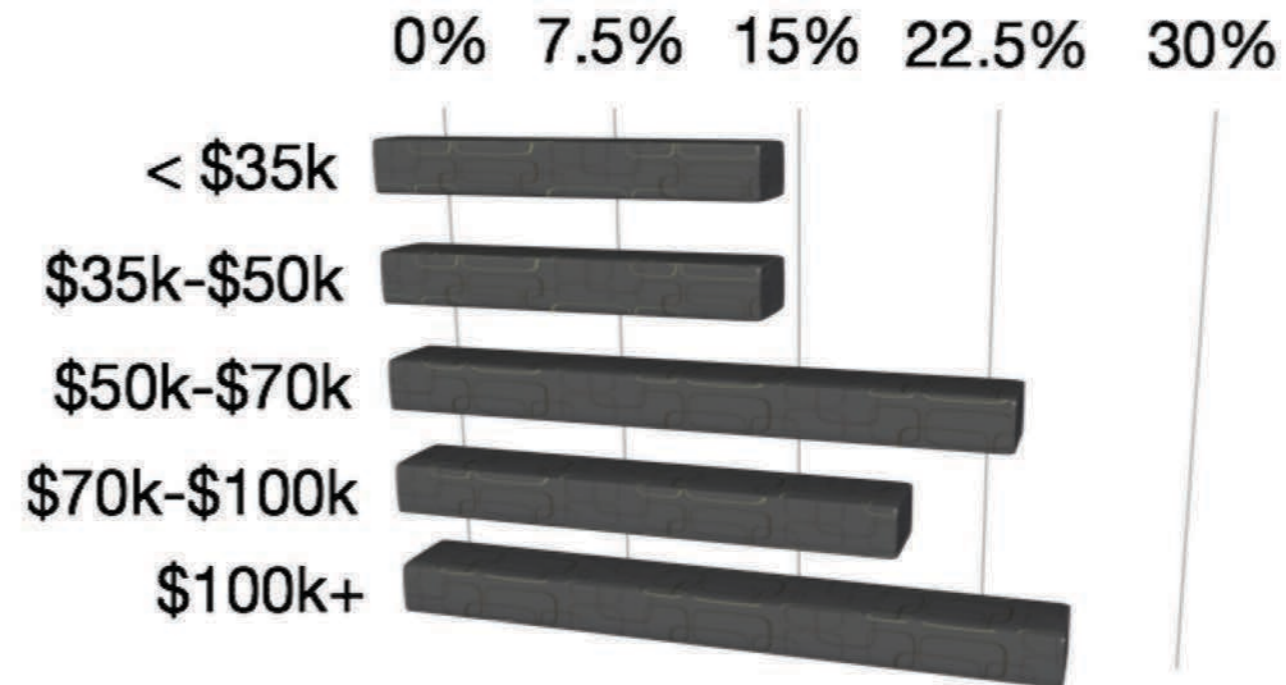


Racer Demographics

AGE PROFILE



INCOME PROFILE



TELEVISION

Network TV Coverage:

650 TV Stations

Total Ad Value:

\$1,636,724

Total Local Viewership:

11,653,050



PRINT AND ONLINE

Total Mentions

1,161

74% United States

26% International

Total Publicity

Value: \$2,063,183

Website

250,000+ unique visitors



Bicycling

WSJ

The New York Times

THE BALTIMORE SUN

The Boston Globe

n p r

IOWA PUBLIC RADIO.
NEWS | CLASSICAL | STUDIO ONE



SOCIAL MEDIA

20,000+



Newsletter Subscribers

The RAAM Newsletter reaches thousands of our loyal participants, fans, and media in the world of cycling.

The newsletter is published and distributed regularly, over 20 time per year.

54,800+



Facebook Page Likes

4 Million Reach (June 2019)

80,000 Page Views (June 2019)

Over 1 Million Video Views (June 2019)



Performance for Your Post	
Post Live Views	327
Minutes Viewed	34,897
Video Views	37,769
10-Second Views	18,597
Video Average Watch Time	0:23
Audience and Engagement	

13,400



Instagram Followers

3,500 Views per day (June 2019)

Average of 3500 Impressions per post (June 2018)



6,400



Twitter Followers

600,000 Tweet Impressions (June 2019)

20,000 Impressions per day (June 2019)

Over 30,000 unique profile visits (June 2019)



Race Across America @RAAMRaces · Jun 26
He did it! André Kajlich becomes the 1st solo hand-cyclist to finish RAAM. His time: 12 days, 15 hours, 18 minutes. [facebook.com/RAAMraces/post...](https://www.facebook.com/RAAMraces/post...)



ADDITIONAL MEDIA

RAAMMedia.com, UltraRaceNews.org

YouTube, Flickr, Race Calendar

2018 on CBS This Morning

and NBC Today Show

2017 Documentary on Sky (12 million views)

SKS Cycling Centra (60K views per week)

was in-flight movie on Quantas and seen

in theaters in USA, Europe & Australia

Direct TV produced & a 1-hr documentary in 2017

In most years there are 12-15 racer media crews

covering the race. In 2019 there were 21.



1 Million Video Views
2.85 Million Reach





TRACKING RAAM



1,000,000 page views

3:41 min/per view

Fans of RAAM are able to track racers and teams live via TRACKLEADERS.COM and the mobile app.

It's a great way to rally support around your brand online and via social media.



OTHER RACE PROPERTIES

Race Across the West follows the first 928 miles of RAAM route. Starts same time as RAAM



RAAM Texas Challenge has 200- & 500-mile courses. The 500-miler is a RAAM Qualifier.



6-12-24 Hour World Time Trial Championships in Borrego Springs, CA. Held annually in November



RAAM Qualifiers. Affiliated with 50+ RAAM qualifying races worldwide, ~20 domestic & ~20 international



OFFICAL PRODUCT SPONSORS

\$7,500 *

Showcase your product to our hundreds of racers and thousands of fans worldwide. Have your product be our “official” product of its kind.

We’re looking for sponsors in the following categories:

Bicycles, Bicycle Components, Bicycle Lubricants, Chamois Lube, Cycling Shoes, Handlebar Tape, Heart Rate Monitors, Hydration Packs, Lighting Systems, Sports Bars, Sports Drinks, Sports Gels, Sports Foods, Sports Cameras, Tires, Vehicle Racks, Water Bottles and Wheels.

- **“Your COMPANY”** is invited to have a 10’x10’ booth at the start (3 days) and finish (4 days), to provide sample product / product literature to distributed to our 300+ racers and to provide discount opportunities to our racers and fans via our website, Facebook pages and newsletter.
- **“Your COMPANY”** logo will appear on the closing skin of the videos posted on YouTube and RAAMMedia.com during the event
- **“Your COMPANY”** logo will be placed on the RAAM truck and transport trailer with with sponsor provided stickers
- Your product will appear at least twice per year (with a link to your site) on each of our four Facebook pages.
- ✳ **While we’re primarily seeking cash sponsorship we are open to exploring sponsorship committment based on partial cash and partial product.**

RAAM INTERACTIVE SPONSORS

- **Sponsor of Track Leaders** the online and mobile app for live interactive race coverage
\$10,000
- **Social Media** Specific event-associated content, sales promotions (perhaps special offer codes), and messaging will be created for partner and included on event Facebook, Twitter, and other associated pages.
\$7,500
- **Sponsor of Online Live Stream** of 2 press conferences in Oceanside and finish line coverage in Annapolis
\$5,000



RAAM INTERACTIVE SPONSORS cont'd

- **E-Newsletters** Product story features, promotion of activation programs, general partnership awareness, and logo placement in each newsletter to 20,000 subscribers with 15 mailings per year.
\$10,000
- **Web Sites** Featured stories/posts on products (when able), logo and hyperlink on all RAAM official web sites.
\$5,000
- **Promotional Items** Opportunity to include promotional items in 400 participant's registration kit (racer bags).
\$2,500
- **Coupon** Direct sales opportunities through interaction and email communications.
\$2,500
- **Collateral** Logo presence on collateral materials including promotional posters, racer information packets, and race-day information.
\$2,500
- **In-Kind product sponsorship** is available and will be considered based on alignment with the RAAM brand. Examples include nutrition, food and drink, clothing, bike accessories & lighting

RACE DIRECTOR SPONSOR

\$20,000

- **Official Vehicles** Sponsor logos will be placed in 4 places on the hood, front doors and rear of three (3) vehicles driven across the country by the race staff during the event. These vehicles have a conspicuous presence for several days at the start in Oceanside California and are used as escorts at the finish in Annapolis, Maryland.
- **Production Vehicle** RAAM has a large truck and trailer that travels from Colorado to Oceanside, across the country during the race, then back to Colorado following the race. It also travels to our RAAM Challenge events all around the US and to California for our 6-12-24 Hour World Time Trial Championships. This would also be logo'ed in "RAAM powered by COMPANY" branding.
- **Race Caravan** RAAM will require each solo racer and each relay team to place a pair of "RAAM powered by COMPANY" stickers on each of their vehicles (1 per side, sticker size approx. 10"x16"). Typically there are 350+ racer vehicles on the road during RAAM.



Thank you.

Join the race! Become an integral part of the world's foremost cycling endurance events today.

www.raceacrossamerica.org

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