

rocktown CYCLOCROSS FESTIVAL

WHAT IS CYCLOCROSS?

Cyclocross is a hybrid style cycling race that brings together racing on pavement, trails and maneuvering over obstacles. Athletes, from beginner to elite professional, race multiple circuits around an enclosed course highly visible to the spectator. Each event runs 30 minutes to 60 minutes in length.

Side events for the public as well as friends and family of the racers are common place at cyclocross events. Participants generally spend their entire day at a bike race enjoying their sport. Brand new spectators are often extremely engaged due to the race's unique quality.

WHY SPONSOR?

The Rocktown Cyclocross Festival will draw a few hundred very engaged potential customers from out of town, a large portion of the evergrowing cycling community based in Harrisonburg, and many non-participant spectators.

This is some data gathered from a recent survey, sent to nearly 2000 bicycle racers in Virginia, Maryland, and Washington DC regions showing their race-day spending trends and sponsor recognition.

73%

BRING 1-2 FRIENDS.
AND ANOTHER 11%
BRING 3-4.

43%

GO INTO TOWN AND
"CHECK OUT THE
SCENE" FOR
FOOD/SHOPPING

76%

PURCHASE A
SPONSORS' PRODUCT
SIMPLY BECAUSE
THE SPONSOR SUPPORTS
CYCLING.

63%

SPEND 4 HOURS TO
"ALL DAY"
AT THE EVENT

54%

ACTUALLY SPEND
MONEY INTOWN AND AT
THE RACE VENUE

HOW CAN I SPONSOR?

A dynamic event with give-aways and multiple prizes elevate the level of competition and spectator involvement. Businesses can sponsor with capital and/or with product.

CASH SPONSORS

Sponsors can support the race by backing individual race-day events, mid-race prizes, and/or becoming the Rocktown Cyclocross' title sponsor.

PRODUCT SPONSORS

Sponsors can support the event by providing gift cards, food for the event and riders, and tangible products from the supporting business.

WHAT DO I GET?

Every sponsor of the race should have their own interests in mind and we provide multiple ways for supporting businesses to get their brand seen.

RACE DAY PUBLICITY

- Signage printed viewable on race course.
- Anouncer recognizes sponsors throughout the day.
- Tents/Booths locations for sponsors.

OTHER METHODS

- Facebook and social media marketing promotions.
- Website and registration website promotions
- Handouts, flyers, and media recognition.