

>> >> PROMOTE YOUR EVENT

TOGETHER, HELPING BIKE EVENTS THRIVE IN COLORADO

Your Bicycle Colorado Event Membership promotes your event to a large audience of engaged bicyclists while supporting bike advocacy. With your event membership, Bicycle Colorado advocates for safer places to train, ride, and race, and creates opportunities to bring more riders into the sport. Safety is crucial to the success of bike events in Colorado.



Bicycle Colorado's Audience Reach

>> Email

Bicycle Colorado (BC) eNews: 15,000 subscribers, monthly frequency
Bicycle Colorado Event Support Program (ESP): 10,000 subscribers, weekly frequency
Average Open Rate: 45%+

>> Social Media

Bicycle Colorado (BC) Social: 11k Facebook followers, 5k Instagram followers, 7,5k X followers
Bicycle Colorado Event Support Program Social (ESP): 5k Facebook followers

>> Website

Bicycle Colorado Event Calendar: 250,000+ annual views

>> >> EVENT MEMBERSHIP TIERS

	Tier Three \$750 Discounted Rate \$650	Tier Two \$450 Discounted Rate \$350	Tier One \$150 Discounted Rate \$100	Community Listing \$0
Event Calendar Listing Comprehensive event calendar	● Featured	● Enhanced	● Enhanced	● Basic
Event Support Program Email Email with bold listing and link	● 2	● 2	● 2	
Bicycle Colorado eNews Link included in email event listing	● 2	● 1		
Social Media Posts Across Bicycle Colorado channels	● 2 Posts	● 1 Post		
Event Support Program Registration Feature Registration links will be featured for the prior month.	●	●		
Event Poster Listing on 11"x17" printed bike event poster, mailed to 120+ Colorado bike shops. <i>Deadline for inclusion is April 1, the poster will be mailed by April 30.</i>	●			

> **Basic Calendar Listing:** short event description on event calendar submitted by race directors with website link.

> **Enhanced Calendar Listing:** one image and short event description on event calendar with links to website and registration.

> **Featured Calendar Listing:** logos, photos, route description, video links, and more on event calendar, plus tagged as "Featured Event."

> **Featured Video:** Tier 3 | Optional video embedded in (YouTube link required) Event Support Program (ESP) email.



SIGN UP TODAY



DISCOUNTS

All tiers have the availability to receive a discounted rate by including an option for participants to donate to Bicycle Colorado on the event registration page.

For event directors who host **multiple events** in a year, pick a tier for your first event and additional events are \$100 each at the same tier.

ADD ONS

Reach out for pricing and availability for **additional opportunities** such as: Bicycle Colorado led kids' bike rodeo, skill and safety clinics, classes, blog posts, volunteer recruitment, and other content opportunities. **Discounted rates available for Event and Business Members.**

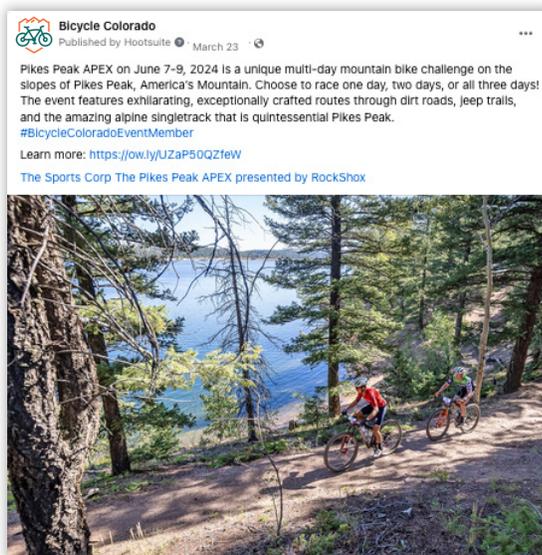
QUESTIONS

Reach out to our Membership Manager at membership@bicyclecolorado.org for questions.



>> >> PROMOTION EXAMPLES

>> Social Posts



>> eNews email



Ride The Rockies (June 9-15) This route is very unique to not only Ride The Rockies but Colorado, you will see parts of the state this tour has never been to and some amazing views. The roads are quiet and extremely well paved, the riding through Northwest Colorado is a hidden gem and sure to be challenging.

State TT Presented by It Could Be Me (June 22) The John Stenner Memorial Colorado State Time Trial Championships in Keenesburg features 10k, 20k, and 30k distances.

Triple Bypass (July 13) The legendary Triple Bypass is an epic bucket-list ride that stretches 118 miles, with 10,800 feet of elevation gain over 3 mountain passes: Juniper, Loveland, and Vail. The ride includes full support, stocked aid stations, and a finish party to celebrate.

Tour de Steamboat (July 13) The Tour de Steamboat is an annual bicycle event that brings together 1,200 cyclists for a one-day ride through beautiful Northwest Colorado. They host three different road ride routes—26, 46, and 66. They also host 2 gravel routes, a 100 mile, and a new 50 mile route.

Colorado's Ride (August 19-23) Colorado's Ride is a five-day road bike tour originating in Durango where you ride to Silverton and can take the historic train back. The next four days take you to Pagosa Springs and back to Durango with time to enjoy the hot springs after amazing rides.

Buffalo Classic (September 8) The Buffalo Bicycle Classic is a scholarship fundraiser for CU Boulder. The ride supports high-merit/high-financial-need scholarships for Colorado high school graduates to attend CU. There are 9 different routes and close Boulder Canyon for our Epic rides

