



## 2025 Events

Florida, DC, Maryland, New England,  
and New York

# PARTNERSHIP OPPORTUNITIES







## Who We Are

In the years between the first Bike to the Beach and when Bike to the Beach became a 501(c)3 non-profit organization, the founding members were motivated and inspired to support the millions of Americans in the Autism & disABILITY Community. The founding members had a heart to raise awareness and ultimately funds for these communities!

Bike to the Beach is not just the host of charity bike events, but a community made up of individuals, cyclists, local organizations, advocates, philanthropists, corporate companies and national partners. It is our goal to support individuals and families with autism and disabilities in the best way that we can. As a result, we focus on supporting Local Support Services, Research, Advocacy, and Awareness. We accomplish this through our balance of partnerships at the **local and national level**.

We stay true to our grassroots beginnings with active community leaders in each market and local non-profit partners as beneficiaries. We may be a national brand, ***but our business is inspiring local communities.***

## OUR CAUSE

We ride because autism is the second most prevalent developmental disorder in the world today.

### To Impact

"Proud to know I made a difference to children on the autism spectrum. An awesome cause that is near and dear to my heart."

### To Celebrate

"The finish line party made it all worth it, sharing a drink with my husband, the live band and best of all the beach!"

### To Inspire

"Sharing the last 10 miles with my Autistic son brought me to tears as I crossed the finish line."





## BASIC FACTS



### DATES

April 26  
June 20  
September 13  
October 4



### LOCATION

South Florida  
DC & Maryland  
New England  
New York



### PARTICIPANTS

2000+  
(estimated)



### ROUTE LENGTHS

25, 50 or  
100 miles



### AVERAGE AMOUNT RAISED PER RIDER

\$1000

## OUR AUDIENCE

- **YOUNG** - 13.11 years younger (38) than average (51). Represent all stages of life, but 92% are in their prime purchasing years (35 - 60).
- **EDUCATED** - 79.3% have a Bachelor's Degree or higher.
- **AFFLUENT**- 2.02 times more likely to have a household income of \$125K or more and **2.65 times more likely to have a net worth of \$2M+**.
- **A HOMEOWNER** - 97.6 % own their own home.
- **FAMILY-ORIENTED**- 241.7% more likely to have children kids aged 0-2 in the household.
- **CAREER-ORIENTED** - Largest segment (46.54%) are Management (CEO, Upper Managers)
- **BRAND LOYAL** - Engage more often than others with the following brands: Household Sports Equipment, Snack Food, Travel & Alcoholic Beverages
- **MEDIA CONSUMERS** - Engage more often than others with the following online communities: Local news, Colleges and Universities, Health and Fitness





Over 10 million digital and traditional media impressions each year



4 Pages  
16K Members



Instagram  
2.8K Members



[www.biketothebeach.org](http://www.biketothebeach.org)  
240,000 annual visits

## PARTNERSHIP BENEFITS

Our development team will work with your business to help engage, activate and promote our event, its important cause and mission, and to increase employee participation as riders or volunteers.

Increase employee engagement, increased customer loyalty and have access to new marketing opportunities and audiences.

Your employees will feel connected to the local nonprofit partners giving them a greater sense of satisfaction by being involved in the Bike to the Beach community. Some of those partner charities are below.





## HOW TO ENGAGE

### Option 1

Select a custom list of Sponsorship Assets from the list on the previous page, or come up with your own ideas, and we'll assign a price that makes sense to both of us based on the options below.

### Option 2

Choose from the levels of engagement listed below:

#### PRESENTING SPONSOR (ONLY 1 PER EVENT)

**\$25,000**

- Co-branding on all event materials both electronic & print (to say Bike to the Beach \*\*\*Location\*\*\*, Presented by: YOUR COMPANY). Logo lockup anywhere you see Bike to the Beach Logo. To include: start/finish banner, rider jerseys, t-shirts, posters, social media and webpage
- Co-branding on all event emails, located at the bottom of every emails sent.
- Spotlight story to be shared on our Blog, Social media and through through an email to our your mailing list (and shared with you to go out to your channels) notifying them of your "Presenting" status.
- Your company will be spotlighted on our Bike to the Beach on Facebook, Instagram, and Twitter (3 each) throughout event season.
- Your company banner displayed at the start & finish.
- Speaking opportunity to send off the riders, and thank them at the start.
- Verbal recognition at the event.
- Logo prominently featured on main stage, start/finish line
- Booth at Finish to display and distribute promotional materials
- Employee engagement opportunity to host a rest stop, the start line or the finish.
- Ten route signs along the route
- Opportunity to join our Executive Committee to become more connected.
- Free entry fees for up to 10 riders representing your business at each ride venue.
- Other opportunities customized to your company.





## MISSION SPONSOR

**\$10,000**

- Logo on event materials – rider jerseys, t-shirts, posters, social media mentions (3 total) and webpage
- Booth at event to display and distribute promotional materials
- Verbal recognition at event
- Three route markers along the routes
- Logo on corporate banner day of event
- Opportunity to provide a co-branded gift to all riders
- Business-related ride team members receive 50% off registration fee.

## ROAD WARRIOR SPONSOR

**\$5,000**

- Logo on event materials – posters, social media mentions (3 total) and webpage
- Booth at event to display and distribute promotional materials
- Verbal recognition at event
- Logo on corporate banner day of event
- Opportunity to provide a co-branded gift to all riders
- Business-related ride team members receive 25% off registration fee.

## EVERY MILE COUNTS SPONSOR

**\$2,500**

- Logo on event materials – social media mentions (1 total) and webpage
- Booth at event to display and distribute promotional materials
- Verbal recognition at event
- Logo on corporate banner day of event
- Opportunity to provide a co-branded gift to all riders
- Business-related ride team members receive 10% off registration fee.

## COMMUNITY SPONSOR

**\$1,000**

- Social media mention
- Booth at event to display and distribute promotional materials
- Verbal recognition at event
- Logo on corporate banner day of event
- Opportunity to provide a co-branded gift to all riders