



WINFIELD CRITERIUM AND SUMMERFEST



Sunday, July 23, 2023

Sponsorship Opportunities



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WINFIELD, ILLINOIS



**Your Opportunity to Sponsor
Winfield Criterium & Summerfest
Sunday, July 23, 2023**



On July 23 thousands of racers and spectators will visit downtown Winfield for the Winfield Criterium & Summerfest

 **INTELLIGENTSIA CUP**
CHICAGO

Sponsorship is a great way to get your business in front of this large audience

- Founded in 2012 and expanded to multiple days of racing in and around Chicago, the Intelligentsia Cup is the largest road cycling event in country with more than 5,000 racers.
- Pro and amateur men's and women's cycling races featuring elite athletes from across the United States and all over the world.
- Criterium-style races with short closed courses that are easy to watch for spectators and more accessible for the media.



- All-day racing is partnered with family-friendly fun: kids' activities, food vendors, merchant sales in a festival atmosphere, and more.
- Professional on-stage announcers give play-by-play coverage, cycling knowledge, spectator contests, and sponsor messaging to engage spectators and athletes.



- Sponsorship is a great way to celebrate cycling in the Chicago Metro area.
- Associate your business with events that promote exercise and a healthy lifestyle.
- “This is the Chicago area’s premier cycling event. And the summer festival draws nearly 2000 people. It’s a fantastic opportunity for sponsors.”
— Village President, Carl Sorgatz



THE RACERS

- International fields of professional and amateur men/women competing in a variety of age/ability categories.
- 5,410 entrants making it the largest road series in America.
- 42 states (27% from Illinois).
- 17 foreign countries.



THE RACERS

- Average age across all categories: 33
 - Without age group (master's): 29
 - Women's categories: 30
- Female participation is increasing, 25% of Intelligentsia Cup since 2014 and growing.
- 72% of USA Cycling licensed cyclists are 25-44. *
- 93% are college educated. *



THE RACERS

- **48%** have household incomes over **\$100,000.***
- Racers spend an average of **\$2,016** on events including local lodging and food.*

*Source: USA Cycling



THE SPECTATORS

- Professional cycling fan base is business-savvy, affluent, upscale and well-educated.
- Cycling race enthusiasts are loyal to the sponsors and brands who support the sport.
- Many racers and fans travel to more than one race during a cycling series.



THE SPECTATORS

- A captive audience of families and active lifestyle enthusiasts who reside in the community and travel from neighboring areas.
- 50/50 split of male and female race fans; Median Age: **38**.
- Family Ride.
- Kid's Attractions and participation opportunities.
- Food/Beverages for every taste.



THE SPECTATORS

- Median Household Income of **\$75,000**, with **70% college educated**.
- Thousands of spectators expected for each race, with an **estimated individual spend of \$72 on food/beverage/shopping** in each community.





Racing in Winfield

THE SPORT OF CYCLING

- Bike racing is a TEAM sport with riders working together using strategy and tactics to place one team rider in the position for victory.
- Estimated 65 million competitive and recreational cyclists in the U.S. Number of Americans who ride bikes is greater than all who ski, golf and play tennis combined.



THE SPORT OF CYCLING

- One of the most popular and fastest growing sports in the world. Healthy activity the entire family can enjoy together.
- The U.S. bicycle industry is a **1.3 BILLION DOLLAR** industry with a 1.3% growth year after year.





COMMUNITY ENGAGEMENT



SUMMER FESTIVAL



COMMUNITY ENGAGEMENT



PROFESSIONAL CYCLING



SPONSORED BY INTELLIGENTSIA COFFEE

TRIPLE CROWN EVENT

In partnership with Glen Ellyn and Lombard, Winfield participates in the Triple Crown – managed by the DuPage Visitors and Convention Bureau. Offering special cash prizes to winners of specific races in all three communities this event draws even more spectators who follow the race from town to town.





**VARIETY OF FOOD VENDORS
BEER AND BEVERAGES**

PLATINUM SPONSORSHIP \$10,000

- Logo on Large Banner Across Winfield Road
- Logo in *Glimpses* Newspaper Ad
- Mention in 50 Radio Spots on *95.9 The River*
- Logo in Food Tent Area
- Logo on T-Shirt
- Podium Interviews
- Six Banner Boards at the Start/Finish
- Website and Social Media Placement

GOLD SPONSORSHIP \$4,000

- Mention in 30 Radio Spots on 95.9 The River
- Logo in *Glimpses* Newspaper Ad
- Logo on T-Shirt
- Logo in Food Tent Area
- Four Banner Boards at the Start/Finish
- Website and Social Media Placement

SILVER SPONSORSHIP \$2,500

- Mention in 20 Radio Spots on 95.9 The River
- Logo in *Glimpses* Newspaper Ad
- Logo on T-Shirt
- Logo in Food Tent Area
- Two Banner Boards at the Start/Finish
- Website and Social Media Placement

BRONZE SPONSORSHIP \$1,000

- Mention in 10 Radio Spots on 95.9 The River
- Logo in Food Tent Area
- Logo on T-Shirt
- Website and Social Media Placement
- One Banner Boards at the Start/Finish
- Logo in *Glimpses* Newspaper Ad

EXCLUSIVE SPONSORSHIPS

- Food Truck/Tent Area Sponsorship \$2,500
- Family Ride Sponsorship \$2,000
- Food Truck Sponsorship \$2,000
- Cow Bells - Logo \$1,000
- Kid Zone Sponsorship (logo on goodie bag) \$2,000

ALA CARTE SPONSORSHIPS

- Triple Crown \$1,000
- Cash Prizes \$200
- Corner Naming Rights \$300
- Barricade Sign with Logo \$200/sign
- Race Naming Rights \$250-\$400 (Pro Races)
- Announcer Read \$200

PERKS	PLATINUM \$10,000	GOLD \$4,000	SILVER \$2,500	BRONZE \$1,000
Winfield Street Banner	X			
Radio Spots	50	30	20	10
T-Shirt Logo	X	X	X	X
Banner Boards	6	4	2	1
<i>Glimpses</i> Ad Logo	X	X	X	X
Tent Area Logo	X	X	X	X
Podium Interviews	X			
Social Media Placement	X	X	X	X

EXCLUSIVE	COST
Food Truck/Tent Area Sponsor	\$2,500
Food Truck Sponsor	\$2,000
Kid Zone Sponsor	\$2,000
Family Ride Sponsor	\$2,000
Cow Bells - Logo	\$1,000
ALA CARTE	COST
Triple Crown	\$1,500
Corner Naming	\$250-\$400
Race Naming	\$250-\$400
Cash Prizes	\$200
Barricade Signs	\$200/Sign
Announcer Read	\$200



Photography by
Ethan Glading

 **Northwestern**
Medicine®



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