



2024 Events

Miami - Washington DC/Baltimore -
New York - Boston - Houston

Bike to the Beach

Presented by the +ADD
Impact Network

BUSINESS PARTNERSHIP

GUIDE

The +ADD Impact Network's signature
event supporting Autism and developmental
disability communities across America

www.biketothethebeach.org

Who We Are

Bike to the Beach is a community of people who combine fun and endurance challenges to inspire the larger community to raise funds and awareness for autism. Our signature events are charity bike rides from major cities to vacation beaches.

Our bike rides and community programs promote an active, socially, and environmentally-conscious community committed to achieving healthier lifestyles and finding solutions for the millions affected by autism and disabilities.

Bike to the Beach is unique in that **we are a community, not an event**. Our media footprint, community involvement, and charity impact stretch far beyond the day of the event. We do not shy away from personal challenges and we constantly seek out new ways to help our communities.

Our Impact is both National **and Local**. 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**.



BASIC FACTS



DATES

April 27
August 2
Sept. 8
Sept. 28
Oct. 26



LOCATION

Miami
Washington DC/Baltimore
New York
Boston
Houston



PARTICIPANTS

2000+
(estimated)



ROUTE LENGTHS

25, 50 or
100 miles



AVERAGE AMOUNT RAISED PER RIDER

\$1000

OUR CAUSE

Autism spectrum disorder (ASD) and autism are both general terms for a group of complex disorders of brain development. These disorders are characterized by difficulties in:

- Social interaction
- Verbal and nonverbal communication
- Repetitive behaviors.

ASD can be associated with intellectual disability, difficulties in motor coordination and attention, and physical health issues. The most obvious signs of autism and symptoms of autism tend to emerge between 2 and 3 years of age. Autism statistics from the U.S. Centers for Disease Control and Prevention (CDC) identify around 1 in 68 American children as on the autism spectrum—a ten-fold increase in prevalence in 40 years.

In each market, Bike to the Beach partners with autism charities that support these local communities. Our local partnership program seeks to create successful long-term relationships that make our events a significant and sustainable fundraising resource for local partner organizations. **In the past three years, Bike to the Beach has donated more than 250,000 dollars to local organizations.**



OUR AUDIENCE

BASIC DEMOGRAPHICS

GENDER: 36.21% FEMALE , 63.79% MALE

AGE: 36 - 40

INCOME: \$125K+

NET WORTH: \$2M+

FAMILY STATUS: 51.27% MARRIED, 48.73% SINGLE

OCCUPATION: PROFESSIONAL

RESIDENCE: OWNED HOME WORTH \$200K - 499K

KEY INSIGHTS

THE TYPICAL BIKE TO THE BEACH PARTICIPANT IS:

- **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.
2.65 times more likely to have a net worth of \$2M+.
- **A HOMEOWNER** - **97.6 % own their own home.**
Home value is \$78,560.31 more than average.
- **FAMILY-ORIENTED**- 1.02 times more likely to have children present in the household.
241.7% more likely to have children kids aged 0-2 in the household.
- **CAREER-ORIENTED** - 43.5% more likely to be professional.
Largest segment (46.54%) are Management (CEO, Upper Managers)
- **BRAND LOYAL** - Engage more often than others with the following brands:
 - **Household Sports Equipment (22.80x as likely)**
 - Food: Snack Food (14.60x as likely)
 - Travel: Hotel (11.86x as likely)
 - Beverages: Alcoholic (10.92x as likely)
- **MEDIA CONSUMERS** - Engage more often than others with the following online communities:
 - **Local News (9.05x as likely)**
 - Colleges and Universities (8.07x as likely)
 - Health and Fitness (6.74x as likely)
 - Left Leaning Politics Media (5.86x as likely)



AUDIENCE SCOPE

By the numbers:

(click on icon to visit site)



4 Pages
16K Members



Instagram
2.8K Members



www.biketothethebeach.com
240,000 annual visits

Over 10 million digital and traditional media impressions each year

CO-MARKETING OPPORTUNITIES

Our development team will work with your business to help promote our event, its important cause and mission, and to increase employee participation as riders or volunteers. This can take the form of printed promotions to employees and customers, media interviews, or promotional/training rides that gather media data and help us recruit new riders.

Let our team become an extension of your development team.

One example of what we might do together: Last year, our successful “Bike the Breweries” promotion, a preview ride to micro-breweries in the Washington DC area, featured Washington football great Brian Mitchell and live TV coverage on Fox5 Washington.

FOX 5
WASHINGTON DC

Presents the Inaugural
**BIKE TO THE
BREWRIES**
A Bike to the Beach Preview Ride

PARTNERSHIP BENEFITS

For Nonprofits

- Financial support for a program or event
- More funding for your mission
- Increased awareness of your cause
- Potential for a lasting partnership



For Companies

- Increased brand awareness
- Potential new customers from the nonprofit's audience
- Reputation as a socially conscious business
- Corporate tax benefits

Understanding the Non-Financial Benefits



Your sponsorship dollars help us raise funds for numerous Autism charities, among them:

www.biketothebeach.org

JOIN THE FUN

support a great cause

Bike to the Beach offers effective ways to engage your brand with a profitable group of consumers. Some of these ways are traditional, and some are novel. We refer to these opportunities as **Sponsorship Assets**, and we offer a non-exhaustive list below. We also welcome your own creative ideas for how to engage your brand!

Sponsorship Assets

- Event Merchandise
- Raffles and Giveaways
- Music and Entertainment
- Employee Participation
- Venue Product Displays
- Print and Digital Marketing Collateral
- Food and Drink
- Media Ads and Live Interviews
- Flags, Signage and Banners
- Pre-Event Press Conference



To discuss partnerships or custom-designed cash sponsorships, please contact:

Matt Butterman

Sponsorships/Media/PR
mutterman@biketothebeach.org

434-465-1179



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:



PLATINUM BUSINESS PARTNERSHIP

- Display a Bike to the Beach poster and brochures at your business.
- Promote Bike to the Beach through an email to your mailing list notifying them of the event with a link to our site www.biketothethebeach.org
- Promote Bike to the Beach on Facebook, Instagram, and Twitter (3 each) through content provided by Bike to the Beach
- Have an interest bowl at your business where individuals can submit business cards or forms for us to follow up
- Incorporate Bike to the Beach in your existing marketing and advertising plans and the cash value is deducted from the sponsorship fee.

PLATINUM BENEFITS

- Logo on Jerseys and T-Shirts for the season (roughly 3,000 combined)
- Logo on the Website
- Your business mentioned on our bike blog as a service provider sponsor.
- Logo on marketing posters and flyers
- Logo on all digital newsletters and emails
- Promotion on social media
- Rider Ambassador Program: A rider who represents or has used your services will be featured in a profile at our website for each ride venue.
- On-site sampling and marketing rights at each ride venue.
- Free entry fees for up to five riders representing your business at each ride venue.



GOLD BUSINESS PARTNERSHIP

\$10,000

- Display a Bike to the Beach poster and brochures at your business
- Promote Bike to the Beach through an email to your mailing list notifying them of the event with a link to our site www.biketotheseach.org
- Promote Bike to the Beach on Facebook, Instagram, and Twitter (3 each) through content provided by Bike to the Beach
- Have an interest bowl at your cash business where individuals can submit business cards or forms for us to follow up.
- Incorporate Bike to the Beach in your existing marketing and advertising plans and the cash value is deducted from the sponsorship fee.

GOLD BENEFITS

- Logo on T-Shirts for the season (roughly 1,500 combined)
- Logo on our website
- Logo on marketing posters, flyers, all digital newsletters and emails
- Promotion on social media
- On-site sampling and marketing rights at two ride venues.
- Business-related ride team members receive 50% off registration fee.



SILVER BUSINESS PARTNERSHIP

\$5,000

- Display a Bike to the Beach poster and brochures at your business.
- Promote Bike to the Beach through an email to your mailing list notifying them of the event with a link to our site www.biketotheseach.org
- Promote Bike to the Beach on your social media sites
- Have an interest bowl at your business where individuals can submit business cards or forms for us to follow up.
- On-site sampling and marketing rights at one ride venue.

SILVER BENEFITS

- Logo on our website
- Logo on all digital newsletters and emails
- Promotion on social media
- Business-related ride team members receive 25% off registration



\$2,500

BRONZE BUSINESS PARTNERSHIP

- Display a Bike to the Beach poster and brochures at your business.
- Promote Bike to the Beach through an email to your mailing list notifying them of the event with a link to our site www.biketotheseach.org
- Promote Bike to the Beach on your social media sites
- Have an interest bowl at your business where individuals can submit business cards or forms for us to follow up.

BRONZE BENEFITS

- Logo on our website
- Promotion on social media
- Business-related ride team members receive 10% off registration

Other Ways to Engage

IN-KIND DONATIONS:

- Product or service donations



CREATE A RIDE TEAM:

- 50% of your team's fundraising dollars can be assigned to your Business Sponsorship Tier
- Discounted registrations are provided for Business Teams

INCENTIVES:

- Items of value that can be placed in our team store, and services that can be redeemed. These will be evaluated on a case-by-case basis and promoted in our community in accordance with their value.