

# Challenger

## Mountain Bike Race

*June 23, 2019*





# Overview

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# Mission Statement

Our mission is to enter into a mutually beneficial business relationship where our advertisers receive a high value return on their marketing investment utilizing an effective visual solution that will wow their target audience.



# About the Series

- The Challenger is part of M.A.S.S. (Mid Atlantic Super Series)
  - M.A.S.S. is one of the largest and most successful mountain bike series in the USA - Established in 1999 - Operating 20 years
  - Average 350 participants per event spanning NJ, PA, DE, MD
  - 1800 + Facebook Members
  - M.A.S.S. Website 50,000 annual visits, 15,000 unique
  - 4,000 Mountain Bikers on their email list
- Challenger is 1 of 10 XC (Cross Country Style) events





# About the Participants

## **Mountain Bike Racers:**

- Male-85% / Female-15%
- Ages 12-70
- 80% college graduates
- Have high degree of club/team involvement in and outside of the sport
- Are more likely to participate in 2 other outdoor activities
- Spend over \$3,000 per bike & average \$450 on parts/year
- Have average household income of \$89,000
- Highly loyal





# About the Challenger

- 2017 - 360 Participants
- 2018 - 421 Participants
- 15% YoY Growth
- 2019 Expecting 500+ Participants  
from 10 states



- **Over 32,000,000\* - 10% of the US Population lives within a 2 hour drive of our race venue.**
- **We are 15 minutes from Philadelphia, 40 minutes from Delaware, less than 2 hrs from NYC - Conveniently located near I-95, I-76, I676, NJ Turnpike, I-295, North-South Freeway & A.C. Expressway**

\* Data from <https://www.freemaptools.com/find-population.htm>



# Advertising/Sponsor

- Title Event Sponsorship - \$2,500
  - \* "Amazon Challenger" - Includes Web, Groups Specific, Showcase Tent, & Registration Tent Spaces - Event colors changed to your company colors
- Registration Tent Space - \$500 (10'x10' Tent supplied by Sponsor - Must have side walls)
  - \* Every participant must register. Your logo will be seen. Includes Web Space
- Showcase Tent - \$350 (10'x10' Tent supplied by Sponsor) - Includes Group Specific & Web Spaces
  - \* Set up in the center of the Team Tents to sell and or sample your products/services
- Group Specific Sponsorship - \$200 (Includes Web Space)
  - \* IE "Women's Race Sponsorship", or "Youth Sponsorship" - Receive a blog post write up about your company and how your sponsorship specifically impacts those particular riders. Target Audience.
- Web Space - \$50
  - \* Company Logo with a link to your web site on [www.challengermtb.com](http://www.challengermtb.com)

**Have your own idea about a unique sponsorship?**

**Contact us: [info@challengermtb.com](mailto:info@challengermtb.com)**



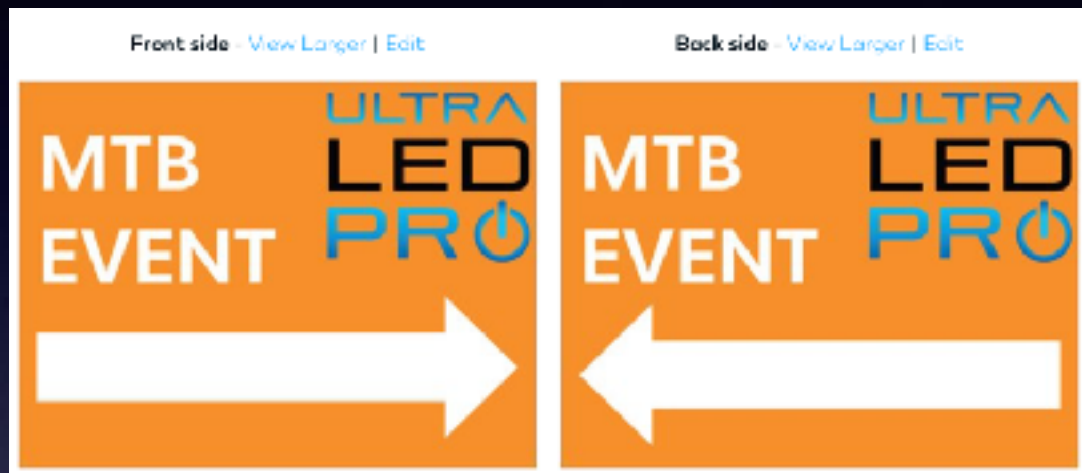
# Join Our List of Growing Sponsors







# Advertising/Sponsorship Examples



Double Sided 18" x 24" Entrance Sign



10' x 20' Registration Tent



Banner Flag



Snow Fencing



350 Sponsor Logo Water Bottles



# Links

## **Challenger Mountain Bike Race**

[www.challengermtb.com](http://www.challengermtb.com) & [facebook.com/challengermtb](https://facebook.com/challengermtb)

## **Mid Atlantic Super Series (M.A.S.S) - *Series Host***

[www.masuperseries.com](http://www.masuperseries.com)

[www.facebook.com/groups/MASSRACERS/](https://www.facebook.com/groups/MASSRACERS/)