WE RIDE

August 22-25
2019

2019 Colorado Classic Partnership
Empowering Women of all Ages and Abilities through Sport

In 2019 the Colorado Classic will be one of the best professional women’s bike races in the World. Not in our eyes, but in the eyes of the participants, their support teams, their families and their fans.

Over the 4-day race, we will initiate a celebration of empowerment through sport in each of the markets we engage, while providing a world-class experience for the female athletes and attendees of the events.

Beyond the bike race we will provide programming and engagement opportunities that expand into the outdoors market, intellectual discussions, community events and healthy lifestyles.

Success is when like minded communities come together to support, inspire, and celebrate each other. That is our Movement. That is our Mission.
Competition

A Break in the Mold
North America’s only women’s standalone professional bike race, the Colorado Classic will feature over 100 world-class cyclists, and boasts one of the largest prize purses for any women’s race while also offering team stipends.

Empowerment

A Catalyst for Change
A women-lead speaker series that embodies the culture of “women supporting women” while starting conversations that drive actions, create awareness and inspire changes.

Community Movement

A Celebration of Movement
Signature events that bring the local communities together to celebrate health and wellness while harnessing the power and benefits of physical activity. Some examples of these events are: Open Streets Denver, Mayor’s Ride, Sunrise Yoga Sessions and Spinning Pop-ups.

Health & Wellness

A Curation of Health
A hand-picked gathering of health and wellness vendors showcasing their latest products and technologies, surrounded by local artisans and thoughtful food and beverage offerings.

More than a Race. A Movement.

A Break in the Mold
A Catalyst for Change
A Celebration of Movement
A Curation of Health
We will launch the HERoes Show on our Streaming Network running through August. Creating custom content around the Colorado Classic we will give the audience an “inside the sport” look at the female cyclist, her athletic preparation and the reality of her day-to-day.

Editorial Calendar to be provided upon request

Programs and events leading up to the race that are focused on engaging the local community around women empowerment in sport. These will take shape as women’s only rides, girls mountain bike demos, etc, with a goal to applaud and recognize women in sports and their #WeRide passion.

Complete calendar of activations to be provided upon request

The Colorado Classic will align with key individuals and organizations to help advise and guide the construction of the movement; thus creating an ambassador program to help promote and elevate our programs and activations. Shannon Galpin, National Geographic Adventurer of the Year and global activist will lead this initiative.

Some initial partners are the Women’s Foundation, Bicycle Colorado

A comprehensive influencer program will engage both local and national social media influencers working to promote the Colorado Classic and the #WeRide movement.

A selection of influencers will attend the event and promote their weekend engagements.
**The Audience**

**Demographics**

- **Professions**
  - Management: 36%
  - Entertainment: 14%
  - IT & Tech: 14%
  - Business & Finance: 14%
  - Architecture: 14%

- **Age**
  - 18-24: 32%
  - 25-34: 36%
  - 35-44: 32%

- 50% of the Audience
- HHI over 70%

**Interests & Hobbies**

- **Health & Fitness**: 72%
- **Avid Investor**: 68%
- **Outdoor Enthusiast**: 64%
- **Travel Buffs**: 62%
- **Photographers**: 46%
- **Techies**: 37%
Attendance Numbers

4 Days of Racing

8 Hours of Streaming

42 Million Impressions

60,000 Roadside Attendees

500,000 Streaming Audience
Partnership Opportunities

Race Exposure
- Race Entitlement
- Race Stage Entitlements
- Jersey Entitlements
- On-Site Activation Space
- Course Signage
- Brand Recognition
- VIP Hospitality

Community Engagement
- Community Event Engagements
- Grassroots Marketing
- Custom Programming

Broadcast & Streaming Network
- HERoes Streaming Show
- Race Broadcast Inclusions
- Tour Tracker Race App
- Custom Content Activations
- Digital Brand Exposure
Join the Movement

Please contact Lucy Diaz at RPM Events Group for more information:
ldiaz@rpmeventsgroup.com | 619-347-9230