

Sponsor Benefits

Promote your company in tandem with Minnesota's best bike tour! Take a few minutes to check out our online presence: visit bikeclassic.org to see our newly updated website and follow us on Facebook (facebook.com/StPaulClassic) and Twitter (@STPClassic) for the latest updates!

Contact us to explore the possibilities.
 Richard Arey • 651.783.2537 • rarey2121@gmail.com
 Ted Duepner • ted@bikemn.org

Gold Sponsor
\$25,000+

Silver Sponsor
\$12,000

Bronze Sponsor
\$5,000-\$10,000

Supporting Sponsor
\$1,000-\$4,999

Community Sponsor
\$250-\$999

	Gold Sponsor \$25,000+	Silver Sponsor \$12,000	Bronze Sponsor \$5,000-\$10,000	Supporting Sponsor \$1,000-\$4,999	Community Sponsor \$250-\$999
YOUR COMPANY PRESENTS on all t-shirts and printed materials	✓				
Top billing on website and radio advertising.	✓	✓			
Company tent at ride start.	15' x 15'	10' x 10'			
Custom class(es) at your company on bike community, safety or bicycle repair.	3	2	1		
Complimentary ride registrations and T-shirts.	30 ea.	20 ea.	10 ea.	5 ea.	2 ea.
Three shoutouts with tags on Facebook and Twitter with 2,500+ followers.	✓	✓	✓	✓	✓
Your logo on all T-shirts.	✓	✓	✓		
Your logo on website sponsor page with link.	✓	✓	✓		
Your logo on 40,000 direct mail pieces.	✓	✓	✓		
Tent (10'x10') or a table in the sponsor space.			✓	✓	
Your name on website sponsor page with link.				✓	✓
Your name on all T-shirts.				✓	✓
Half table space in Sponsor space.					✓



Calling all Saint Paul Classic Sponsors!

We invite you to align your organization with the good green fun that is the Saint Paul Classic Bike Tour. Explore the many ways being a sponsor will help promote your services, products or projects:

- link your business with Minnesota's biggest bike tour
- support bicycle advocacy and education
- promote Saint Paul as a great place to live and do business

More than a bike ride—it's a Festival on Wheels

The Saint Paul Classic has led the way for biking events in the Upper Midwest with its singular approach of growing a simple ride into a community-wide celebration that highlights Saint Paul's best attributes. Riders of all ages — half are women! — enjoy mostly traffic-free cycling on our handsome and historic Saint Paul Grand Round parkway. Rest Stops at iconic parks like Indian Mounds and Como feature great live bands and locally-sourced refreshments along with million-dollar views.

Your Sponsorship Supports the Bicycle Alliance of Minnesota

Bicycling is a lifetime activity enjoyed by about half of all Minnesotans each year. Proceeds from the Saint Paul Classic benefit the Bicycle Alliance of Minnesota (BikeMN) and help fund bicycle education programs. BikeMN programs like the *Walk! Bike! Fun!* school safety curriculum, and Bike Basics, and People Friendly Drivers adult classes teach safe riding skills to hundreds each year.

Get Involved

We welcome the opportunity to show you how sponsoring the Classic and supporting BikeMN will be good for your company. To get the word out, we use multifaceted marketing tools that include a direct mail promotional piece sent to over 40,000 bicyclists, email blasts with over 30,000 on our list, radio spots, print advertising, social media, and the web.

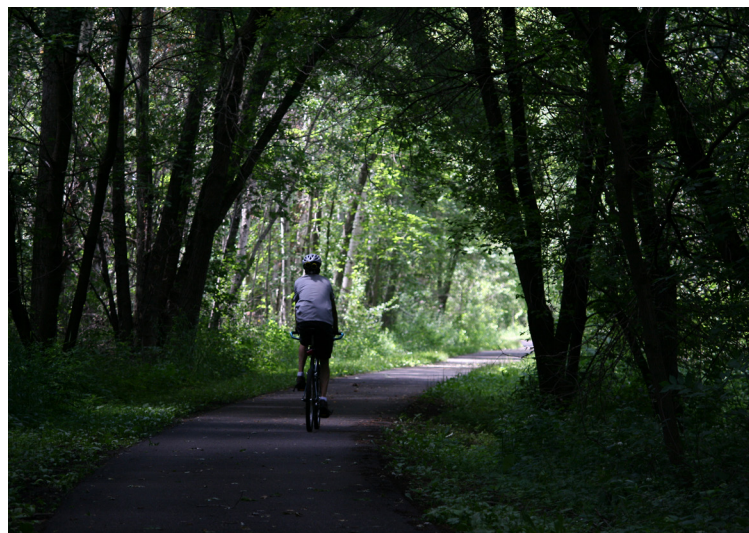
We hope you'll join us in 2021! The ride is scheduled for September 12. Contact us to discuss how we can work together to meet your needs.

Richard Arey

Richard Arey,
 Founder, Saint Paul Classic Bike Tour
 651.783.2537 • rarey2121@gmail.com

Dorian Grilley

Dorian Grilley,
 Executive Director, BikeMN
 651.387.2445 • dorian@bikemn.org



The Classic is the biggest ride in Minnesota

The Bicycle Alliance of Minnesota invites you to be part of the state's biggest community-based festival on wheels that features Saint Paul's best bike routes, delicious refreshments, and live music by great bands like the Roe Family Singers and The Eddies.

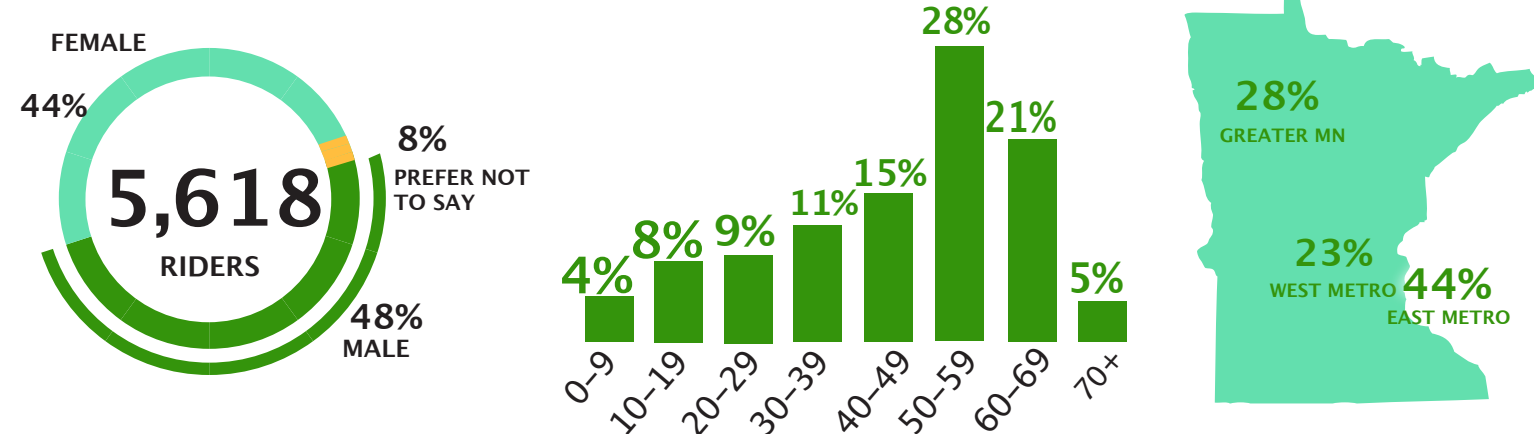
Minnesota is the #3 State for Bicycling

More than half of Minnesotans choose to get on a bike each year for vacations, recreation, commuting, fitness, and fun. Bicycling generates more than 5,500 jobs and nearly \$800 million to our state's economy. More than 2.1 million Minnesotans live in a Bicycle Friendly Community and more than 61,000 Minnesotans work for a Bike Friendly Business—it's no wonder we're one of the most bike friendly states in the nation!

A Snapshot of Our Riders

We're proud because, unlike many sporting events, nearly half of our participants are female. All our riders appreciate the safe routes, scenic parkways and quality ride support. The Classic welcomes riders from eight months to 80 years of age. About 45 percent of our riders are from the East Metro, while about 23 percent are from the West Metro. Remaining riders come from Greater Minnesota and our neighboring states!

2019 DEMOGRAPHICS



Sponsors Get Results

We work hard to establish a personal relationship with sponsoring organizations and make sure they have all the information they need to make the most of their sponsorship of the Classic. Many sponsors return year after year and love the block party atmosphere of the Rest Stops and the staging area. It's not unusual for riders to come up to sponsors and give them a high-five for supporting the Classic.

Waste Free is the Way to Be!

In 2019, with the help of Eureka! Recycling and our riders, we were able to compost and recycle almost all waste generated at the event and ended the day with only 72 pounds of trash. This is virtually unheard of for an event the size of the Classic.

Your Sponsorship Gives Back

The Saint Paul Classic Supports BikeMN

Did you know that this is a fundraiser ride for the Bicycle Alliance of Minnesota? BikeMN is the state's largest nonprofit bicycle advocacy and education organization. They provide leadership and a unified voice for bicycle education, advocacy and efforts to make Minnesota more bicycle friendly so that bicycling is easy, safe, and fun for everyone.

They accomplish this by training educators—more than 500 to date—to teach safe walking and bicycling skills in Minnesota's schools. These instructors have taught more than 40,000 children crucial lessons in safe bicycling and walking. They've also created new adult bicycle education classes and materials that are available to certified cycling instructors across the state. BikeMN plays an active role in growing Minnesota's Bicycle Friendly Communities, Universities, and Businesses. BikeMN works to encourage more people to get on their bikes by hosting community rides like the Classic around the state. BikeMN also advocates at the State Capitol for updated and new laws to make bicycling even safer in Minnesota.

Learn more about BikeMN's mission and projects at bikemn.org.

Your sponsorship donation helps to support the vital work of this nonprofit organization!

