



# ***SPONSORSHIP OPPORTUNITIES***



***AMERICA'S TOP ONE-DAY  
PRO CYCLING RACE***

***SEPTEMBER 4, 2022***

*A production of*





# DESTINATION FOR WORLD-CLASS SPORTS



Partnership with  
**State of Maryland,**  
**City of Baltimore &**  
**Baltimore County.**  
Presenting sponsor  
**UnitedHealthcare.**



**Maryland-Led**  
**Leadership:**  
**Terry Hasseltine,**  
Maryland Sports  
Commission &  
Chairman, **John**  
**Kelly, CEO** of Kelly  
Benefit Strategies



**Maryland's**  
**Postcard to the**  
**World!**  
International  
broadcast and  
media attention as  
well as national  
and regional.



**Highest-ranked**  
international road  
cycling race on  
American soil for  
2022. Part of  
prestigious **Pro Tour**  
**Series.**



Best in-class  
organizers  
**Medalist Sports &**  
**KOM Sports** (All  
the Top Ranked  
U.S. Races incl.  
2015 World  
Championships)



# EMERGING SPORT

Cycling has become one of the world's biggest emerging sports. As one of three events being supported by ***Sports & Entertainment of Maryland***, along with soccer (***World Cup 2026***) and equestrian (***Maryland 5-Star***), the Maryland Cycling Classic looks to become ***Maryland's newest world-class event***, hitting a universal demographic with a free event.

**152+ COUNTRIES**  
CYCLING RACES

**\$83 BILLION**  
NORTH AMERICAN SPORTS MARKET

**94+ MILLION**  
UNITED STATES SPORTS FANS

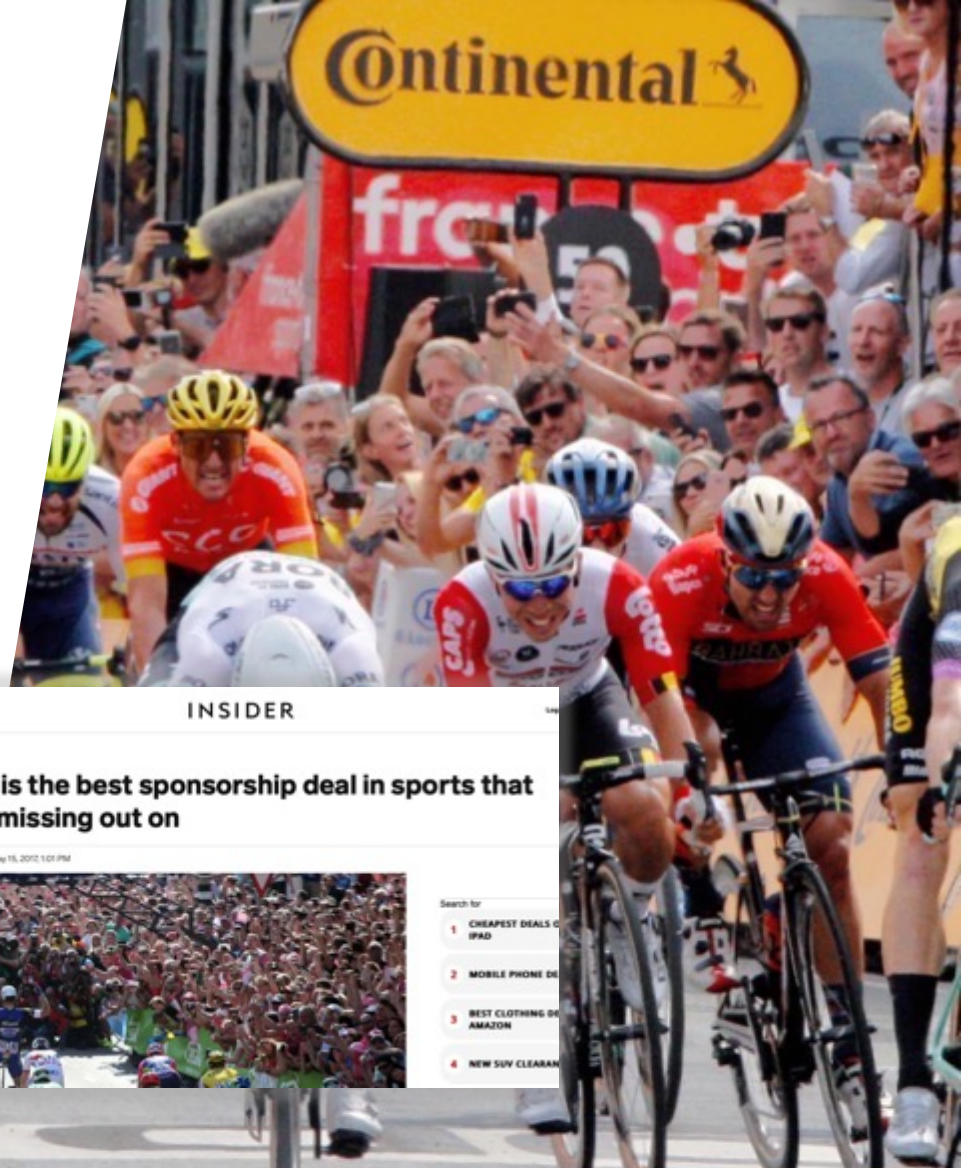
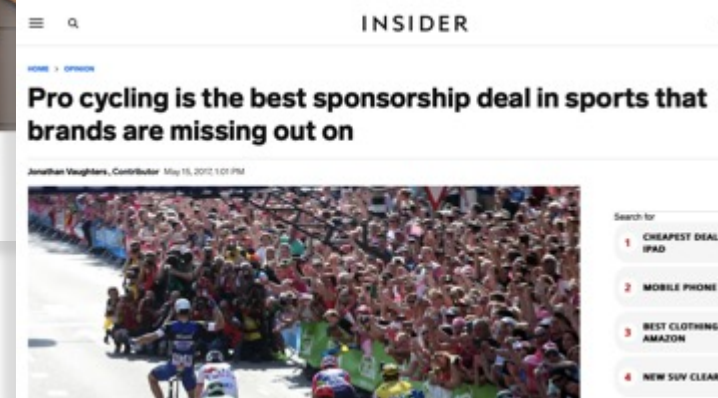
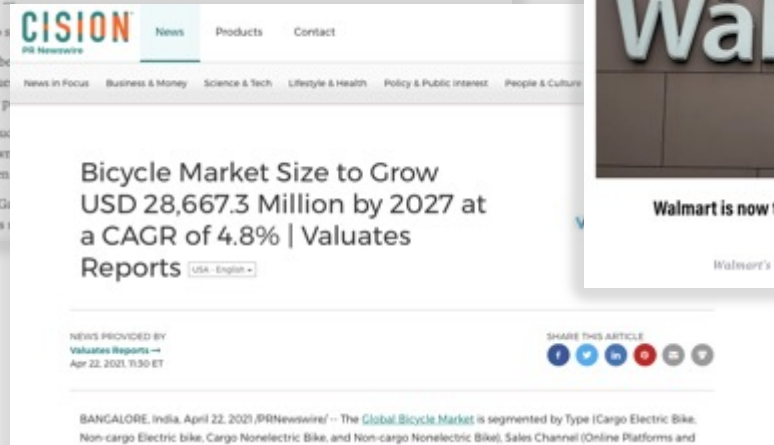
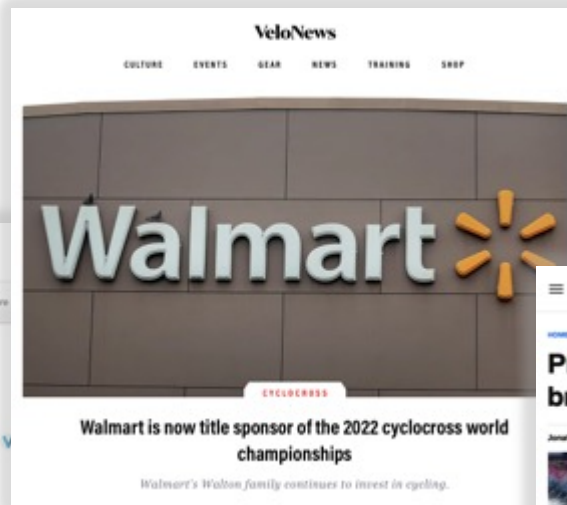


**ENGAGING THE  
COMMUNITY THROUGH  
SPORT**



# MASSIVE INDUSTRY GROWTH

The cycling industry has become more lucrative, attracting professional investors and long term partners which has extensively increased valuations as participation continues to grow over **61 million**.



**750K**  
CORE CYCLISTS

**11.5 MILLION**  
LIFE-STYLE CYCLISTS

**61.2 MILLION**  
CASUAL CYCLISTS



# THE RACE

The inaugural **Maryland Cycling Classic** supported by **UnitedHealthcare** takes place on **Labor Day Weekend, September 4, 2022** with the race starting in Baltimore County and finishing in downtown Baltimore, MD.



Sanctioned by



**PRT**  
PRO ROAD TOUR

**AMERICA'S TOP ONE-DAY  
PRO CYCLING RACE**

**17**

WORLD-CLASS TEAMS

**EST. 110**

TOTAL PRO CYCLISTS

**25+ COUNTRIES**

REPRESENTED ATHLETES

**TOP CYCLISTS**

TOUR DE FRANCE, OLYMPIANS, PRO TOUR AND  
NATIONAL CHAMPIONS

**EST. 120 MILES**

ROAD RACE COURSE





# PLATFORMS



## COMMUNITY

- Helmet & Bike Safety Clinics
- Community Appearances
- Educational Curriculum
- Community Ambassadors



## EXPERIENCE

- Start / Finish Line Hospitality
- Team Introduction
- Meet and Greet “Legends of Cycling”
- Mile Run / Walk
- Finish Line Festival
- Awards Stage



## CAUSE RELATED

### **UHCCF Bridges of Hope Ride presented by Kelly Benefit Strategies**

- Charity Ride on Course
- Raise money for children’s medical bills
- Ride the Virtual Course



## WELLNESS

### **Health & Wellness Festival**

- Exhibitors
- Demos
- Public Relations Messaging

“UnitedHealthcare looks forward to advancing this partnership with the Maryland Cycling Classic to bring elite cycling to Baltimore. We remain committed to presenting a world-class event that promotes a healthy lifestyle for those across Maryland and the region.”

**- UnitedHealthcare CEO Mid-Atlantic, Joe Ochipinti**

“Baltimore continues to be a premier destination for sporting events. The Maryland Cycling Classic is our nation’s top one-day cycling event with professional athletes from more than 25 countries. The Classic will showcase our great city to a global audience.”

**- Mayor, Brandon M. Scott**

“After years without a single race of this caliber in the USA, I couldn’t be more excited that the Maryland Cycling Classic will bring some of the best competition to the East Coast. It’s thrilling from both a fan and rider perspective.”

**- Ben King, Rally Racing Team**



# GLOBAL IMPACT



**MARYLAND**  
CYCLING CLASSIC™

Supported by



**40 MILLION**

TELEVISION AUDIENCE  
(EST. CUMULATIVE)



**EST. 80+ MILLION**

HOUSEHOLDS REACHED WORLD-WIDE



**120+ COUNTRIES**

BROADCAST / LIVE STREAM



**EST. 500 MILLION**

ONLINE & PRINT MEDIA IMPRESSIONS



**2 HOURS**

BROADCASTED  
LOCAL / REGIONAL



**4 HOURS**

LIVE STREAM  
(TOUR TRACKER)



# A DESIRABLE AUDIENCE

Source: Estimates based on similar past events, including 2015 World Championships in Richmond, VA.



## ESTIMATED SPECTATORS

**100,000+ Fans From 10 Countries**

Local (City)	44%
From State	35%
From U.S.	16%
International	5%



## AGE

18 - 25	10%
25 - 34	13%
35 - 44	23%
45 - 54	26%
55+	28%



## HOUSEHOLD INCOME

Less than \$20k	5%
\$20k - \$39k	8%
\$40k - \$59k	11%
\$60k - \$79k	12%
\$80k - \$99k	21%
\$100k - \$119k	20%
\$120k+	23%



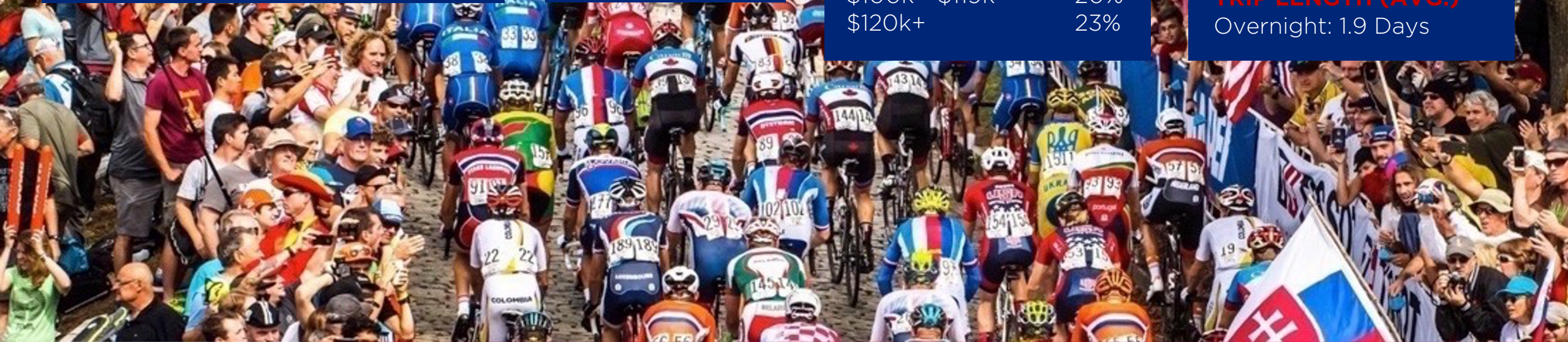
## GENDER

Male	57%
Female	43%



## TRIP LENGTH (AVG.)

Overnight: 1.9 Days



**100,000+**  
COURSE-SIDE SPECTATORS



**\$10 MILLION**  
EST. DIRECT ECONOMIC IMPACT

**\$40 MILLION**  
EST. IN-DIRECT ECONOMIC IMPACT



# NEW OPPORTUNITY



## ***BRAND LOYALTY***

- Cycling fans are loyal to Partner brands.
- The sport is steeped in Partner affinities and culture.
- Cycling fans are high-income brand loyalists that pay attention to Partners.



## ***GLOBAL COMMUNITY***

- Professional cycling has a Global audience.
- Pro cycling races on six continents, the Maryland Cycling Classic is part of a Global community.



## ***DIGITAL PLATFORM***

- Spectators can immerse themselves into the backdrop of the Race excitement through social media.
- Multi-media platforms featuring Tour Tracker with engaging content and videos for fans.



# SCHEDULE OF EVENTS

## THURSDAY | SEPTEMBER 1, 2022 | COMMUNITY ENRICHMENT DAY

- School Appearances (by athletes)
- Bike and Bike Safety Proclamation (PR event at school)
- Bike and Helmet Safety Clinics (as part of PR event)

## FRIDAY | SEPTEMBER 2, 2022

- Kick-Off Press Conference
- (VIP Only) “Welcome Reception”
- Team Introduction, TBD outside location (*Free to Public*)

## SATURDAY | SEPTEMBER 3, 2022

- UHCCF Bridges of Hope Ride p/b Kelly Benefit Strategies (Ride the Course)
- *TBD Community Event, Inner Harbor Baltimore*

## SUNDAY | SEPTEMBER 4, 2022

- Maryland Cycling Classic supported by UnitedHealthcare (Road Race)
- Community Fitness Event (Finish Line)
- Fan Zone
- Awards Ceremony (Finish Line)
- Health & Wellness Exhibitors





# PARTNER OPPORTUNITIES

## **GOLD PARTNER**

**Package Value:** \$125,000 - \$250,000

- Exclusive Brand Rights & Licensing
- Entitlements (1-2 Top Signature Programs)
- Signage (Truss, Course-side and Run-In)
- Website and Digital (Dominant Placement)
- Social Media
- Tour Tracker (Dominant Placement)
- Broadcast (Commercials, Billboards and Vignette)
- Print (Placement in All Advertising)
- VIP Experience (Car Rides, Hospitality, Party, Charity Ride)
- Health & Wellness Festival (Large Booth/High Traffic Placement)

## **SILVER PARTNER**

**Package Value:** \$50,000 - \$100,000

- Brand Rights & Licensing
- Entitlements (1 Signature Program)
- Signage (Course-side and Run-In)
- Website and Digital
- Social Media
- Tour Tracker (Specified Placement)
- Broadcast (Commercial)
- Print (Specified Placement in Advertising)
- VIP Experience (Car Rides, Hospitality, Party, Charity Ride)
- Health & Wellness Festival (Medium Booth/High Traffic Placement)



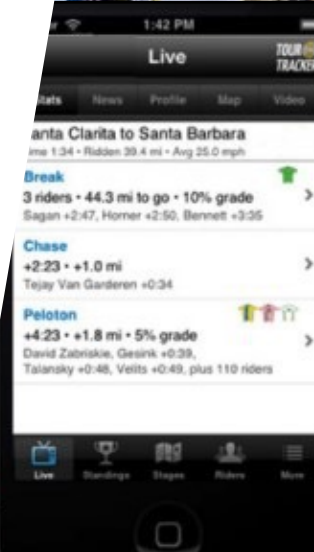
**COMPETITION JERSEYS**  
Sprint | KOM | Best Young | MAGG



**FAN ZONES**  
Fan Area on Course



**AUTOGRAPH ALLEY**  
Fan/Athlete Engagement



**TOUR TRACKER**  
LIVE Race Video and Rider Tracker



# PARTNER OPPORTUNITIES

## **BRONZE PARTNER**

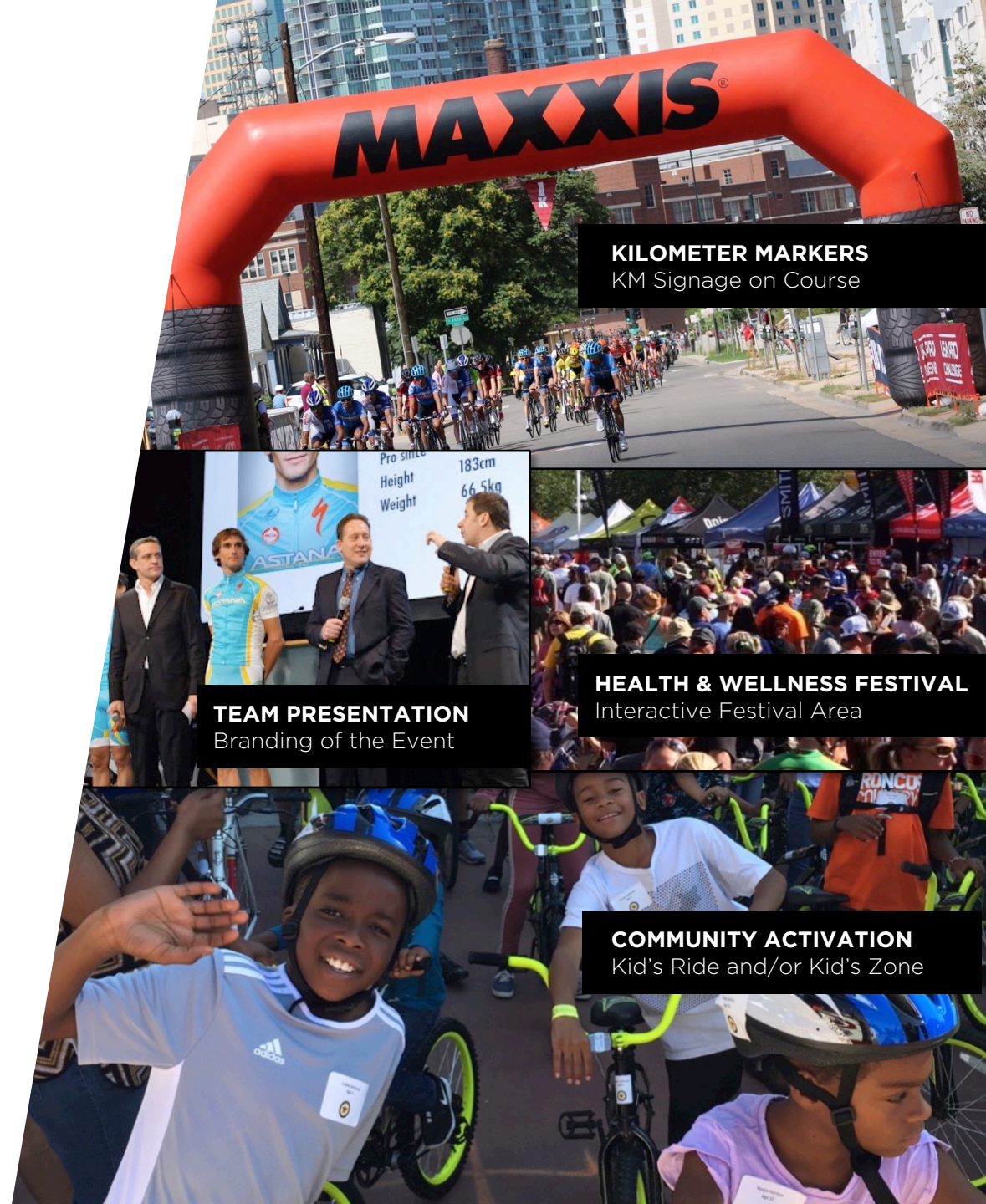
**Package Value:** \$25,000 - \$50,000

- Brand Rights & Licensing
- Entitlements (OPTIONAL)
- Signage (Course-side)
- Website and Digital (Logo Placement and Newsletter)
- Social Media
- Tour Tracker (OPTIONAL)
- Print (Limited)
- VIP Experience (Hospitality, Party, Charity Ride)
- Health and Wellness Festival (Booth Presence)

## **OFFICIAL PARTNER (SUPPLIER)**

**Package Value:** \$5,000 - \$10,000

- Selling Rights
- Signage (Course-side)
- Website and Digital (Logo Placement and Newsletter)
- Social Media
- VIP Experience (Hospitality)
- Health and Wellness Festival (Booth Presence)



**KILOMETER MARKERS**  
KM Signage on Course

**TEAM PRESENTATION**  
Branding of the Event

**HEALTH & WELLNESS FESTIVAL**  
Interactive Festival Area

**COMMUNITY ACTIVATION**  
Kid's Ride and/or Kid's Zone



# CONTACTS

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**MARYLAND**  
CYCLING CLASSIC™

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**JOIN OUR  
TEAM!**



A production of

