RAGBRAI can craft a sponsorship proposal to meet the needs of your company. Whether your goal is exposure, associating with a premiere international event, product sampling or having a corporate RAGBRAI team.

**Some benefits might include:**
- Official Sponsor of RAGBRAI
- Logos included on all printed, promotional & online materials
- Ability to utilize RAGBRAI logos in advertising
- Ads and Logos in Participant Guides, Maps, etc.
- Blog and Social Media mentions
- Create an event or special promotion during RAGBRAI
- Product sampling or promotional booth opportunities
- VIP Invitations
2020 PROMOTIONAL OPPORTUNITIES

RAGBRAI EXPO

Where
RAGBRAI Begins
SATURDAY, JULY 18, 2020
LE MARS, IOWA

The Expo, the largest in the midwest, offers a unique opportunity to exhibit, sell, sample and demonstrate products and services to an enthusiastic, active and loyal group of cyclists. RAGBRAI attracts participants from all 50 states and many foreign countries and provides an excellent opportunity for you to showcase your products and services to an enthusiastic, active and loyal group of cyclists.

EXHIBITORS

EXHIBITORS

EXHIBITOR EXPO BOOTH (SATURDAY, JULY 18, 2020)
All commercial and non-profit vendors will be provided with a 10’ x 10’ booth space. Larger booths are available at different rates. Promotional opportunities for clinic, contest or product demonstration at your booth exist and are available upon request.

| Commercial/For-Profit | $500 | Non-Profit | $250 |

MANUFACTURER WEEK-LONG DEMO TOUR
(SATURDAY, JULY 18 - SATURDAY, JULY 25, 2020)
This week-long traveling Expo provides an opportunity for bicycle and bicycle component/accessory manufacturers to accompany RAGBRAI to seven overnight towns. Located amongst our official bike shops at the epicenter of the main event, your day and evening set-up will provide an opportunity to demo and display product to over 15,000 RAGBRAI participants each day. Included is a full-page, four-color ad in the 2020 RAGBRAI Participant Guide, distributed both electronically on May 1 and published via print on June 1, with direct distribution exceeding 30,000, and booth space at the RAGBRAI Expo on Saturday, July 20. RAGBRAI requires all employees participating in the traveling Expo to complete an online application as a non-rider no later than July 1, 2020. A maximum of five (5) non-rider applications and two (2) support vehicle passes will be complimentary.

| Non-Profit | $250 | Commercial/For-Profit | $500 |

EXPO BOOTH AND PRINT ADVERTISING COMBO
The advertising and Expo booth combo provides an opportunity to attract potential bicycle enthusiasts months before the event.

Exhibitors will receive a full-page, four-color ad in the 2020 RAGBRAI Participant Guide, distributed both electronically on May 1 and published via print on June 1, with direct distribution exceeding 30,000, offering an avenue to market your company, product or service. Also, included is a 10’ x 10’ Expo booth to display your company to over 25,000 RAGBRAI Expo participants.

| Commercial/For-Profit | $750 | Non-Profit | $500 |

PARTICIPANT GUIDE ADVERTISING
If your company cannot be present at the RAGBRAI Expo, advertising opportunities exist, allowing you to promote your company to over 15,000 RAGBRAI participants with a four-color ad in the 2020 RAGBRAI Participant Guide. This guide is distributed both electronically on May 1 and published via print on June 1, with direct distribution exceeding 30,000, along with their ride credentials; providing you the opportunity to reach as many participants as possible.

| Commercial/For-Profit | $650 | Non-Profit | $400 |

WEB SITE & MOBILE PROMOTIONAL OPPORTUNITY

WEBSITE & MOBILE PROMOTIONAL OPPORTUNITY

ONLy 10 OPPORTUNITIES AVAILABLE! Your targeted message will be in front of our engaged cycling web users with this limited share of voice digital advertising opportunity. Your message will also appear on the RAGBRAI mobile app.

(Web sizes: 728x90 and 300x250) ... $1,250 per month

| Commercial/For-Profit | $350 | Non-Profit | $250 |

AD SPECIFICATIONS
• Due March 15
• Hi-res 300 dpi PDF
• CMYK
• required with any use of the word RAGBRAI

For your ad to be included in the RAGBRAI Participant Guide, art and contract agreement must be received by March 15, 2020.