



## RAGBRAI® XLIX Demo and Sponsor Overview

RAGBRAI® is the oldest, largest, and longest recreational bicycle ride in the world. It is an epic eight-day roving cycling ride across the state of Iowa that showcases Iowa hospitality and landscape.

### Demographics

67% Male 33% Female

42.9 average age of participant

Age Ranges	
0-19 years old	4%
20-24 years old	3%
25-34 years old	12%
35-64 years old	67%
65+ years old	14%

### Household Income

69% have household incomes over \$75,000

50% have household incomes over \$100,000

### Geography

37% of participants are from Iowa

63% of participants are from out-of-state

**Top 10 States:** *the top ten states account for 77% of participants*

1. Iowa
2. Illinois
3. Minnesota
4. Wisconsin
5. Nebraska
6. Texas
7. Colorado
8. California
9. Missouri
10. Kansas



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### Marketing Impressions

RAGBRAI®, America's greatest bicycle ride, provides a unique opportunity for brands to gain awareness through event activation and online exposure.

### Digital Impressions

**9 million pageviews** on RAGBRAI.com and DesMoinesRegister.com

Over **150,000** social media followers

**2.4 million** RAGBRAI app downloads

### Where will your logo appear?

- Sponsor scroll on each overnight web page
- RAGBRAI to provide large LED sign at towns entrance. Local sponsor scroll will appear
- RAGBRAI to provide welcome banners with local town sponsors
- RAGBRAI to provide map with local sponsor logo placement
- Host town printed and digital maps
- Host town print news insert (if applicable)