

# RAGBRAI® EXPO



## Where RAGBRAI Begins!

**BE A PART OF THE WORLD'S  
LARGEST CYCLING EXPERIENCE!**

**SATURDAY, JULY 20, 2024**

The RAGBRAI Expo, the largest in the Midwest, offers a unique opportunity to exhibit, sell, sample and demonstrate products and services to more than 25,000 bicycle enthusiasts.

RAGBRAI attracts participants from all 50 states, over 20 countries, and provides an excellent opportunity for you to showcase your products and services to an enthusiastic, active and loyal group of cyclists.



501 Scott Avenue, Des Moines, IA 50309 • For questions, contact: [erica@RAGBRAI.com](mailto:erica@RAGBRAI.com)

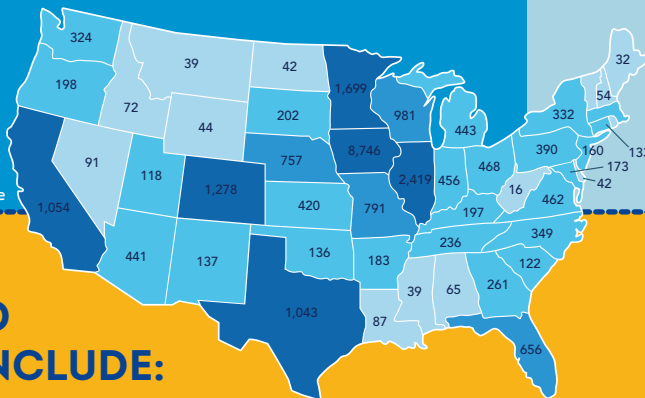
# 2024 RAGBRAI EXPO

RAGBRAI®, the Register's Annual Great Bicycle Ride Across Iowa, is the oldest, largest and longest multi-day bicycle tour in the world by which all others are measured. RAGBRAI's loyal followers are engaged with us year-round and are active on our web and social media sites providing excellent return for our friends and advertising partners.

## RAGBRAI EXPO DEMOGRAPHICS

- > 25,000 plus participants
- > 100 plus exhibitors
- > 64% Men
- > 36% Women
- > Average age of participant is 49
- > 69% have household incomes over \$75,000
- > 55% have household incomes over \$100,000
- > RAGBRAI Participants came from all 50 states, and over 20 countries

\*2023 Rider Registration per State



## PREVIOUS RAGBRAI EXPO EXHIBITORS INCLUDE:

Bianchi, Jamis Bikes, Primal Wear, Shimano, BIKEIOWA.com, Bike Rags, Adaptive Sports Iowa, Boston Bill Sunglasses, Zuma Blu, Funkier, Trek, Tonik Cycling, HED Cycling, High Roller USA, Sedalia Missouri Tourism, Big Gear Girls, Borah Teamwear, Eleven Pine, Live The Ride, Scheels, Glassium Designs, Chainspirations, U of I Mobile Museum, AAA, Businessolver, Iowa Natural Heritage Foundation and more.

## FRIENDS OF RAGBRAI SPONSORSHIP PROGRAM

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.

**To become a Friend of RAGBRAI, email Matt Phippen at [matt@RAGBRAI.com](mailto:matt@RAGBRAI.com)**

### SOME BENEFITS MIGHT INCLUDE:

- Official Sponsor of RAGBRAI
- Logos included on a variety of 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

## EXPO DATES AND HOURS

### SET UP HOURS

Friday, July 19 • Noon – 6 p.m.

Saturday, July 20 • 8 – 10 a.m.

### EXPO HOURS

Saturday, July 20 • Noon – 9 p.m.

### EXPO LOCATION

Glenwood, Iowa



# 2024 RAGBRAI EXPO



## IMPORTANT DATES:

- Digital Participant Guide ----- May 15, 2024 Ad Deadline
- Expo Registration Deadline --- July 01, 2024
- RAGBRAI Expo ----- July 20, 2024
- RAGBRAI LI ----- July 20 - 27, 2024

## BOOTH AND MEDIA

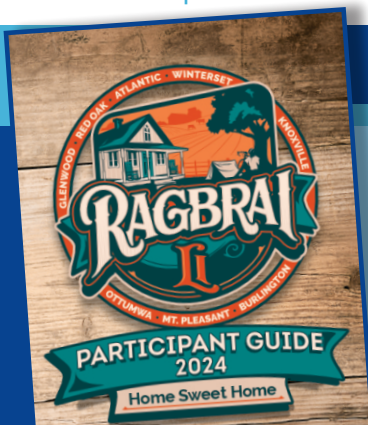
PACKAGE	EARLY BIRD RATE	RATE AFTER 3/15/24	SIZE	DATE	MEDIA
30x30 COMMERCIAL	\$1,000.00	\$1,250.00	30x30	7/20/24	Listing on RAGBRAI.com website, printed materials, and social media
30x30 NON-PROFIT	\$750.00	\$1,000.00	30x30	7/20/24	Listing on RAGBRAI.com website, printed materials, and social media
10x20 COMMERCIAL	\$800.00	\$1,050.00	10x20	7/20/24	Listing on RAGBRAI.com website, printed materials, and social media
10x20 NON-PROFIT	\$500.00	\$750.00	10x20	7/20/24	Listing on RAGBRAI.com website, printed materials, and social media
10x10 COMMERCIAL	\$600.00	\$850.00	10x10	7/20/24	Listing on RAGBRAI.com website, printed materials, and social media
10x10 NON-PROFIT	\$300.00	\$550.00	10x10	7/20/24	Listing on RAGBRAI.com website, printed materials, and social media

## MEDIA ONLY

PACKAGE	EARLY BIRD RATE	RATE AFTER 3/15/24	SIZE	DATE	MEDIA
Full Page Ad Only-COMMERCIAL	\$750.00	\$1,000.00	8" H x 5.5" W	5/15/2024 Ad Deadline	Four-color ad in the Digital Participant Guide
Full Page Ad Only-NON PROFIT	\$450.00	\$700.00	8" H x 5.5" W	5/15/2024 Ad Deadline	Four-color ad in the Digital Participant Guide
Half Page Ad Only-COMMERCIAL	\$450.00	\$700.00	4" H x 5.5" W	5/15/2024 Ad Deadline	Four-color ad in the Digital Participant Guide
Half Page Ad Only-NON PROFIT	\$300.00	\$550.00	4" H x 5.5" W	5/15/2024 Ad Deadline	Four-color ad in the Digital Participant Guide

## ADD-ON

PACKAGE	EARLY BIRD RATE	RATE AFTER 3/15/24	SIZE	DATE	MEDIA
Full Page Ad Only-COMMERCIAL	\$300.00	\$550.00	8" H x 5.5" W	5/15/2024 Ad Deadline	Four-color ad in the Digital Participant Guide -add on to either package



## PARTICIPANT GUIDE AD SPECIFICATIONS

- Hi-Res CMYK, 300 dpi PDF
- © required with any use of the word RAGBRAI®
- Ad Sizes:  
Full page ad size: 8" high x 5.5" wide  
Half page ad size: 4" high x 5.5" wide (horizontal)
- Deadline: May 15, 2024