





Our Founding Family

Dear Friend:

Get ready to make your mark on the area's largest celebration of cycling! The 2020 Philadelphia Bike Expo is a premier opportunity for you to connect with cyclists as well as important industry leaders by joining us as a sponsor. Held at the renowned Pennsylvania Convention Center on **November 14 and 15**, the Expo is a celebration of all things cycling. Regional, national and international manufacturers and artisans of bicycle frames, components, accessories and apparel will exhibit their products. The show also features seminars, presentations, informative how-to's and family-friendly activities. Rides, races and after-parties will round out this action-packed weekend.

Now entering its 11th year, the Philadelphia Bike Expo is a key player in strengthening and growing the cycling industry that your business depends on to succeed. By sponsoring the Expo, you will demonstrate your dedication to cycling as a fun and efficient transportation alternative. You will also be supporting activists whose efforts expand cycling infrastructure and raise public awareness. Of course, sponsors enjoy enhanced visibility before, during and after the Expo!

We can craft a sponsorship package that's just right for you. Won't you please join us in November?

Best Regards,
Bina Bilenky and Stephen Bilenky



www.phillybikeexpo.com

Artisans, Activists, Alternatives

About Philly Bike Expo



Fast Facts

When: November 14 & 15, 2020

Where: Pennsylvania Convention Center, Downtown Philadelphia

Who: Philly Bike Expo, LLC

Bina Bilenky, Director of Operations (bina@phillybikeexpo.com)

Aaron Bilenky, Business Development (aaron@phillybikeexpo.com)

Founded: 2010

Attendance: 5,000+ consumers, 200+ vendors, 25+ media outlets



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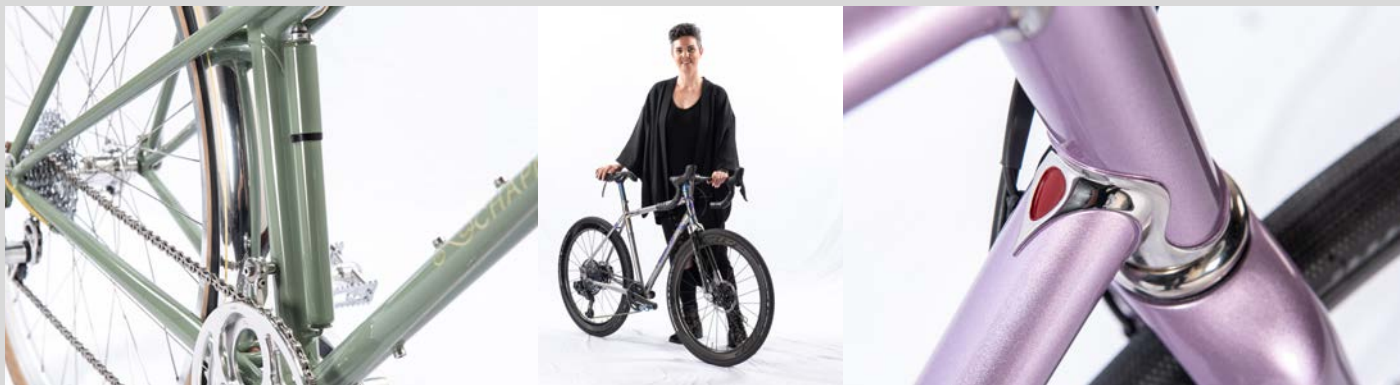
About Philly Bike Expo



The Show Hall

Our motto is **Artisans, Activists, Alternatives**, and most of our exhibitors fall into one of these categories. Here's a look at each:

Artisans: Every bicycle is a work of art, an individual flower in a garden.



Activists: We support bicycle advocacy, youth development and welcome people of all genders, races and socioeconomic status to join our love of cycling.



Alternatives: PBE showcases the latest and greatest new ideas from the bicycle world.



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Seminars

Every year, the Philly Bike Expo presents a full schedule of seminars that explore every aspect of the bicycle industry and lifestyle. Past seminars have addressed bicycle safety and advocacy issues, the rich history of cycling and bicycle racing, female and minority representation in the industry, and living and working while exploring the world by bicycle.



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Rides and Social Events

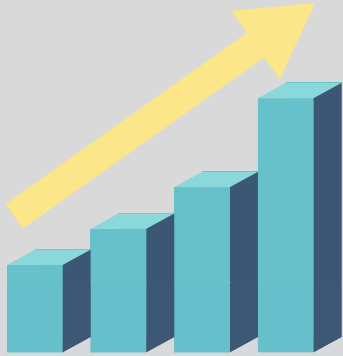
The Philly Bike Expo is the ultimate combination of great business and great fun! Before a day in the show hall experiencing the finest cycling products around, both consumers and exhibitors alike can join in on one of the many organized group rides on some of Philly's 426 miles of bike lanes and paths. After 6 p.m., Philadelphia's finest restaurants are a short walk away, and the Saturday night Industry Party, often held at one of Philly's 20 downtown breweries, is not to be missed!



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By the Numbers



100K
Unique
Page Views

200+
EXHIBITORS



29,000
Advertising postcards distributed

7,866,000

*Total Media Reach
(worldwide)*



8810 fans



6974 fans



1543 fans

Top Media Outlets:

1. NBC-10 Philadelphia 6 million
2. Philadelphia Tribune 625K
3. Bicycle Retailer & Industry News 480K
4. Cycling Tips 230K
5. Bike Rumor 220K
6. Dirt Rag 115K
7. WHYY (PBS Radio) 115K

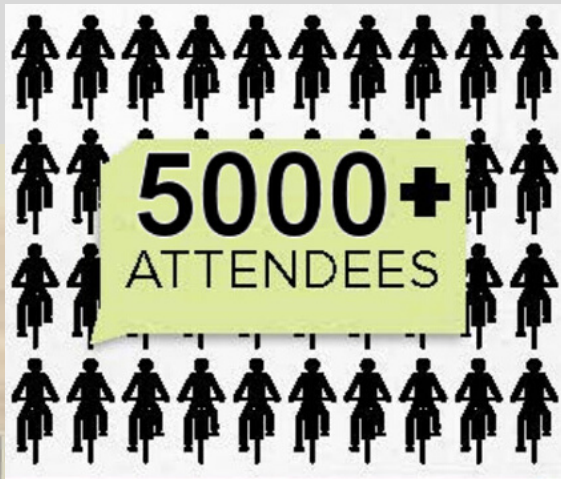
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Our Audience



Key Metrics:



73% Male

27% Female

39% 100K+ HHI

72% Age 31-60

88% College/Grad degrees

The average cycling fan is brand aware and **83% regularly recommend products and brands to their friends and colleagues**. The data show that cyclists represent an affluent, product-oriented, technology-savvy, and multicultural consumer group.

Causes we love and support:



The **SRAM/ PBE Inclusivity Scholarship** is designed to support women, trans and POC builders who have been underrepresented in framebuilding and the industry in general. The first-year scholarship recipients were Julie Ann Pedalino of Pedalino Bikes, Megan Dean of Moth Attack, Schön Studio's Danielle Schön, and Jackie Mautner of Untitled Cycles.

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Our Exhibitors



"This year's Philly Bike Expo was leaps and bounds the best show I've ever been a part of. Every aspect was outstanding. I will definitely be back next year with a full booth!"

Brian Chapman, Chapman Cycles

"Thank you so much for all of your hard work into putting on the Philly Bike Expo. You've got some incredible volunteers, a great vibe, awesome community, and a great show. We had a lot of fun and had positive conversations with a lot of different people. We are already planning on next year! "

Jill, Velocity USA



"I just wanted to thank you for putting on a great show! Move-in and out was much easier than I expected and the crowd was great! We have already received orders through our website. We will be back!"

Russ Johnson, Wren Sports, LLC

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Artisans, Activists, Alternatives

Reasons to Sponsor



There are many compelling reasons to sponsor the Philly Bike Expo. Here are the top ones:

- **The Crowd:** Philadelphia is the nation's 4th largest Designated Marketing Area (DMA). Over 40 million people are within 2 hours' drive of the city. 5000 people (and growing) come to the show each year.
- **The Connection:** Cyclists are a brand-aware consumer group, who recommend brands and services to friends 83% of the time. Your company's name and brand identity will grow and be enhanced in a very profitable arena. On-site exhibit booth and product sampling are available with every sponsorship.
- **The Causes:** The Philly Bike Expo is strongly committed to bicycle advocacy through our support of the Bicycle Coalition of Philadelphia, and to creating a welcoming atmosphere for people of all genders, races and socioeconomic status through programs like the SRAM Inclusivity Scholarship and Neighborhood Bike Works. Your company's name and image will be connected to these worthy causes.

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Sponsorship Assets



Our sponsorship assets are the ways in which our event can activate your investment and reach your target audience. We have some unique and creative ways to activate, but this is far from an exhaustive list, and we welcome your ideas!

- Naming Rights
- Presenting Rights
- Seminars
- Billboards
- After-parties
- Indoor kids' test tracks
- Sponsor logo photo booth/backdrop
- Scholarships/Grants
- Organized rides
- T-shirts
- Jerseys/Shorts
- Product Demos
- Official Beer
- Official Soft Drink
- Official Water
- PBE Racing Team
- Speaking opportunities
- Exhibitor meet-and-greet
- Official transportation provider

PHILADELPHIA BIKE EXPO				
Seminars				
Saturday, Nov. 2nd				
	Room I	Room II	Room III	Room IV
10:30AM-11:30AM	Savvy Cycling on Philly Streets	Philly Bike Expo Inclusivity Scholarship: Meet the builders	How Women Lead The Suburban Bike Movement	The Survey of U.S. Framebuilders: Preliminary Results
12:00PM-1:00PM		First fully sponsored US Team to ride a stage race in Europe	Intro to Triathlon	Saddle Pressure Mapping
1:30PM-2:30PM	Yoga for Cyclists	Preparing for Long-Distance and Randonneuring Rides on Tandem	Training and Racing with Power	SRAM eTap AXS tech clinic
3:00PM-4:00PM	Are Women Specific Bicycles Really Necessary?	Greg LeMond: The Greatest Comeback in Sports History?	Don't quit your job: take it with you!	Tire Ted Talks
4:30PM-5:30PM	Chamois Talk	Visualizing Cycling Trends with Bike Insights	The American hand-builder explosion of the 1970's	Advocate Training: Becoming a Champion for Cyclists in Your Neighborhood and Region
Sunday, Nov. 3rd				
	Room I	Room II	Room III	Room IV
10:30AM-11:30AM		Motherload Movie	Gettin' Gritty with NICA! Kids and Dirt: Change Agents of Cycling	Pittsburgh to DC - Adventures on the GAP Trail
12:00PM-1:00PM	In Conversation With Brad Quaruccio		Bike Fit Panel: There's No App For That	Representation Matters
1:30PM-2:30PM	Yoga for Cyclists	Finance/Bookkeeping 101 for Small Business Owners	The 70's road bike revisited - affordable fun for road, path, or smooth dirt	Advanced Manufacturing for Framebuilding
3:00PM-4:00PM		How to Create a Biking Revolution	WTF Bikesplorers Reportback and Discussion	HOW TO BE A MODERATELY SUCCESSFUL BIKE YOUTUBER with PathLessPedals!
Demos - Located Next to Booth 3005				
Yoga Poses for Pre/Post Ride Saturday and Sunday, 10:30AM				
Earth vs the Bike Thieves Saturday and Sunday, 12:00PM				
Wheel Building Saturday and Sunday, 1:30PM				
Bike Fitting Saturday and Sunday, 3:00PM				

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Ways to Sponsor



There are two paths to a sponsorship with the Philly Bike Expo:

Option 1: Design your own **custom sponsorship** by choosing from our menu of assets. Or, come up with your own activation ideas, and we'll assign a price to the sponsorship plan.

Option 2: Choose from our sponsorship engagement levels below.

Title Sponsorship (1 available)	\$25,000
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- Event will be named after sponsor ("X" Philly Bike Expo)
- Unlimited number of sponsorship assets/activations
- Category exclusivity

Presenting Sponsorship (1 available)	\$10,000
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- Secondary nomenclature (PBE presented by....)
- Up to 10 different sponsorship assets/activations
- Category exclusivity

Major Sponsorship (3 available)	\$5,000
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- Up to 5 different sponsorship assets/activations

Event Sponsorship (several available)	\$2,500
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- Includes 2 sponsorship assets/activations

*Working with a specific budget or list of needs? Let us craft a custom package for you!
Contact Bina at **215-740-7068**, bina@phillybikeexpo.com.*

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