



A RESOURCE FOR CYCLING EVENT ORGANIZERS

EVENT SPONSORSHIP PITCH DECK BEST PRACTICES

Sponsor-ready language, sample packages, and practical guidance to make this your own.



Turn a Basic Event Description into a Sponsor Pitch

Every slide should answer a question your sponsor actually has.

01 WHO WILL I REACH?

Use real rider counts, local reach, and audience insights.

02 WHAT WILL MY BUSINESS GET?

List specific placements and engagement opportunities.

03 WHAT DOES IT COST?

Show clearly priced packages or one tailored proposal.

04 WHAT HAPPENS NEXT?

Close with one clear action and a real contact person.

ORGANIZER TIP Replace all [brackets], verify any numbers, and remove guidance slides before sending.



A Clear Event Story

RIDGEWAY GRAVEL

Ridgeway Gravel brings recreational riders and experienced cyclists together for a full day of riding in southwestern Wisconsin. Three route options finish near local businesses, giving sponsors a direct way to connect with riders and supporters.

WHEN

September 22, 2027

FORMAT

25-, 50-, and 80-mile routes

PARTICIPATION GOAL

450 riders

ORGANIZER TIP

Say what makes the event distinctive, then add date, location, format, and rider goal.



Why Your Event Matters

This event is designed to give riders a memorable experience and create meaningful connections between the cycling community and local businesses.

01 ACCESSIBLE RIDING

Multiple distances give riders a choice that fits their experience.

02 LOCAL ACTIVITY

A central finish creates space for shops, food, and community partners.

03 SHARED EXPERIENCE

Riders, volunteers, and supporters have reasons to stay and engage.

ORGANIZER TIP

Connect your event mission to things the sponsor can actually see or support.



Know the Audience You Can Offer

Illustrative figures below. Replace with actual platform or registration records.

412

PAST RIDERS

previous-year registrations

750

ON-SITE REACH

estimated attendees

1,900

EMAIL AUDIENCE

opted-in subscribers

14,000

SOCIAL REACH

last event campaign

Example sponsor fit: Reach people who actively participate in cycling and spend time with local outdoor businesses.

ORGANIZER TIP

Use a consistent time period and explain where your counts come from.



A Team Sponsors Can Count On

Sponsors should know who is responsible for delivering the partnership.

01 [RACE DIRECTOR]

Owns course planning, permits, safety, and the event-day experience.

02 [SPONSOR CONTACT]

Confirms deliverables, collects artwork, and handles sponsor questions.

03 [EVENT OPERATIONS]

Coordinates booth locations, signage, and on-site execution.

Primary contact: [Full Name] | [Email] | [Phone]

ORGANIZER TIP Use real names and responsibilities; skip long biographies unless they build credibility.



Choose a Partnership Level

Sample package amounts and deliverables. Adjust to fit your event and resources.

SUPPORTER

\$500

- Logo on sponsor page
- One sponsor thank-you post
- Signage at packet pickup

COMMUNITY

\$1,500

- Prominent website placement
- One pre-event email mention
- 10 × 10 ft finish-area space
- Finish-area signage

PRESENTING

\$3,000

- Name in event title*
- Two pre-event email mentions
- Premium finish-line signage
- 10 × 10 ft space + two posts

*Presenting rights and exclusivity require organizer approval and a written agreement.



Give Sponsors Something To Do

On-site experiences can create more value than another logo placement.

LOCAL BIKE SHOP

Pre-ride safety check or quick adjustment tent

Connect with riders before their start.

COFFEE SHOP

Sponsored packet-pickup coffee service

Let participants try the product.

OUTDOOR BRAND

Product demo or try-on area at the finish

Create product conversations.

LOCAL EMPLOYER

Branded volunteer station and thank-you

Show a visible commitment to the community.

ORGANIZER TIP

Ask sponsors what they want people to do, then build an activation around it.



What the Sponsorship Includes

Commit to an achievable schedule so sponsors know when their brand will appear.

1

BEFORE THE EVENT

4–6 weeks out

Collect approved logo and link.
Publish included website, email, and social placements.

2

ON EVENT DAY

During the event

Install agreed signage, prepare activation space, make any contracted announcements.

3

AFTER THE EVENT

Within 14 days

Share a sponsor recap with verified results, photos, and a personal thank-you.

ORGANIZER TIP

Only promise placements, staff support, and deadlines your team can deliver.



Show Sponsors the Results

After the event, provide a brief report focused on what was delivered and measured.

ATTENDANCE Confirmed registrations and check-ins

DIGITAL Website traffic, email clicks, and post reach

ACTIVATION QR scans or code uses, if tracked

PHOTO PROOF Signage, booth, and event-day images

Example recap: “Your logo appeared in 2 emails, 3 course signs, and 1 finish-line banner.”



Build the Right Partnership

Let's put together a partnership that fits your brand, budget, and customers.

01 SELECT

Choose a package or share your goals and budget.

02 TAILOR

Agree on the most useful placements or activation.

03 CONFIRM

Finalize deliverables, assets, and the schedule.

Let's talk: [Contact Name] • [Email] • [Phone] • Reply by [Date]



A Short Email to Open the Conversation

SUBJECT: Partnership opportunity at [Event Name]

Hi [First Name],

I'm organizing [Event Name] on [Date] in [Location]. We expect [number] riders, and I think there is a good fit with [Sponsor Name] because [one specific reason].

Our [package name] partnership includes [two specific benefits] for [\$]. Would you have 15 minutes next week to discuss it?

[Your Name]

MAKE THE FIT CLEAR

Explain why this sponsor is a good match.

BE SPECIFIC

Include two clear benefits, not just visibility.

ASK FOR A CALL

Suggest one easy next step.



Before You Share Your Deck

- 01 **REPLACE THE EXAMPLES** Update event name, all bracketed fields, images, and all metrics.
- 02 **VERIFY THE NUMBERS** State the year and source. Label targets as targets, not actual attendance.
- 03 **PRICE YOUR PROMISES** Include staffing and production costs. Confirm rights and exclusivity.
- 04 **CUSTOMIZE FOR THE SPONSOR** Show the placements and activations their customers will value.
- 05 **MAKE IT EASY TO SAY YES** Include a real contact, a simple offer, and a clear next step.

First-year event? Use capacity and clearly labeled goals instead of invented history.