



**24th Annual N.I.T.E. Ride
Sponsorship Opportunities**



**Saturday,
July 8, 2017**

11:00 PM

**Indianapolis City
Market**

niteride.org

How It All Began...

Once Upon a (N.I.T.E.) Time...

... a long time ago, a small band of C.I.B.A. members switched on their headlights and rode through downtown Indianapolis to plot out a possible route for a large-scale late-night ride. Little did they know that 24 years later, the N.I.T.E. Ride would be considered one of the most unique bicycling events in Indianapolis. Attracting over 3,000 participants annually. What started as a 600 person event one summer N.I.T.E. in 1994 has grown into what it is today... attracting over 3,000 participants from near and far!



As a N.I.T.E. Ride sponsor, your brand will reach a wide range of cyclists, from the avid racer down to the “bike curious” - and everywhere in between! Over 73% of our riders come back year after year to **Navigate Indy This Evening**.

Partnering with us puts your name in front of thousands of people throughout Indiana and across the Midwest. Let us help you build brand loyalty and attract new customers by signing on as a sponsor today!

Contact:

Ellis Fawcett

Sponsorship Coordinator

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Jon Clahan

Director, N.I.T.E. Ride

(317) 332-0330

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Local Advice

The city's annual N.I.T.E. Ride (Navigate Indy This Evening) begins well before the sun sets. Start your day with Central Indiana Bicycling Association's morning **Club Ride**, with 16- to 60-mile routes starting at the Major Taylor Velodrome. Then participate in the **LITE Up Your Bike** contest for a chance at winning a \$100 gift card from Bicycle Garage Indy. The main event starts at 11 p.m. with a roughly 15- to 19-mile ride through downtown.

September 2016, [Bicycling.com](http://www.bicycling.com) 50 Best Bike Cities of 2016

<http://www.bicycling.com/culture/news/the-50-best-bike-cities-of-2016>

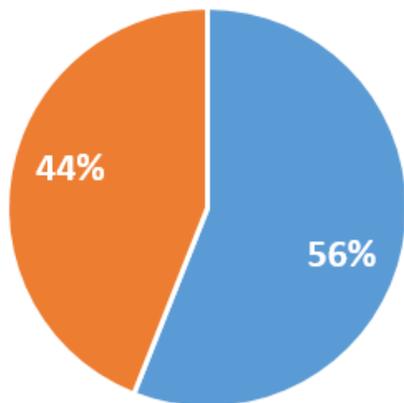


niteride.org



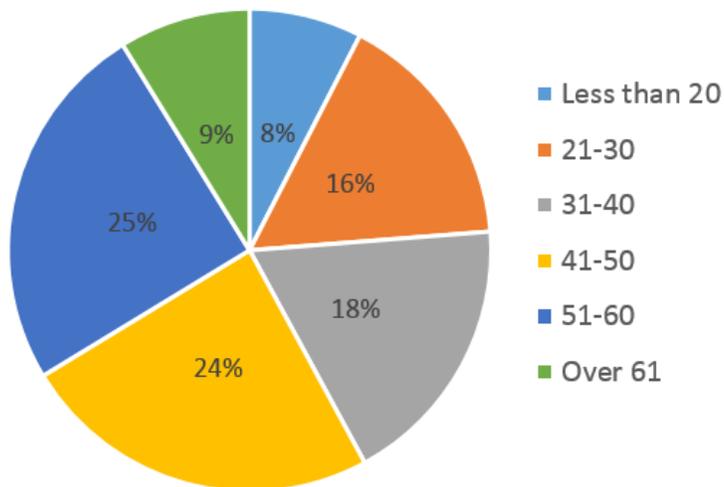
N.I.T.E. Ride Participant Demographics

Participants by Gender



■ Male ■ Female

Age of Riders



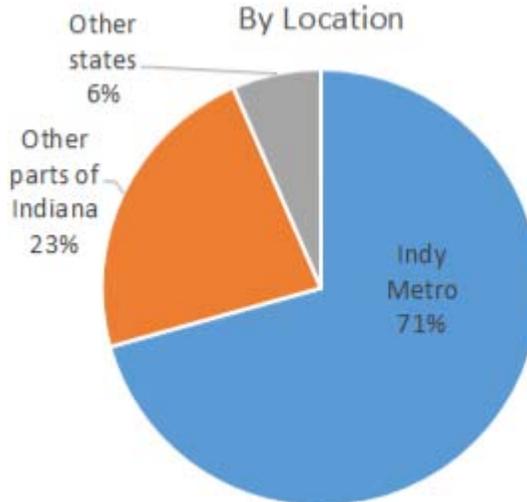
■ Less than 20
 ■ 21-30
 ■ 31-40
 ■ 41-50
 ■ 51-60
 ■ Over 61

Over 3,000 participants expected in 2017

96% of riders surveyed in 2016 rated the N.I.T.E. Ride as “Excellent” or “Very Good”

75% would recommend the N.I.T.E. Ride to a friend or colleague

By Location



What people love about the N.I.T.E. Ride:

Riding around the Circle Costumes Enjoy Comraderie
 Roads Rude Bike Town Seeing Camaraderie
 Friends Meeting Streets Love
 Downtown Butler Traffic Group Start
 Activities Police Wagon Route Cooler Able Prior
 Indy at Night

N.I.T.E. Ride Sponsorship Opportunities

No matter the size of your company or the budget you have for marketing, we want to work with you! Reach out to us and let us tailor a sponsorship package that gets you the visibility and exposure you're looking for!

Want to be aligned with a specific area of the ride? Interested in advertising in our Virtual Event Bag? Have samples you want to get into the hands of our riders? We serve bottled water, Gatorade, bananas, cookies and more at our Butler University rest stop and a variety of cold drinks and food options at the end of the ride. Just think.. Over 3,000 participants could be snacking on your samples and learning about your product!

Virtual Event Bags are an economical way to digitally advertise with us. Registered participants have access to offers inside "the bag" 30 days before the event and 30 days after. Think of it as a high-tech "green" packet without the printing costs.

Virtual Event Bags have an average open rate of over 70%. That's almost 10 times more than a standard email. Survey results tell us that over 50% of the people who open the Virtual Event Bag make a purchase from the companies inside the virtual bag.

Not only do Virtual Event Bags give you control over your placement—or where participants are directed, but you also get detailed reports on who your message is getting to.



N.I.T.E. Ride Past Sponsors

Advance Sweeping

Aqua Systems

Bicycle Garage Indy

Bicycle Indiana

Butler University

CIBA

Crown Hill Cemetery

Fazoli's

Giant Bicycles

Indiana State Fairgrounds

Indianapolis Museum of Art

Central
Indiana
Bicycling
Association



IUPUI

Kroger

Lil' Peanut Productions

Major Taylor Velodrome

Marian University

Markey's

Nabisco

Papa Johns

Republic Services

World Bicycle Relief

Yelp







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