

N.I.T.E. Ride Sponsorship Packet



August 20, 2022

11:00PM

Indianapolis City Market

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 29 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.

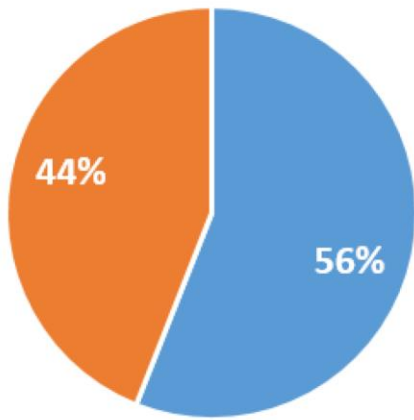
Partnering with us puts your name in front of thousands of people throughout Indiana and across the Midwest. Let us help you build brand loyalty and attract new customers by signing on as a sponsor today!



Contact:

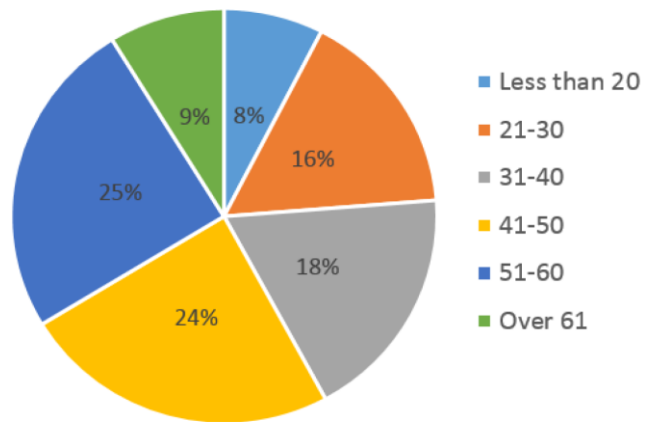
Renea Gates
Director, N.I.T.E. Ride
(317) 693-4700
niteride@cibaride.org

Participants by Gender



■ Male ■ Female

Age of Riders

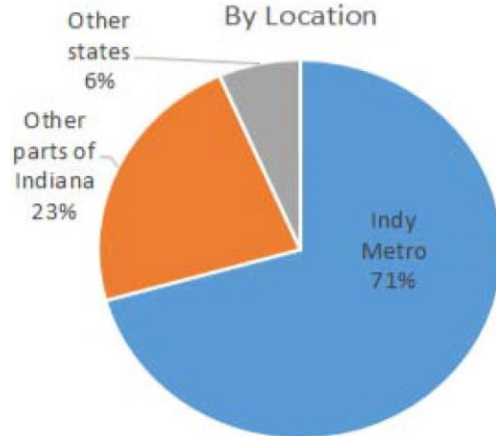


Over 1,000 participants expected in 2022

96% of riders surveyed in 2021 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 advertising on the back of the official N.I.T.E. Ride T-Shirt. Have samples you want to get into the hands of our riders? We serve bottled water, Gatorade, bananas, cookies and more at our rest stop. Just think, Over 3,000 participants could be snacking on your samples and learning about your product!

Friend of CIBA Sponsor: \$1000

- Ten registrations
- Logo on back of event t-shirt
- Logo on website
- Social media mention
- Logo on race signage
- Vendor Table
- Give away in race packet

Water Stop: \$500

- Five registrations
- Signage at water stop
- Logo on back of event t-shirt
- Vendor table
- Social media mention



Vendor: \$150

- Two registrations
- Vendor table
- Social media mention

N.I.T.E. Ride Past Sponsor

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

