

N.I.T.E. Ride Sponsorship Packet



June 28, 2025

11:00PM

Lilly Headquarters

How It All Began...

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

Over 31 years ago, a small group of C.I.B.A. members switched on their headlights and cycled through downtown Indianapolis, mapping out what would become an iconic route for a late-night ride. What began as a modest event with just 600 participants on a summer night in 1994 has grown into one of Indianapolis' most unique cycling traditions—drawing over 3,000 riders annually from near and far.



Today, the N.I.T.E. Ride continues to shine as a premier event, bringing together cyclists of all levels, from seasoned racers to those just discovering the joy of biking. Over 73% of participants return year after year to **Navigate Indy This Evening**, creating a loyal and engaged community.

Why Partner with Us?

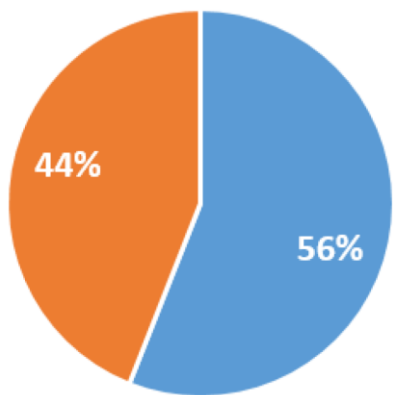
As a N.I.T.E. Ride sponsor, your brand will gain exposure to thousands of cyclists and supporters throughout Indiana and the Midwest. This is your chance to connect with a diverse audience, build brand loyalty, and attract new customers. Let's work together to make an impact—join us as a sponsor today!



Contact:

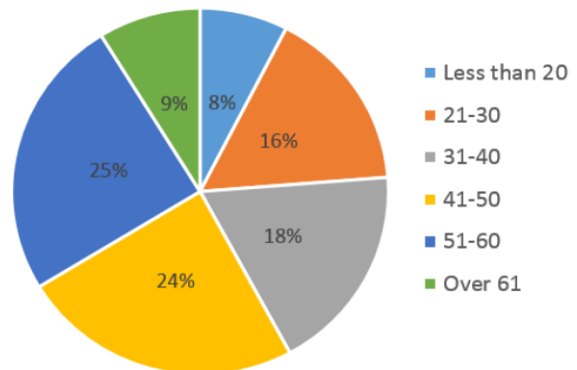
Renea Gates
Director, N.I.T.E. Ride
(317) 693-4700
niteride@cibaride.org

Participants by Gender



■ Male ■ Female

Age of Riders

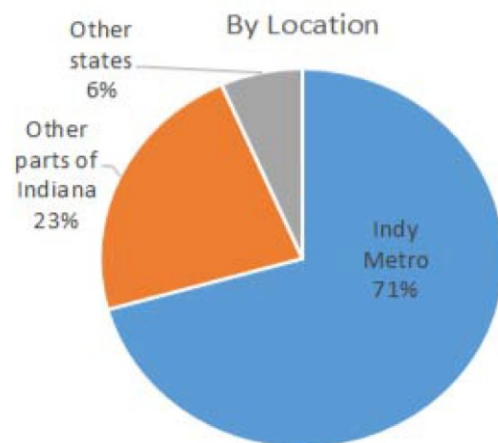


■ Less than 20
 ■ 21-30
 ■ 31-40
 ■ 41-50
 ■ 51-60
 ■ Over 61

Over 1,500 participants expected in 2025

96% of riders surveyed in 2024 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



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

