



### About Strider Sports International, Inc.

The world leader in the production, marketing, and distribution of balance bikes, Strider Sports designs balance bikes that encourage kids of all abilities to ride, learn, and explore the world on two wheels. Founded by Ryan McFarland in January 2007, Strider Sports is a company full of passionate riders of dirt, mountain, street, and road bikes. The goal of Strider Sports is to simplify a bike to its essence, so that proper size, lightweight and simplicity combine to eliminate any fear of riding and instill confidence in new riders. With over 1.7 million sold to date the patented STRIDER<sup>®</sup> Bike is now distributed worldwide in over 75 countries.

### About The Strider Cup Race Series

Strider Sports produces a national and international series of balance bike races called the "Strider Cup" which culminates with the Strider Cup World Championship held each year. The ninth annual 2019 Strider Cup Series will include four regional races, plus the Strider Cup World Championship. Competitors range in age from 18 months to 6 years old. These competitions are produced with a family fun atmosphere in mind and are accompanied by a free interactive demo and festival area that adjoins the competition venue. Each Strider Cup race is a one day event (typically on a Saturday), with between 200 and 400 toddler competitors. Each competitor typically is accompanied by an average of five spectators, inclusive of family members. The race courses are built in high foot traffic locations within the host community's city center or alike. Competitions are held from 8 AM to 4 PM and are activated by Strider Sports and contractors.

The following URL can be used to reference various information surrounding the 2017 race series: <https://StriderBikes.com/events/sponsorship> and a short video summary of the Strider Cup World Championship race in 2017 can be found here: <https://bit.ly/SCWC2017>

The 2018 host sites are listed below.

#### 2018 Strider Cup Events

May 5th - Fort Worth, Texas

May 26th - Cleveland, Ohio

June 16th - Seattle, Washington

July 20th and 21st - Boulder, Colorado (World Championship)

### Partnership Overview

Strider Sports is seeking proposals to host one of the four regional races in 2019, as well as the Strider Cup World Championship. Each of the Strider Cup races will be one day events. The host sites will be promoted throughout the year on the StriderBikes.com website, at qualifying events across the country, as well as through Strider's traditional and social media outlets (Facebook, Twitter, etc.). These family friendly toddler races provide a unique new energetic uplifting and cute sport filled with passionate families that drive economic value and create extensive media attention to the host community. It is also a wonderful avenue to promote a healthy and active lifestyle in the community for young people of an age that is often overlooked.



## Host Site Requirements:

The Strider Cup offers the host community a tremendous branding opportunity as a top tier event destination. Bids to host a Strider Cup race can come from destination cities, convention and visitor bureaus, sports commissions, economic development agencies, tribal communities, private venues, downtown alliance organizations or any combination of entities.

All Strider Cup and Strider Cup World Championship proposals must address the following elements:

### Preferential Attributes:

- A venue that has high foot traffic already on a Saturday where the race will be held. (Most often a city center)
- Restaurants/entertainment/shopping on site to create an enjoyable and comfortable atmosphere
- Major market destination (1 million + metro area) with an accessible international airport
- Complementary venue location
- An area no smaller than 250' by 250' or an ability to accommodate a 700 linear foot race track; generally speaking 8' wide
- Ancillary space for up to 20 vendors or sponsors. (10' by 10' area per vendor)
- Free parking for staff, competitor's families, and sponsors.
- Access to clean public restrooms
- Proposed date(s) of competition
- Host hotel close (preferably walking distance) to the event venue
- Complimentary housing to meet the Strider staff needs (staff of approx. 6-8)
- Discounted housing room rates for participant's family rooms
- Discounted or donated food and beverage options for an athletes and families and/or staff meals
- Allow Strider to bring donated (sponsored) products to the venue (example: Gatorade, bottled water, staff meals, etc.)
- Promotional support in the host market including plans for:
  - Radio advertising/PSAs
  - Social media
  - Billboards
  - Digital Signage
  - Rack card/Brochure distribution
  - Online Event Calendar
  - Event announcement
- Experience in event volunteer staffing and management
- \$5,000 cash bid fee assistance to assist with event operations and marketing (only upon final acceptance)

### Host Receives:

- Prime exposure as a "Host Community" to a national and international audience through Strider Sports' and hired PR firms marketing efforts.
- Recognition in all media relating to the host site's event
- Blog posting of city's highlights in anticipation of upcoming race
- 10 x 10 booth space
- 20' banner placement on course
- Recognized as a sponsor on all promotions and media

### Economic Development and Tourism

Hosting a Strider Cup race is a cost effective strategy to market the host destination with a unique branding message with the end goal of creating quantifiable results in economic development and increased tourism.

#### Demographics:

- Half of all race participants are from non-local cities
- On average 18% of race participants are from out of state
- 96% of Strider Cup attendees would recommend the event to a friend
- 91% are married
- 83% are 21-39 years old
- \$115,000 is the average household income of race family attendees

Media attention is a strong component of these races and Strider Sports invests a great amount of time and resources to engage in bringing this story to those outlets with great success. Feel free to contact us in providing you with any of the many examples we have available. In addition to the media exposure each site will receive additional exposure on Strider Sports' web site and through Strider's media outlets.

It is projected that each national race will generate over \$50,000 for the host site in direct economic impact via the associated hotel room block and other ancillary expenditures (\$150,000 for the Strider Cup World Championship). Our goal for the Strider Cup is to ensure that each host gains significant economic benefits along with a strong showing of local and national exposure.

### Questions/Contact

Please e-mail responses (and questions) relating to this RFP to Ted Huettl, Events Manager, Strider Sports International, Inc. at [Ted@StriderBikes.com](mailto:Ted@StriderBikes.com). Official responses for the 2019 Strider Cup races are due by April 1, 2018 and should address each bulleted item in the "Preferential Attributes" of this document. Final determination of venue locations will be made by April 30, 2018. Additional information about the Strider Cup can be found at [www.StriderBikes.com](http://www.StriderBikes.com).