

# Festival Exhibiting



## Exhibit at the TD Bank Five Boro Bike Tour Festival!



***Reach 30,000 cyclists and support America's largest cycling event!***

The TD Bank Five Boro Bike Tour attracts 30,000 cyclists to New York City each spring for an unforgettable 42-mile ride through traffic-free streets. Cyclists from the Northeast and beyond know that there's no better way to see New York!

At the Tour-ending Festival, cyclists celebrate the end of a great ride while enjoying music, food, sponsor exhibits, and merchandise sales. Tap into this excitement as an exhibitor or sponsor and interact with thousands of riders.

### **30,000 enthusiastic cyclists attend the Festival!**

- 50% are ages 26-45
- 63% are male, 37% are female
- 76% are from the Tri-state area (NY, NJ, CT)
- 73% are regular cyclists
- 10% purchase a new bicycle to ride in the Tour
- 16% plan to purchase a bicycle in the next year, with 44% of them planning to spend at least \$1,500
- 35% plan to spend \$500 or more on cycling equipment and related merchandise this year
- 49% have a household income of \$100k or more
- 56% are married, 30% have a child at home
- 84% have a college degree
- 70% work in professional or managerial jobs
- 46% travel by plane four or more times per year
- 65% are members of a health/fitness club
- 54% are pet owners



# Festival Exhibiting



## Exhibitors receive promotional benefits as well as space at the Festival!

- Listing in Official Program (circ. 30,000) for exhibitors who reserve by January 29, 2010
- Listing on event website
- Inclusion on Festival PA audio loop
- Inclusion on Festival site maps



## Space Available

- 10' x 10'    ▪ 15' x 15'
- 10' x 15'    ▪ 20' x 20'

Other sizes may be available upon request.  
Bike New York provides tables and chairs.

## Exhibitor Activities Permitted

- Sales (some restrictions apply)
- List collection/name gathering
- Distributing promotional literature
- Distributing memorabilia
- Raffles
- Product sampling (some restrictions apply)



**Event Date:** May 2, 2010

**Exhibit Hours:** 11:00 a.m.-5:00 p.m.

**Festival Location:** Fort Wadsworth,  
Staten Island

**Reserve by:** April 10, 2010

**Pricing:** Please call for full details and pricing information. Discounts available for cycling-related businesses.

### Contact:

Carlie Brown  
Director, Sponsorship and Marketing  
Bike New York  
(212) 932-2453 x165  
carlieb@bikenewyork.org

