

Product Sampling



Sample your snack or beverage at the

TD Bank Five Boro Bike Tour

Support America's largest cycling event while reaching 30,000 riders!

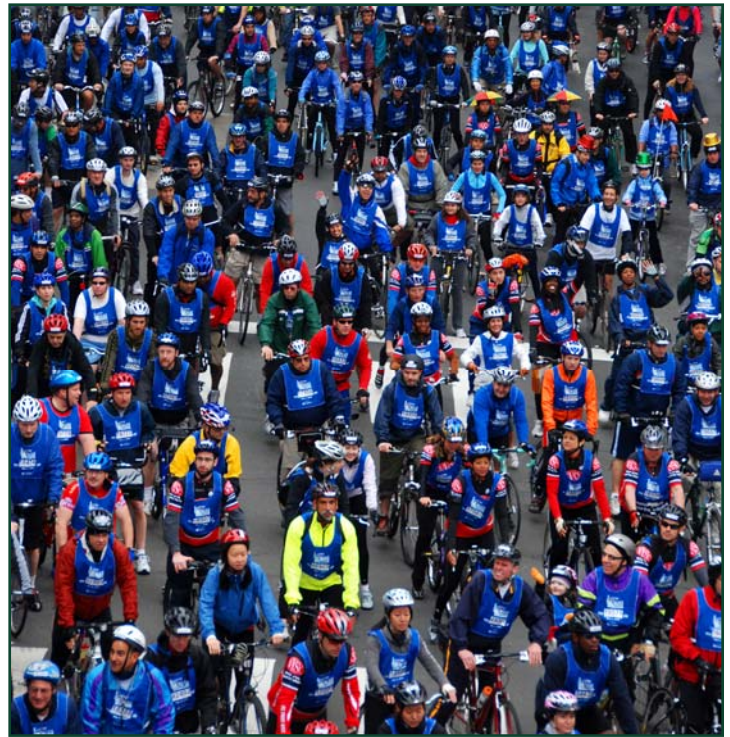
The TD Bank Five Boro Bike Tour, America's largest cycling event, attracts 30,000 cyclists to New York City each spring for an unforgettable 42-mile ride through traffic-free streets. Cyclists from the Northeast and beyond know that there's no better way to see New York!

Five rest areas along the route provide cyclists with food, beverages, First Aid, reunion areas, bike repair, and a range of other services. They're an important way for cyclists to relax and reenergize so they make it to the end. Each rest area is active for approximately three hours and attracts 12,000 participants on average.

30,000 enthusiastic cyclists attend the Tour!

- 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
- 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
- 64% are members of a health/fitness club

At the Tour-ending Festival, cyclists celebrate the end of a great ride while enjoying music, massage, food, sponsor exhibits, and merchandise sales. 91% of all participants attend the Festival.



Sampling is permitted in the five rest areas and at the finish Festival. Companies are invited to bring their own teams to distribute product, or Bike New York can make it even easier by having volunteers distribute the product on your behalf.



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Promotional benefits as well as space at the Festival!

Bike New York provides the following benefits to companies sampling product:

- Company/product banner hung above each product distribution location (max. size: 8'x4').
- Volunteers to distribute product on your behalf (optional).*
- Up to five of the volunteers distributing product dressed in branded apparel.
- Announcement of sampling in the Official Program (circ. 30,000) if reserved by February 1, 2010.
- Listing of sampling activity on the event website.
- Announcement of sampling on the Festival PA audio loop.
- Inclusion of the location of your sampling activity on Festival site maps.



Bike New York recommends providing at least 8,000 samples per product distribution location to adequately stock the event. Companies are not required to supply the entire event and may choose the locations where they wish to distribute.

* Note: Bike New York provides volunteer support for sampling done in rest areas only.

Event Date: May 2, 2010

Event Hours: 8 a.m.-5 p.m.

Rest Area Locations:
Manhattan, Queens, Brooklyn

Water Stations:
Bronx, Brooklyn, Staten Island

Festival: Fort Wadsworth, Staten Island

Reserve By: March 19, 2010

Pricing: Please call for details.

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