

GARDEN STATE FONDO



COMMUNITY PARTNERSHIP OPPORTUNITIES





FORGING A PATH TO BETTER HEALTH IN OUR COMMUNITY

Improving the quality of life in our community is at the heart of what we do. Garden State Fondo is committed to promoting healthy living in our vibrant community of over 2,500 passionate, active and engaged riders and their families.

Cycling is one of the most effective methods of strengthening one's mind, body & soul.





THE NATION'S PREMIER CYCLING EVENT

Awarded #1 USA Gran Fondo for 2019* and 2016, Garden State Fondo attracts over 2,500 active & passionate riders to the heart of **Morristown, NJ.**

Featuring up to 125 miles of scenic backcountry roads, **six unique routes** with 5-star Gourmet Rest Stops make it the most exciting cycling playground in the US.

The event and its participants have **raised over \$1.5MM** for both local and national charitable organizations.



*Source: GranFondoGuide.com



PLACE YOUR BRAND AT THE FOCAL POINT OF A HIGHLY ACTIVE COMMUNITY

Presenting Sponsors enjoy logo placement front and center on the Official Garden State Fondo Jersey.

Let our community of passionate fitness enthusiasts showcase your brand proudly.

Cyclists are passionate, driven and ambitious individuals who choose the road less traveled to push their limits.





GARDEN STATE FONDO 10 YEARS IN THE MAKING

Legacy: Our Founder Marty Epstein inspired a community by introducing bicycles into the lives of thousands of people. Following his passing to a lengthy battle with cancer, we strive to embody Marty's spirit through every facet of the Fondo.

Goal: Changing the world with bicycles. Marty Epstein believed that cycling transcends human capabilities. Cycling is more than just a sport, more than a social activity, it's the deepest possible connection to the sense of being.





RIDING FOR THE ENVIRONMENT

Sustainability: Garden State Fondo is the first cycling event in the world to achieve the Gold Standard for Sustainability from the Council for Responsible Sport. Over 90% of the “waste” generated from the event is diverted from landfills to recycling, reuse, or composting.



BENEFICIARIES

The Garden State Fondo is committed to supporting New Jersey organizations that create positive changes in our community through grassroots efforts, raising more than \$1.5MM for local charities over the years.

NJ BIKE & WALK COALITION

The only state-wide advocacy organization for bicyclists and pedestrians.



THE SEEING EYE

Enhancing the independence, dignity, and self-confidence of blind people through the use of Seeing Eye® dogs.



NICA NJ

A youth development organization, whose goal is to build strong body, strong mind and strong character in our student athletes.



RARITAN HEADWATERS

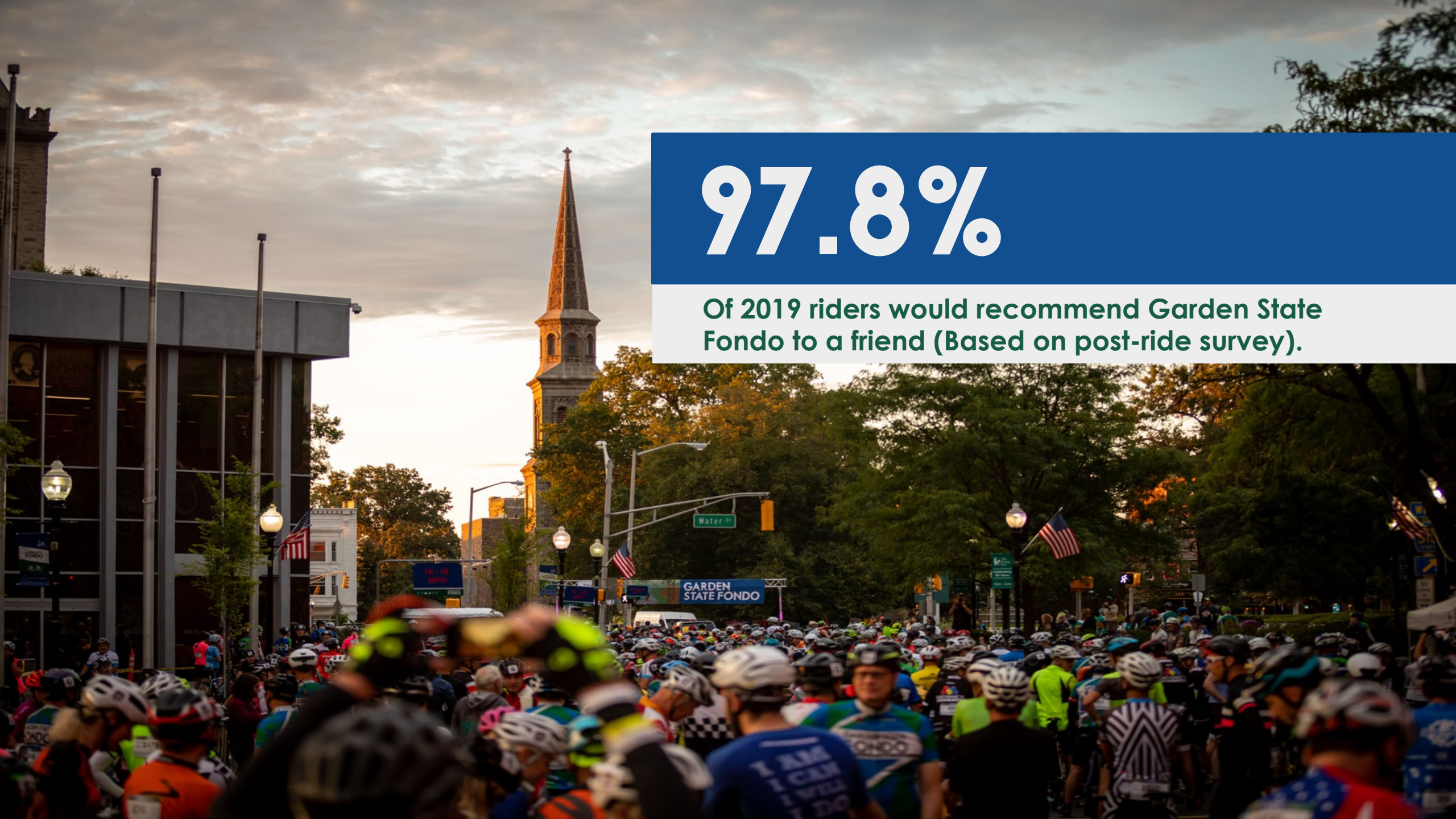
Protecting clean water in our rivers, our streams and our homes since 1959.



HOMELESS SOLUTIONS

Increasing the supply of housing people can afford through construction, renovation and advocacy for low- and moderate-income people.



A large crowd of cyclists is gathered on a city street, participating in the Garden State Fondo. In the background, a church with a tall, pointed steeple is visible against a cloudy sky. The scene is set during the day, with trees and buildings lining the street. A banner for the "GARDEN STATE FONDO" is visible in the distance. The cyclists are wearing various gear, including helmets and jerseys, and are moving along the street. The overall atmosphere is one of a large-scale community event.

97.8%

Of 2019 riders would recommend Garden State Fondo to a friend (Based on post-ride survey).



WHO



WHAT



WHEN



WHERE

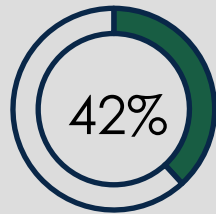


WHY

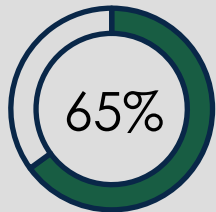
WHO

Garden State Fondo offers partners a platform for exclusive engagement opportunities with consumers who hold unparalleled spending power in the U.S. market.

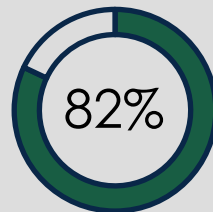
Participant Average Household Income



HHI \$200K+

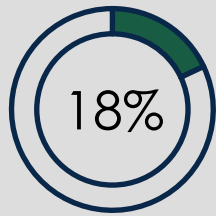


HHI \$150K+

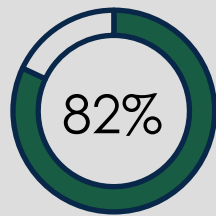


HHI \$100K+

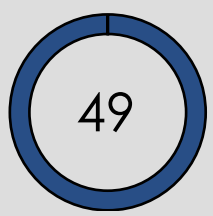
Gender & Age



WOMEN

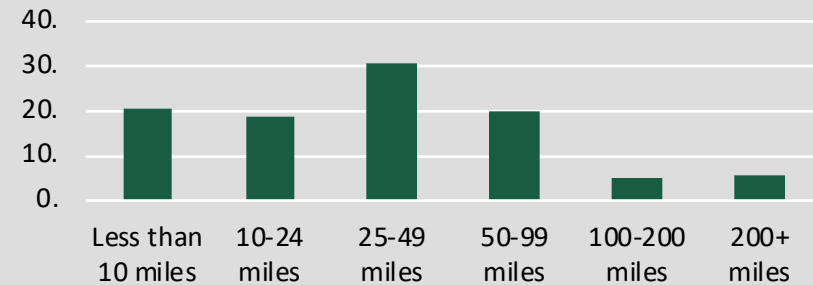


MEN

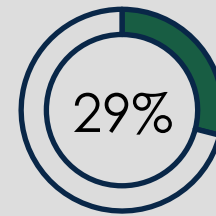


AVG. AGE

Distance Traveled to Reach the Fondo

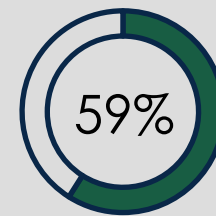


Tourism Impact



29% (800 participants) stayed in town overnight

Retention Rate



59% of participants are returning riders

WHAT: ANNUAL PROGRAM



WHO



WHAT



WHEN



WHERE



WHY

Training Rides

Garden State Fondo Training Rides Program provides the leaders of the pack with fun and engaging networking opportunities.

Morristown Bike Expo

The Morristown Bike Expo takes place over two days in the heart of town and serves as Packet Pickup for the event. Thousands of consumers and their families pass through.

Hill Climb Time Trial

The Fort Nonsense Uphill Time Trial inspires an entire community by lending itself to a large spectatorship.

Kids Fondo

The Mayor's Kids Fondo takes place the day before Garden State Fondo to inspire families about cycling.

Garden State Fondo

Rated #1 in the nation, Garden State Fondo is the largest mass-start endurance cycling event in the Northeast.

BRAND ENGAGEMENT TIMELINE

The year-round community programs offer unparalleled, continuous brand exposure and engagement opportunities including product sampling, data capture, face-to-face interaction and market research.



WHO



WHAT



WHEN



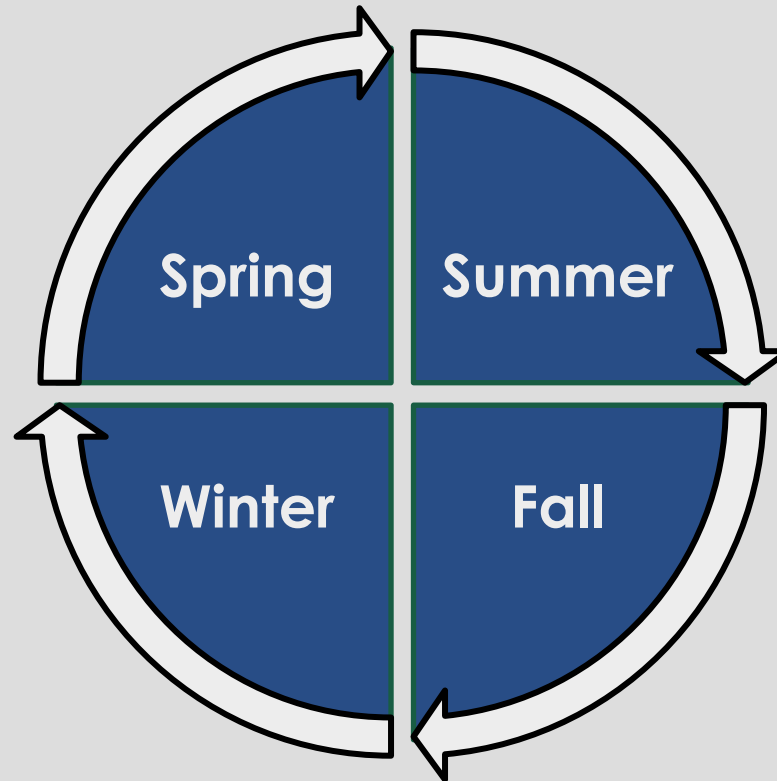
WHERE



WHY

Training Rides
Coaching Tips
Emails
Social

Online Blogs
Social
Emails



Training Rides
Coaching Tips
Emails
Social

Bike Expo
Time Trial
Kids Fondo
Culture Night
Gran Fondo



WHO



WHAT



WHEN



WHERE



WHY

WHERE

Among the **5 wealthiest counties** in the nation, Morris County is home to a disproportionate number of Fortune 500 executives.

Garden State Fondo starts in Morristown, the heart of **Morris County**. Attracting individuals seeking healthy living, Morristown became the Northeast's small-town cycling capital.

BlackRock operates 4 branches in direct proximity to the Fondo.

A CYCLING MECCA 35 MILES FROM NYC

Cyclists from across the region recognize Morristown as a cycling capital.





WHO



WHAT



WHEN



WHERE



WHY

WHY

Charge your brand with the energy field of thousands of cyclists coming together to challenge themselves. **YEAR LONG**

Support local riders who drive real impact in their own lives and in communities across New Jersey, New York and Pennsylvania. **LONG LASTING IMPACT**

Help us promote healthy living and raise money for charity. **LIFELONG CHANGE**

Showcase New Jersey residents, your support of the community and the sport they are most passionate about. Your community will **THANK YOU**



ENGAGEMENT OPPORTUNITIES: GARDEN STATE FONDO

ENGAGEMENT OPPORTUNITIES	PRESENTING (Only 1 available)	OFFICIAL PARTNER	OFFICIAL SUPPORTER	INDUSTRY PARTNER	COMMUNITY PARTNER
Logo & Link on Website	Prominent	1 st Tier	2 nd Tier	3 rd Tier	4 th Tier
Logo on printed Marketing Collateral	Prominent	-	-	-	-
Logo on Stage Banner	Prominent	1 st Tier	2 nd Tier	3 rd Tier	4 th Tier
Logo on Start / Finish Banner	Prominent	1 st Tier	2 nd Tier	3 rd Tier	-
Press Release Announcement	Yes	-	-	-	-
Speak Opportunity at Opening Ceremony	Yes	-	-	-	-
Logo & Link in Event Emails	Prominent	1 st Tier	2 nd tier	-	-
Logo on Cycling Jersey	Front of jersey	Back of jersey, top	Back of jersey, bottom	Back of jersey, bottom	-
Logo on Event T-Shirt	Prominent	-	-	-	-
Logo on Volunteer T-Shirt	Prominent	1 st Tier	2 nd Tier	3 rd Tier	4 th Tier
Social Media / Email Blasts	6	2	-	-	-
Logo on Leadout Vehicle	Prominent	-	-	-	-
Banners at Rest Stops	ALL	4	2	-	-
Banners in Finish Chute	Prominent	1 st Tier	2 nd Tier	3 rd Tier	4 th Tier
Complimentary Event Entries	60	20	10	4	2
Booth Space at Expo	20 x 20 ft Prime Space	10 x 10 ft Prime Space	10 x 10 ft	10 x 10 ft	10 x 10 ft
Booth Space at post-ride festival	20 x 20 ft Prime Space	20 x 10 ft Prime Space	10 x 10 ft	10 x 10 ft	10 x 10 ft
Right of First Refusal in Next Year's	Yes	-	-	-	-
Annual Investment	\$60,000	\$30,000 (\$12 per participant)	\$15,000 (\$6 per participant)	\$9,000 (\$3.60 per participant)	\$6,000 (\$2.40 per participant)

THE NEW JERSEY COMMUNITY THANKS YOU!

Max Davis

Marketing & Partnership Coordinator



(203) 247-9422



max@theleadoutgroup.com



EVENTS CALENDAR



WHO



WHAT



WHEN



WHERE



WHY

Training Rides:	April 1 – September 1, 2020
Hill Climb Time Trial:	September 12, 2020
Kids Fondo:	September 12, 2020
Morristown Bike Expo:	September 11 – 12, 2020
Garden State Fondo:	September 13, 2020

