

hubfest

Hadrian's Ultimate Bicycle Fest

SAT. JUNE 8, ADRIAN MI



To Our Prospective Partner

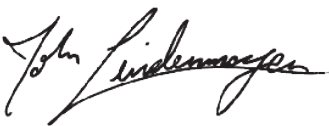
The League of Michigan Bicyclists (LMB) board, staff, and volunteers are thrilled to once again partner with the Adrian community to host the 2019 HUB Fest.

HUB Fest will attract hundreds of riders of all ages and riding abilities and from all corners of Michigan and beyond. Many will be accompanied by non-riding family and friends who will come to celebrate in Adrian before and after the ride.

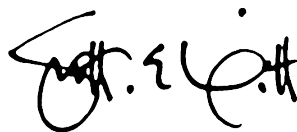
Now in its third year, HUB Fest sponsors have been an integral part of making this event one of the most celebrated cycling events in the state. To make HUB Fest even bigger and better this year, we hope to again partner with leaders in the community through sponsorship.

In becoming a HUB Fest sponsor, you will be part of the effort to attract new tourists to the area, support the local economy and advance LMB's mission to make Michigan bicycling better. Additionally, since LMB is a state-wide advocacy group, with a reputation for hosting stellar bicycle tours for 32 years, you will have the opportunity to reach a new audience for your business.

We look forward to working with you on this exciting venture.



John Lindenmayer
LMB Executive Director



Scott Elliot
HUB Fest Tour Director
Adrian Resident



The League of Michigan Bicyclists is a tax exempt 501 (c)(3) nonprofit organization founded in 1981. LMB's mission is to promote bicycling and the safety of bicyclists on Michigan roadways. Our world-class LMB Tours are the primary funding source of our work.

For 31 years, LMB Tours have hosted thousands of cyclists from across the state and around the globe. Our events are not races but non-competitive, fully supported tours that highlight Michigan's spectacular scenery and charming communities. LMB Tours attract a wide variety of cyclists because of the diversity of each of our annual events. Our Sunrise Adventure is a 3-day bicycle vacation for the entire family based in the Sanctuary of the Great Lakes, Alpena, MI. Riders on the MUP Tour soak up the unparalleled scenery and remote tranquility of the eastern UP. Shoreline West treats bicyclists to breathtaking views during a week-long adventure that hugs the Lake Michigan coastline.

Each LMB Tour is designed to show off the very best cycling in the area, as well as encourage riders to explore and patronize the fantastic local communities along the way. Tour proceeds also help fund a Micro-Grant Program for bicycling initiatives across the state and support LMB's advocacy and education efforts.

About HUB Fest

In 2017, LMB introduced our newest event, Hadrian's Ultimate Bicycle Fest, or HUB Fest! Cyclists chose their own adventure from four fun-filled routes highlighting historic Adrian and Lenawee County. Hundreds of riders returned to the Adrian area for HUB Fest 2018.

With four unique options, HUB Fest attracted a broad range of riders, from beginners to experts, mountain bikers to road cyclists, families, and even wine connoisseurs.

Afterwards, the fun continued as riders converged on downtown Adrian for a lively after-party featuring local food, beer from Cotton Brewery, live music, and fun kid's activities.

In addition to supporting LMB's mission, a portion of the proceeds from HUB Fest has been set aside to fund cycling initiatives in Adrian. Because of the success of HUB Fest, over \$2,000 in funding has been distributed to Adrian projects. Led by Re-Bicycle Lenawee, the funds have been used to install two full-service bike repair stations, one outside the Re-Bicycle Lenawee co-op and another at the recently re-built Bent Oak trailhead on the Kiwanis Trail. With HUB Fest poised to be even bigger in 2019, LMB hopes to be able to give back even more to the community.

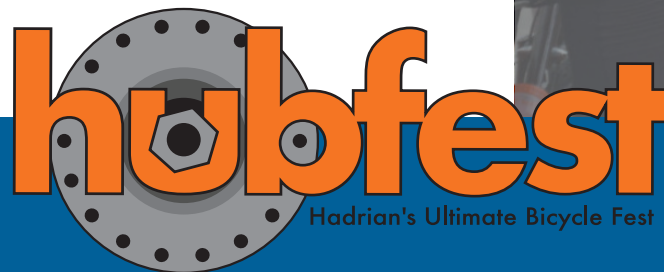
"I thoroughly enjoyed Hubfest. The route was scenic with very low traffic volume. I'll be there next year!"

Sherman, Adrian MI

"Perfect ride for families to do together! Our 6 year old was so proud that he raced ahead of us the whole way, and we didn't have to worry about traffic. Great route! Great ride!"

Susan, Ann Arbor MI

"Great event, great ride with friends, great day for Adrian and Lenawee County!"



ROUTE OPTIONS

HADRIAN HOOPLA

A car-free ride along the Kiwanis Bicycle Trail that includes lunch, a bicycle skills course, and other kid-friendly activities.

GRAVEL GRINDER

A dirt and gravel experience on some of the most remarkable out-of-the-way roads in Lenawee County.

ROAD RAMBLE

A choice of 40, 62, or 100-mile road routes that climb the Irish Hills and take you through beautiful rural countryside.

VINO VELO

A leisurely 35-mile jaunt featuring tastings from three local wineries.

Economics of Bicycling

Bicycling promotes a life of activity that appeals to people of all ages and abilities, making it possible to reach a wide audience.

- An estimated 86 million Americans are active in some form of cycling, including 20 million “enthusiasts.”
- Cyclists are a desirable market, often with large discretionary incomes. The elite cycling fanbase tends to be affluent, upscale, and well-educated with an average income of over \$80,000 and a median age of 38. Over 90% are college graduates.
- Individuals involved in the sport of cycling spend more than \$5.5 billion annually to participate in the fastest growing amateur and spectator-friendly sport in the United States.
- There are more bicyclists in the U.S. than skiers, tennis players, and golfers combined.
- The annual economic impact of bicycling in Michigan is \$668 million.
 - Annual spending associated with bicycling events and vacations in MI is \$38 million.
 - The total economic impact of organized cycling events in MI is \$21.9 million.
 - Tour de Troit attracts 7,500 participants annually.
 - Apple Cider Century hosted in Three Oaks, MI generates an economic impact of \$1.94 million annually.



Sponsorship Reach



LMB's goal is to attract 500 riders to HUB Fest 2019. Additionally, many non-riding family members will likely accompany participants, increasing overall attendance.

With more than 5,000 recent members, donors, and tour participants in LMB's database, we expect to attract cyclists from all across the state. Our primary promotional market for HUB Fest falls within a 60-mile radius around Adrian. This includes Ann Arbor, Jackson, Toledo, Battle Creek, Lansing, and parts of Metro Detroit. The event will also be promoted heavily to residents of Lenawee County to encourage locals to ride, volunteer, or simply join the post-ride fun. Additionally, LMB will work with Visit Lenawee to promote HUB Fest in Ohio, Indiana, and Illinois.

LMB will utilize a wide variety of communication outlets to promote HUB Fest. Our website receives over 45,000 pageviews per month. We maintain an active social media presence with a combined 13,000 followers on Facebook, Twitter, and Instagram. The Michigan Bicyclist magazine is mailed quarterly to members. We regularly distribute print materials to a network of 200 bicycle shops, 60 bicycle clubs, and hundreds of organized Michigan cycling events. This includes the distribution of 43,000 copies of our Michigan Ride Calendar, which will prominently feature HUB Fest. LMB sends monthly email communications to approximately 5,000 supporters.

You can rest assured that you will be well-recognized for your generous support.

Watch Our Hubfest Video



lmb.org/ride-calendar/hub-fest-2019



EVENT JERSEY & TSHIRT

hubfest

Hadrian's Ultimate Bicycle Fest

SAT. JUNE 8 | DOWNTOWN ADRIAN

Choose your own cycling adventure from four fun-filled routes highlighting historic Adrian and Lenawee County.

HADRIAN HOOPLA
A car-free ride along the Kiwanis Bicycle Trail that includes lunch, a bicycle skills course, and other kid-friendly activities.

ROAD RAMBLE
A choice of 40, 62, or 100-mile road routes that climb the Irish Hills and take you through beautiful rural countryside.

VINO VELO
A leisurely 35-mile jaunt featuring tastings from three local wineries.

GRAVEL GRINDER
A dirt and gravel experience on some of the most remarkable out-of-the-way roads in Lenawee County.

LEARN MORE OR REGISTER TODAY:
LMB.ORG/TOURS

PROMEDICA

EVENT PUBLICATIONS | POSTER



City to host day of cycling

Hadrian's bike fest to make its debut in Adrian this summer

hubfest
Hadrian's Ultimate Bicycle Fest
Adrian, MI June 8, 2017

ADRIAN — The inaugural Hubfest, Hadrian's Ultimate Bicycle Fest, is a day of fun-filled cycling adventures, food, and family-friendly activities. The event is organized by the League of Michigan Bicyclists (LMB) in partnership with the City of Adrian and the Lenawee County Board of Health.

The festival will feature four fun-filled routes: Hadrian Hoopla, Road Ramble, Gravel Grinder, and Vino Velo. The event is open to everyone, from casual riders to competitive cyclists. Whether you're a seasoned cyclist or a beginner, there's a route for you.

This all-day event is a celebration of the cycling community in Adrian. It's a chance to enjoy the outdoors, meet fellow cyclists, and support local businesses. The event is free and open to all. Registration is required for the longer routes.

For more information, visit LMB.org/tours or call 517-252-2222.

'Jungle Book' at SHU

LOCAL NEWS COVERAGE



A PORTION OF THE PROCEEDS WILL FUND CYCLING INITIATIVES IN ADRIAN.

STAGE SIGNAGE, INFLATABLE START/FINISH ARCH, STAGE MENTIONS, AFTER-PARTY

\$2,500 | ROUTE SPONSORSHIP OPPORTUNITY

ON-SITE RECOGNITION

Recognition from stage
Booth space at after party & packet pick up
Your logo - Banners/signs by stage
Info inserts in registration packets for route riders
2 Complimentary registrations
(includes, t-shirt, food ticket, rider gift, & beer ticket)

PRINT MEDIA

Your logo featured in tour posters
(distributed locally & to 200 MI bike shops)
Your logo - Route specific materials
Your logo - Featured on back of tour T-shirt
Listed in Michigan Bicyclist magazine - Pre & post event articles
Listed in Michigan Bicyclist magazine - Year End Donor List

Website and Social Media

Your name and logo included in a rotating display on main HUB Fest webpage
Displayed on HUB Fest dedicated sponsor webpage
Facebook Wall & other social media shout outs before and after event
Included in email blasts

LMB SWAG

HUB Fest T-shirt, pint glass, stickers, magnet, etc

\$500 - \$1,000 | FRIENDS OF HUBFEST SPONSORSHIP

ON-SITE RECOGNITION

Booth space at after party & packet pick up
Your logo - Banners/signs at designated SAG Stop

PRINT MEDIA

Your logo - Route specific materials
Your logo - Featured on back of tour T-shirt
Listed in Michigan Bicyclist magazine - Pre & post event articles
Listed in Michigan Bicyclist magazine - Year End Donor List

Website and Social Media

Displayed on HUB Fest dedicated sponsor webpage
Facebook Wall & other social media shout outs before and after event
Included in email blasts



SPONSORSHIP COMMITMENT FORM

Company Name

(as you would like it to appear in printed materials) _____

Contact Name & Title _____

Address _____

City _____ **State/Zip** _____

Email _____ **Phone** _____

- I will email a press quality logo to jason@LMB.org
(single color vector file required for t-shirt screen printing)

Website _____
(Specific page to link to)

Please select a payment option:

- I agree to pay in full my sponsorship commitment by _____
- Please send me an invoice
- Enclosed is a check made out to League of Michigan Bicyclists
- Please charge my credit card

Card # _____ **Exp** _____ **Security #** _____

Name on Card _____

Billing Address

Same as Above _____

Please send completed form to:
League of Michigan Bicyclists
416 S. Cedar St. Suite A.
Lansing, MI 48912

Thank you for your support!



Questions?
Contact Jason Craner at Jason@LMB.org