

Sponsor Marketing Opportunities

RAAM offers specific marketing opportunities within four broad categories. Following is a sampling of opportunities to promote your products and/or services:

Race Across America – 2 weeks in June

- RAAM advertising - major cycling and fitness publications and web sites
- RAAM Program - printed as an insert to VeloNews Magazine and as a stand-alone targeted distribution piece
- RAAM publications – Route Book, Gear Book and other mandatory materials
- Banners and signage at start/registration, en route time stations and finish
- Vehicle signage on 250+ vehicles traveling 3,000 miles over a 2-week period generating millions of impressions
- RAAM web site – banner ads, logo links, etc.
- RAAM online store – RAAM branded apparel and merchandise, product descriptions, testimonials, logo links, etc.
- Booth/tent space at start line mini-expo
- Documentary films, videos and DVDs
- Product sampling opportunities
- Feature stories and testimonials - publications, web site, media releases, etc.
- Product placement and signage at time stations across country
- RAAM-branded merchandise – staff and official clothing, racer clothing, etc.

Periodic Opportunities

- RAAM newsletter
- 50+ unique press releases and newsletters are distributed throughout the year to media outlets and the RAAM subscriber base
- Ancillary events – Fall Festival and Spring Camps

Year-round Opportunities

- RAAM website
- RAAM online store

Special Opportunities

- Proprietary component within RAAM property - course segments, banquet, awards, etc.
- Expanded ownership of race coverage on web site - frame around videos, banner over photo galleries, etc.
- Promotional rights to use RAAM brand in co-sponsored media buys/promotions
- Prime access to TV broadcast opportunities - advertising spots, product placement, athlete testimonials and company representative interviews, etc.
- Expanded sponsor services - access to racers, tailored VIP events, access to video and photo archives, opportunity to address/pitch at events, etc.