

ROCK HILL BICYCLE CLUB

ALL ★ STAR RACE

2024 SPONSORSHIP OPPORTUNITIES

Rock Hill Racing is back with a USA
CRITS bonus race!

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ALL★STAR RACE

DETAILS

The Rock Hill ALL-STAR race brings racing back to Rock Hill, SC. The race will be Memorial Day Weekend (Sunday, May 26th, 2024). Riverwalk Carolinas will be the host for the “All-Star” Race. Pro and Amateur cyclists, from around the world, will be descending on Rock Hill. Legs will be tight after the Winston Salem Cycling Classic FINAL USA CRITS Race. The Rock Hill ALL-STAR Criterium will be a bonus race that will further bolster a great finish to a weekend of Bike Racing.

USA CRITS are the longest standing criterium events in the South,” says USA CRITS’ Marilyn Hill, who will celebrate a decade as Sunny King’s Race Director in 2024. “Having us all together will offer the athletes the best lineup of events, an easily manageable schedule to complete, and a solid cash payout at the end of the six-week series. Collectively, these are the South’s premier historic criteriums. The All-Star race will compliment the anchor races.

Event Consultant and USA Crits Commentator Chad Andrews: “It’s certainly great to have big time bike racing back in Rock Hill. The City was a main stay in the southeast race calendar for years. The community will certainly embrace the race and its participants. Riverwalk Carolinas is known for it’s Live/Work/Play mantra and this bike race will certainly add to that philosophy.”

Rock Hill, SC/ Charlotte, NC total a population over 1 million.

Past attendees, in USA CRITS are from...

ARIZONA SWEDEN CHILE CONNECTICUT BELIZE ITALY
VIRGINIA AUSTRALIA PENNSYLVANIA FRANCE
WISCONSIN MASSACHUSETTS
MINNESOTA ALABAMA
OHIO MEXICO COLOMBIA CANADA
CUBA CALIFORNIA COLORADO
NEW JERSEY
SOUTH CAROLINA
NEW YORK
TENNESSEE
SOUTH CAROLINA
TEXAS NORTH CAROLINA
KENTUCKY NEW YORK IDAHO
TRINIDAD & TOBAGO MARYLAND UTAH
DOMINICAN REPUBLIC INDIANA PUERTO RICO
VERMONT KANSAS SERBIA ILLINOIS LOUISIANA
ARKANSAS GUATEMALA ARGENTINA SPAIN MISSISSIPPI

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Series Schedule

April 13 Sunny King Criterium Anniston, Al

April 20 Rock and Roll Criterium Newnan, Ga

April 26 Spartanburg Regional Classic Spartanburg, SC

April 27 AOC Athens Twilight Athens, Ga

May 4 Lagrange Cycling Classic Lagrange, Ga

May 25 Winston Salem Cycling Classic Winston Salem, NC **FINALS**

May 26 Rock Hill Criterium Rock Hill, SC **BONUS RACE**

- Additions:

USA Crits Speed Week (Coming Soon)

Other events added as the year progresses.

2024 SCHEDULE IS TENTATIVE



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REACH

Home of the Riverwalk Carolinas Cycling Community

Home of the UCI BMX World Championship.

Home of Charlotte/Rock Hill Winter Mountain Bike Short Track

Home of many Track National Championships at the Velodrome.

Rock Hill and the Riverwalk are primed for growth in the cycling/business space.

Having a Criterium of this magnitude will bring hundreds of potential clients/customers on race day.

Unlocking potential

Bicycling Means Business

Bike Riding Customers

Great article from [Advocacy Advance](#)

From Momentum [Magazine](#).

Taylor spells out the benefits of cyclists spending [locally](#)



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ALL★STAR RACE

SPONSORSHIP

We have several 2024 sponsorship packages available at various price points and benefit levels. Find the one that's right for your brand and let us place you in front of racing enthusiasts across the Southeastern United States and beyond.

OPPORTUNITIES

OFFICIAL SPONSOR x 1	\$10,000
SECOND LEVEL SPONSORSHIP x 4	\$2,500
THIRD LEVEL SPONSORSHIP x 6	\$1000
Amateur Races x 7	\$400

Custom Sponsorship

Contact US



TITLE SPONSORSHIP

Embrace the opportunity of a lifetime—or at least a year. an unrivaled opportunity for exposure in the Southeastern cycling scene and ROCK HILL'S MARKET!

KEY BENEFITS

- Official Sponsor of the Rock Hill Criterium
Key placement along the course.
- Expo location at all events, race location ability - 10x20
- Prominent logo placement

At least two announcements per race.
Post event wrap-up videos feature
One live interview with company representative
Rotating logo within stream

MEDIA PARTNER ADVERTISING INCLUSION

Logo included on all bikereg.com registration pages Rock Hill Bicycle Club and USA Crits website placement
Any press releases from Rock Bicycle Club

ADDITIONAL ON-SITE BENEFITS

Course banners
Individual event website placement
Primary sponsor Start/finish line banner placement VIP passes provided by event (where applicable)

SOCIAL MEDIA

Newsletter emails to subscribers
Facebook and Instagram integration - Events
Facebook and Instagram integration - USA Crits -
Joint campaigns as agreed

Thank You! contacts

chad@thechadandrews.com
robert.reppert@gmail.com



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