

RBC  
*GranFondo*  
WHISTLER



**RBC GRANFONDO WHISTLER  
PARTNERSHIP ACTIVATIONS**



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**SEE FOR YOURSELF**

# ON-BIKE AUDIENCE

**6,984** 2022 ridership (44% increase YoY)

**LARGEST GRAN FONDO  
IN NORTH AMERICA**

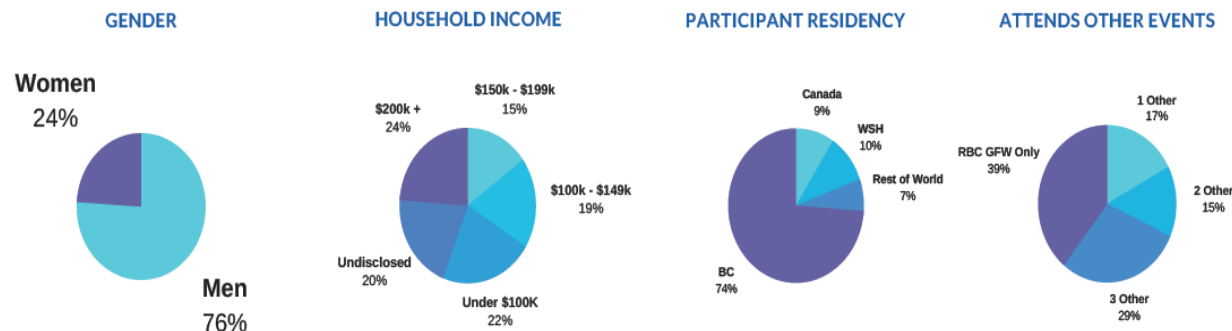
## Recognition

The first and largest Gran Fondo in North America, we derive success and growth from creating incredible experiences with an innovative data driven and harvesting marketing approach.

[Ranked #1 GranFondo in North America](#) 2019, 2018, 2017 by GranFondoGuide.

## Demographics

Our cyclists are affluent professionals and executives with healthy and active lifestyles. Over 75% of our ridership earns a household income of over \$100K+ annually. 24% of that earns \$200K+ annually.



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# DIGITAL AUDIENCES

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**31m**

**online reach** – web, social, ad, amplification, earned

**48k**

**CRM database** – opted in e-campaigns – highly engaged

**35k**

**email database** – 44% avg open rate, highly outperforms industry

**1st**

**party data** – get fans excited running campaigns and capturing their info that you then own (run on our dedicated targeted fan marketing platform)

**LAL**

**lookalike audiences** – we leverage data to help your reach grow exponentially

# VELOSPOKE BIKE & LIFESTYLE EXPO

**15,000** visitors + event package

## pick-up

Over the past decade, VeloSpoke has connected distributors, retailers and service providers with thousands of visitors and cycling / lifestyle enthusiasts.

## Expo: Friday Sept. 08, 2023

VeloSpoke Bike Expo welcomes ride participants and the public to the **Vancouver Convention Centre** in advance of the RBC GranFondo Whistler. We invite you to take part in the energy and excitement of the entire event by becoming an exhibitor at VeloSpoke 2023!

## Be a part of Vancouver's best showcase of health, wellness, and lifestyle!

In addition to fostering a strong and passionate cycling community, our objective is to continue developing VeloSpoke as a relaxed yet professional expo for retailers, distributors and the public, where industry colleagues connect, share, inspire and promote.



**WATCH: VeloSpoke Expo**





# AID STATION ACTIVATION

## Be a part of the on- course experience

Increase your brand visibility by owning/activating one of the six (6) Aid Stations along the Sea-to-Sky Highway! Smiles & cheering are highly recommended



## Opportunity to energize

We mean that in the literal sense – you have an opportunity for thousands of health enthusiasts to try your product first-hand to help them push all the way to Whistler!





# CELEBRATION PLAZA, WHISTLER



## Alta Classe (VIP Lounge)

Hosted inside Celebration Plaza is the Alta Classe Lounge for riders who've invested in the premium package, and the who's who of British Columbia enjoy an elevated hosting experience.

## Live Music

There would not be any celebration or party without live music! We employ DJ's and live bands to keep the crowds entertained after the Awards Ceremony.

## Awards Ceremony

The moment that everyone awaits while enjoying their well-earned meal & beverage. The winning riders get the chance to bask in glory and get sprayed with the victory champagne with thousands of people cheering them on.

## Much more

Participants get to finally consume some of those calories spent on course with a hot meal and beverage. You will also find all other Gold Level Sponsor activations, and recovery stations to be able to function the next day!

# THANK YOU

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