

E-BIKE RETAILER TOUR



E-BIKE DEALER TOUR

If e-bikes are the future of cycling, what do retailers have to say?

Join BRAIN staff on our first-ever e-bike retail tour. Enjoy invaluable, candid conversations with more than a dozen dealers on the future of e-bikes and a host of new issues retailers face when stocking, servicing and selling them.

Gold- and Silver-level sponsors will ride e-bikes in Long Beach, Pasadena and Santa Monica to better understand the e-bike experience in a vibrant urban setting .

At the end of three days, sponsors will come away with a more sophisticated understanding of the pros, cons, and issues e-bike sales pose for retailers and suppliers.

Editorial Coverage

- Daily social media coverage
- Daily web coverage
- Print coverage in the November issue
- Pre- and post-tour sponsor and logo listing
- Inclusion in photo pages



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Gold-Level Sponsorships // \$7,500 each. Only 2 available.

Includes the following advertising program:

- **A two-page spread in November or December issue (\$5,092 value)**
- **One month of sidewall advertising on the web (\$3,600 value)***
- **Dedicated dealer e-mail blast (\$2,500 value)**

TOTAL MEDIA VALUE: \$11,192

Editorial coverage for Gold sponsors includes:

- **A profile of the company (web and print)**
- **Q&A with key company executive (web and print)**
- **Participation in social media coverage**
- **Daily web coverage**
- **Guest editorial in the November issue**
- **Participation in the ride**

*** On a space available basis.**

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Silver-Level Sponsorships // \$4,500 each. Only 4 available.

Includes this advertising package:

- A full page ad in the November or December issue (\$3,596 value)
- Two weeks of a web leaderboard banner (\$1,210 value)
- Dedicated Dealer e-mail blast (\$2,500 value)

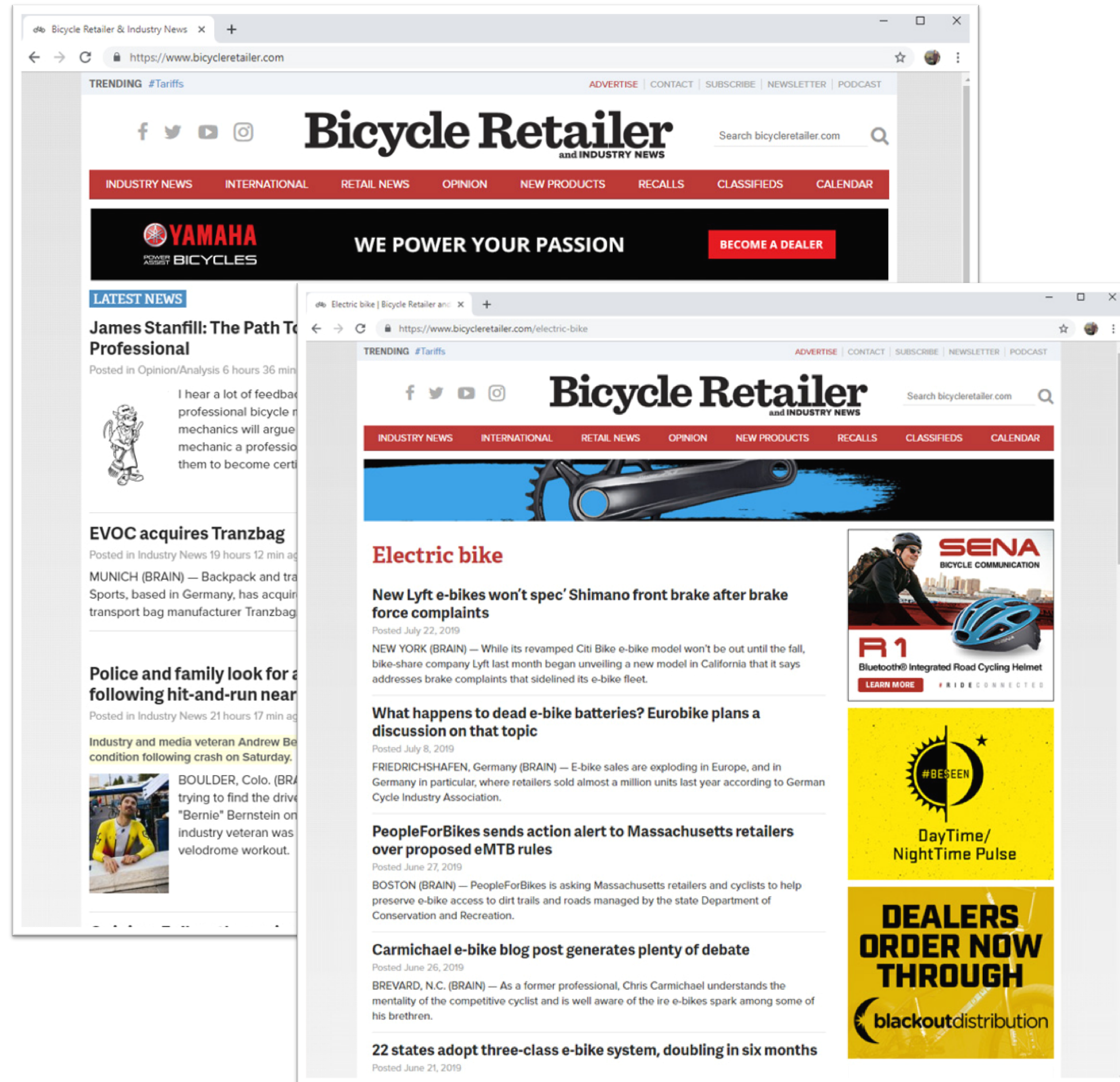
TOTAL MEDIA VALUE: \$7,306

Editorial coverage for Silver sponsors includes:

- A profile of the company
- Participation in social media coverage
- Daily web coverage
- Guest editorial in the November issue
- Participation in the ride.

(Gold and Silver level participants must pay their travel costs and related expenses to Southern California.)

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Bronze-Level Sponsorships // \$2,500 each.

Includes this advertising package:

- A quarter-page in both November and December (\$3,136 value)
- Two weeks of web advertising in right rectangle ads (\$860 value)
- A mid-banner ad for a month in the Jobs & New Hires newsletter (\$705)

TOTAL MEDIA VALUE: \$4,701

Editorial coverage for Bronze sponsors includes:

- A company profile
- Daily web coverage
- Social media coverage
- Guest editorial

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