

31ST
NYC
CENTURY
BIKE TOUR



START

TRANSPORTATION ALTERNATIVES





The NYC Century Bike Tour is back!

We're gearing up for the return of the NYC Century that is better, stronger, and more festive than ever. This year, we're forecasting nearly 3,000 cyclists of all wheels of life who will brave up to 100 mile journeys throughout 4 boroughs. Families, young professionals, outdoor adventurers, and wellness warriors will be in attendance at this one of a kind event, and guess what? They all believe in safer NYC streets. Align yourself with a fun interactive event that has a values-based community.



Event Date: Sunday, September 21, 2025

What is the NYC Century Bike Tour?

An adventurous 4 borough escapade featuring stunning views of NYC, reenergizing rest stops, and a dynamic Finish Festival imbued with the spirit of Tour de France (say it with us, 'Tour de New Yawk!').

Founded in 1990 as a spirited act of protest to stake cyclists' claim to New York City streets, the Century is the nation's only 100-mile urban race. The Century shows the diversity of our city's neighborhoods, and the accomplishments we've made for safer streets and policy.

When our first group of 200 passionate cyclists took a stand for better biking infrastructure, New York City had just a handful of bike lanes. Today, our streets are more vibrant and thriving for people on bikes, thanks to 22,000 petition signatures and with \$30 million and counting in federal funding for street safety improvements. The Century has been a big part of making that happen! We invite you to join our peloton as we take to the streets for the 31st annual Century!



Riders Demographics

64% Male **23%** Female **13%** Other genders/
Prefer not to say

Majority of cyclists hail from the boroughs, including:

45% Brooklyn **23%** Manhattan **9%** Queens

More than 67% of participants earn 6-figure income with
47% making over \$150K

Participants are highly educated with **more than half**
holding a graduate degree or higher

Nearly two thirds of participants live a very active
lifestyle of bike riding 2 to 5 times a week

75% have a more positive impression of sponsors after tour

	Exclusive Safe Streets Champion Sponsor	Guardians of the Grid Sponsor	Pathway Protector Sponsor	Safety Advocate Rest Stop Sponsor	Bike Valet Remote Co-Sponsor	Community Cyclist Sponsor
	\$25,000 1 spot	\$15,000 2 spots	\$6,000 5 spots	\$2,500 3 spots	\$2,500 1 spot	\$2,500 3 spots
Brand Awareness	Naming Rights: take center stage with presenting sponsor title recognition in all marketing materials, press releases, and social media promotions.	Brand Awareness: harness attention with a premium sponsor title recognition in all marketing materials, press releases, and social media promotions.	Brand Awareness: Recognition in all marketing materials and on social media	Brand Awareness: Rest Stop sponsor recognition in all marketing materials and on social media	Brand Awareness: Bike Valet co-sponsor title recognitio	Brand Awareness: Finish Festival sponsor recognition in all marketing materials
Logo Placement	Premier logo inclusion on website, email campaigns, route maps, and other promotional materials.	Logo Placement: premier logo inclusion on website, email campaigns, official merch (t-shirts & water bottles), route maps, and other promotional materials.	Logo Placement: prominent logo inclusion on website, t-shirts, all email campaigns, social media and other promotional materials	Logo Placement: prominent logo inclusion on website, t-shirts, all email campaigns, social media and other promotional materials	Logo Placement: logo inclusion on website, all email campaigns, t-shirts, marketing materials, social media, and other promotional materials	Logo Placement: prominent logo inclusion on website, t-shirts, all email campaigns and other promotional materials
Booth Space	Booth Space: premier 10x20 footprint for sampling and live demos to charm cyclists	Booth Space: premier 10x20 footprint for sampling and live demos to charm cyclists	Booth Space: prominent 10x10 footprint for sampling and live demos	Booth Space: prominent 10x10 footprint for sampling and live demos at rest stop of choice	Exposure: premier exposure to all 3,000+ cyclists that use TA's Bike Valet service at Finish Festival	Booth Space: prominent 10x10 footprint for sampling and live demos
Email Campaigns	Email Campaigns: <i>hyperlinked</i> mention in regular emails to 110,000+ email subscribers promoting participation - everyone will get the memo!	Email Campaigns: <i>hyperlinked</i> mention in regular emails to 110,000+ email subscribers promoting participation - everyone will get the memo!	Email Campaigns: <i>hyperlinked</i> mention in regular emails to 110,000+ email subscribers promoting participation - everyone will get the memo!	Email Campaigns: <i>hyperlinked</i> mention in regular emails to 110,000+ email subscribers promoting participation - everyone will get the memo!	Email campaign: <i>hyperlinked</i> inclusion in get-ready-to-ride email mentioning Bike Valet service	
Social Media Exposure	Social Media Exposure: up to 4 dedicated social media posts to 17,000 instagram followers	Social Media Exposure: up to 3 dedicated social media posts to 17,000 instagram followers	Social Media Exposure: up to 3 sponsor collage posts to 17,000 instagram followers	Social Media Exposure: 1 sponsor collage posts to 17,000 instagram followers	Social Media Exposure: 1 sponsor collage posts to 17,000 instagram followers	
Branded Product Placement	Branded Product Placement: Opportunity to contribute to VIP goodie bags for a lasting impression	Branded Product Placement: Opportunity to contribute to VIP goodie bags for a lasting impression		Branded Snacks: opportunity to distribute branded snacks at all rest stops to fuel cyclists	Co-branding: sponsorship comes with exclusive co-branded bike parking tags and tickets handed to all cyclists and affixed onto all bikes	
Rest Stop Exposure	Rest Stop Exposure: logo inclusion on route maps placed at Rest Stops	Rest Stop Exposure: logo inclusion on route maps placed at Rest Stops				
Branded Activity	Branded Activity: host lawn games, complete with your own promotional banners and interactive elements.	Branded Activity: host lawn games, complete with your own promotional banners and interactive elements.			Branded Giveaways: opportunity to have small branded giveaways distributed during Bike Valet check in/out	

<div>Complimentary Registrations</div> <div>Rider Bib Exposure</div> <div>T-Shirt Exposure</div> <div>Speaking Opportunity</div>	<div>Complimentary Registrations:</div> <div>show your network a fun time with 30 complimentary registrations</div>	<div>Complimentary Registrations:</div> <div>show your network a fun time with 20 complimentary registrations</div>	<div>Complimentary Registrations:</div> <div>show your network a fun time with 12 complimentary registrations</div>	<div>Complimentary Registrations:</div> <div>show your network a fun time with 6 complimentary registrations</div>	<div>Complimentary Registrations:</div> <div>show your network a fun time with 6 complimentary registrations</div>	<div>Complimentary Registrations:</div> <div>enjoy 4 complimentary registrations</div>
	<div>Rider Bib Exposure:</div> <div>logo inclusion on bibs worn by all cyclists</div>	<div>Rider Bib Exposure:</div> <div>logo inclusion on bibs worn by all cyclists</div>				
	<div>T-shirt Exposure:</div> <div>logo inclusion on official t-shirts</div>	<div>T-shirt Exposure:</div> <div>logo inclusion on official t-shirts</div>	<div>T-shirt Exposure:</div> <div>logo inclusion on official t-shirts</div>	<div>T-shirt Exposure:</div> <div>logo inclusion on official t-shirts</div>		
	<div>Speaking Opportunity:</div> <div>a golden chance to address cyclists at the Start Line for 2-3 minutes</div>					







*For more information,
email nicole.rodriguez@transalt.org*