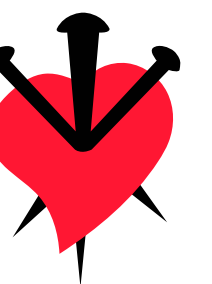


# **MISSION CRIT**

San Francisco | CA | USA

4.22.2017

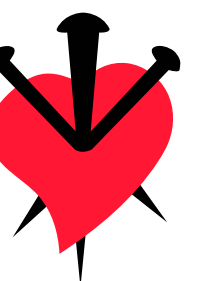


# criterium

[krah-y-**teer**-ee-uh m]

## **noun**

1. A criterium, or “crit”, is a bicycle race on a short, closed circuit. Courses are fast, exciting and extremely technical.
2. A handful of these races are specifically for track bikes. Brakes and a freewheel are not allowed, making the race as challenging for the racers as it is thrilling for the spectators.



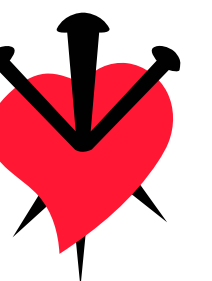




# 2014

What started as a race in a parking lot for friends has become an event known around the world

The first Mission Crit saw 24 racers compete for beer and bragging rights in a parking lot next to the San Francisco Bay.

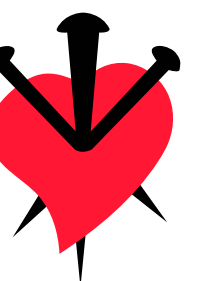




# 2015

Mission Crit won approval of the City to shut down streets and reroute busses to throw a track bike criterium.

This was unprecedented in San Francisco.

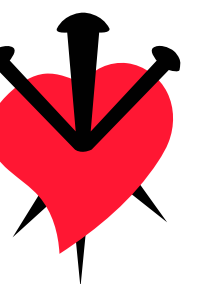






**2016**

Mission Crit improved the race course, expanded the field, and doubled its audience from the previous year.

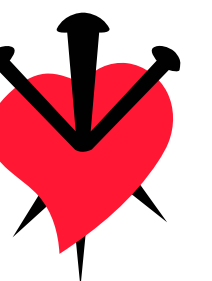




# Racers



Full teams came to compete and the race drew athletes from as far away as Canada, Mexico, and even South Korea.



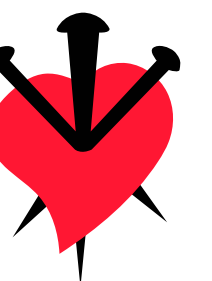




# Racers



The women's field  
more than doubled  
from the previous  
year.

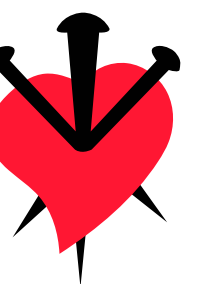




# Crowd



The race drew nearly 2000 spectators from San Francisco, the Bay Area, and beyond.





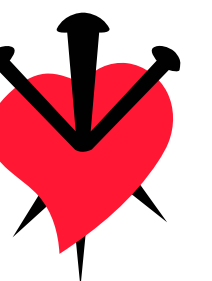
# LOW

B I C Y C L E S



## *Partners*

Sponsor dollars doubled from the previous year, and a major bike brand signed on through 2018.





## ***Warm-up***



Partnered with local business Gus's Market to provide dedicated, sheltered warm-up area for athletes.

## ***Safety***

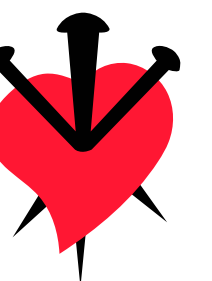


Increased safety: SFPD, SFMTA, EMTs and ambulance onsite.

## ***Support***



Welcomed back by neighbors who live and own businesses on the race course after the success of the race in 2015.



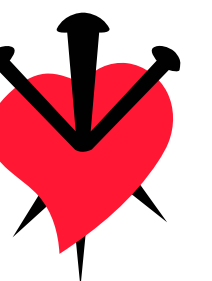




**2017**

Crits are the fastest growing race format in the world.

The momentum we've gathered as one of the first fixed crits in the Americas will continue to build.





## Course



Possible course relocation for 2017 will mean an exciting new circuit for riders to race.

## Merch

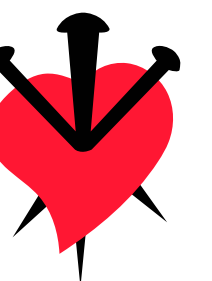


Kiosks for merchandise sales, food trucks, and potentially beer sales will bring enjoyment for participants, and added profit to the race and to sponsors.

## Team

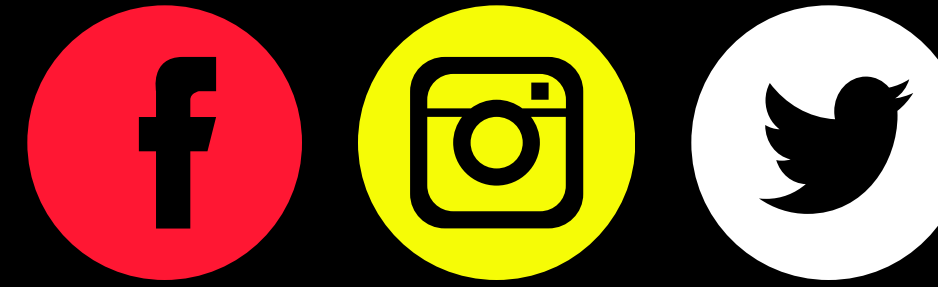


Working with additional volunteers including a social media specialist will help us to continue to grow our audience.

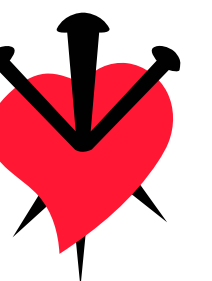
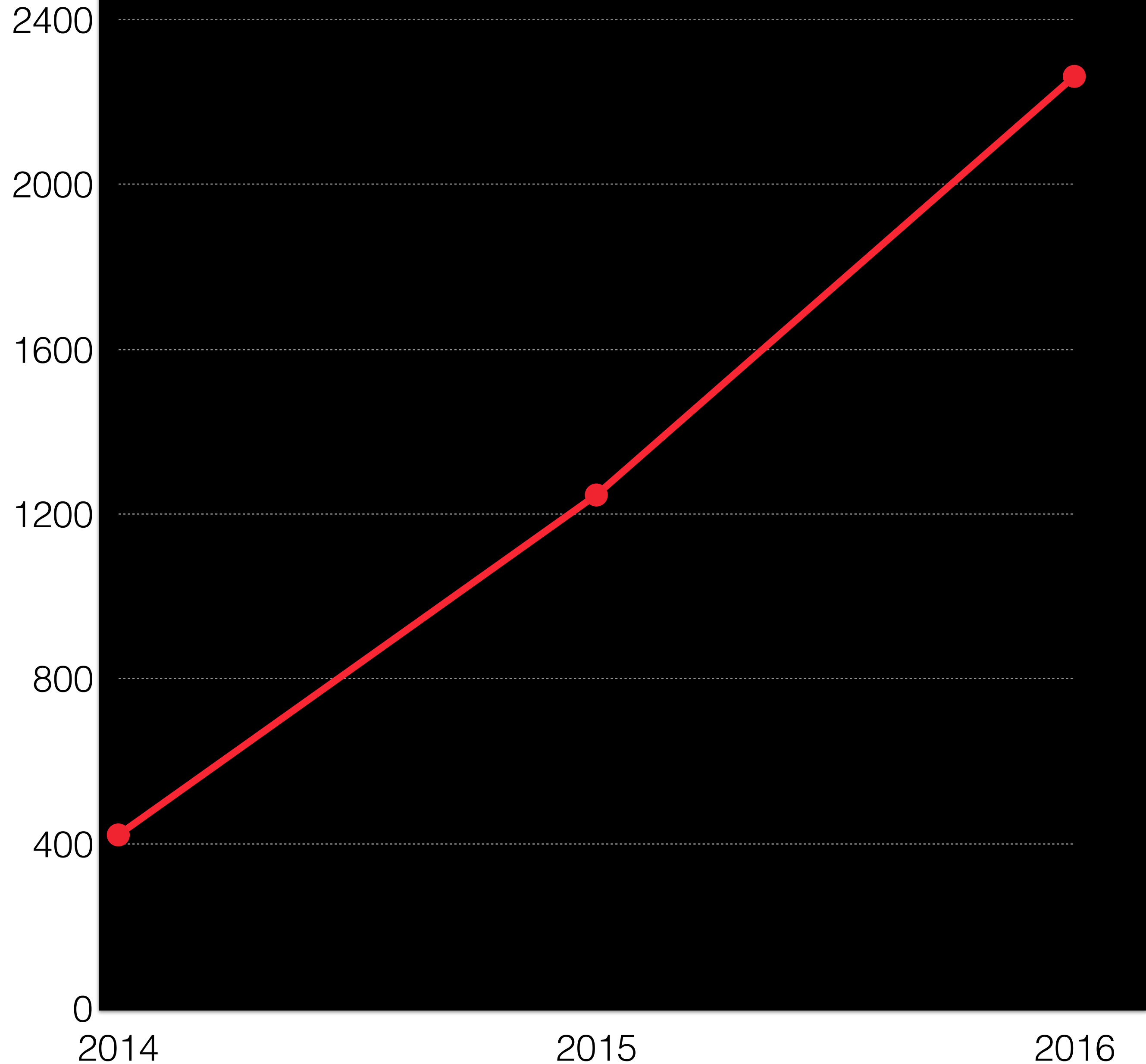




# Audience



We currently have a following of 2200+ over three channels. Due to steady, organic growth, Mission Crit's engagement rate sits at around 10% per post.





# Community



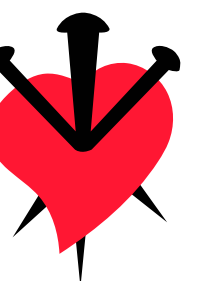
BONE MACHINE

**\$150** FIRST PRIME LAP  
FOR MEN AND WOMEN

COURTESY OF **MISSION CRIT**

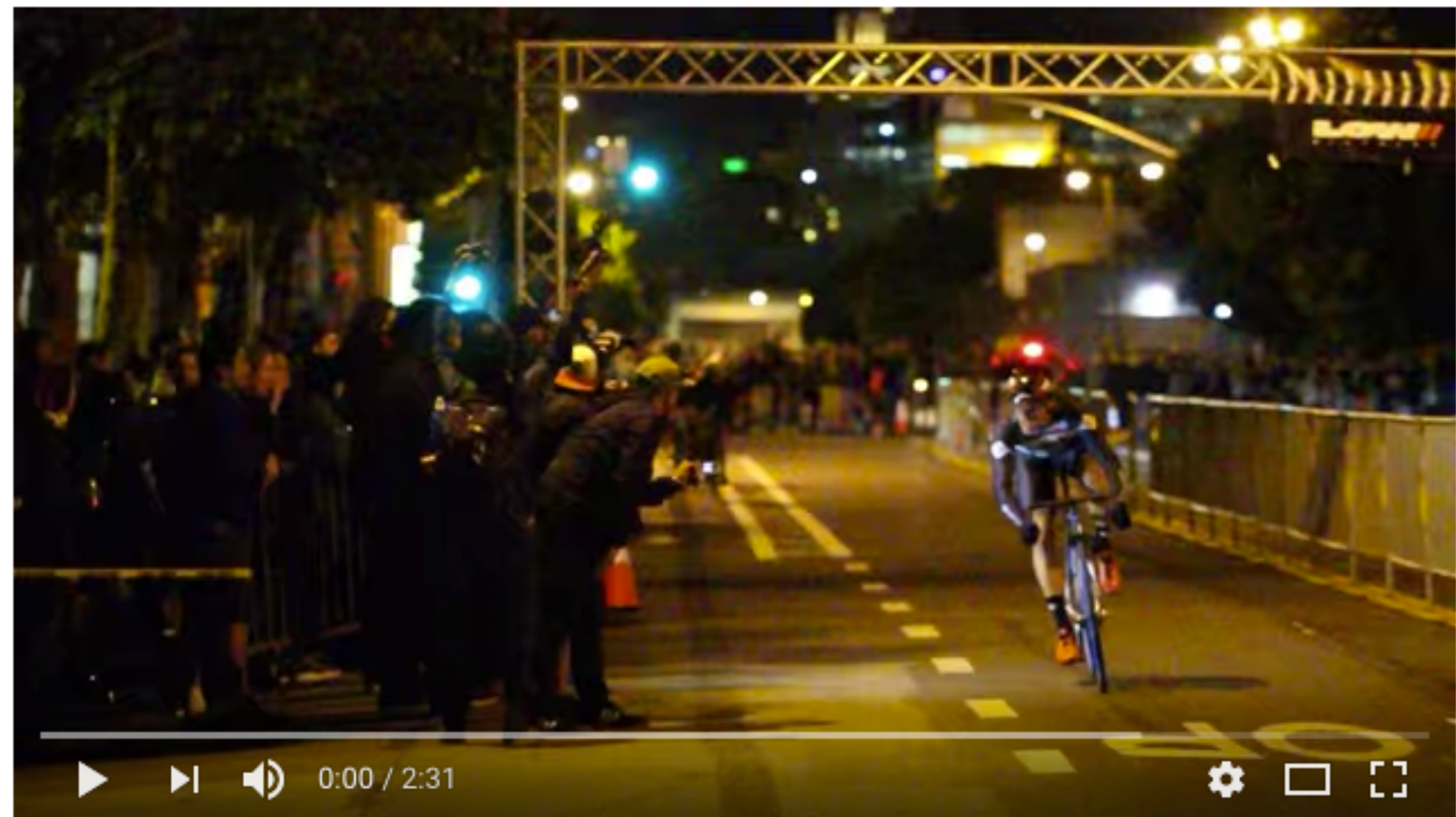
BONEMACHINECRIT.COM

Mission Crit has been involved in the promotion and monetarily support of other cycling events and causes in an effort to give back to the cycling community.

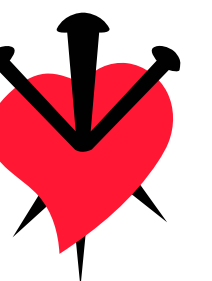




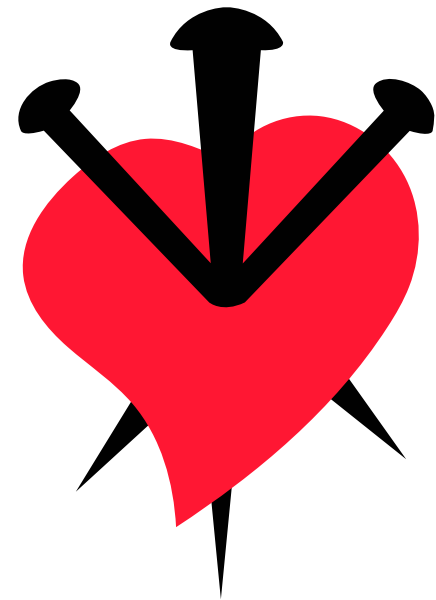
# ***Sponsor Visibility***



We expect to draw a crowd of 3000+ spectators, and will be covered by local and national media including Comcast, as well as advertising heavily via Social Media.







By raising the profile of cycling as a sport, Mission Crit's goal is to promote cycling as a lifestyle.

Cycling is an environmentally sustainable way to make our roads safer, as well as a great way to exercise and stay healthy.





