



# BLAZING SADDLES

FIXED GEAR CRIT ON APRIL 20TH, 2024

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# BLAZING SADDLES FIXED GEAR CRIT

## ABOUT THE EVENT

This will be a day of exciting and dynamic bike racing hosted on a short, flat, technical course. The day will include beginners clinics, women's and non-binary fields, opportunities for geared racers to participate, and rodeo-style side events like barrel racing.





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## THE FIXED CRIT SCENE

Fixed Crits are fast-paced, technical races on short circuits with fixed-gear bikes. They combine handling skill, aerobic fitness, and raw power. Because of how dynamic they are, Fixed Crits are popular spectator events.

There is a rich history of Fixed Crits worldwide, with the Red Hook series that held races globally for 10 years, and ongoing series in Europe and Asia, along with many grassroots Fixed Crit races here in the US.





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## IN SEATTLE

Seattle's bike scene is multifaceted, and this event appeals to many different communities: the urban alley cat scene, local crit and road racing, as well as the fixed gear racers from the velodrome right next door.

The local urban bike racing scene has attracted racers from San Francisco, LA, and NYC. The Jerry Baker Memorial Velodrome is frequented by national and international talent. These outlets provide us with multiple avenues to reach an audience and attract participants.

## REACH

Similar events have attracted up to 250 participants, and an equal number of spectators. Red Hook has garnered almost 100k followers on Instagram, and grassroots Fixed Crits such as switchyardfixed in Dallas, TX, and ZURICRIT in Switzerland have thousands of followers.





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## SPONSORSHIP

We are looking for partners to help make this event a success. We have outlined different commitment levels below, but can work with you to figure out a way that makes the most sense for us to work together.

## PRESENTING SPONSOR

- Sponsor name alongside event name in all print and digital media, regularly announced over PA during event and awards ceremonies
- Multiple branding opportunities/banners at event, including at Start/Finish line
- Ability to set up a booth at the event
- Sponsor highlight on Instagram
- \$4,000 to help produce the event. Could offset some of that with top-tier prizes for category podiums
- 3 free entries to any race or category





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## SPONSORSHIP CONTINUED

### COURSE SPONSOR

- Associate sponsor with a specific section of the course (hairpin, chicane, s-curves, straight, slingshot...)
- Announced over PA during course overview, race commentary
- Sponsor branding on course along designated area
- Sponsor name prominent in printed and digital media, course map at corresponding location
- Ability to set up a booth at the event
- Sponsor highlight on Instagram
- \$1,500 to help produce the event. Could offset some of that with high-value podium prizes
- 2 free entries to any race or category

### CATEGORY SPONSOR

- Associate sponsor with a specific race category
- Announced over PA at beginning and end of sponsored category race and associated award ceremony
- Sponsor name in printed and digital media
- Sponsor highlight on Instagram
- Cover full or partial registration fees for that category
- Podium prizes for designated category
- 1 free entry to any race or category
- Chainring Sponsor



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## SPONSORSHIP CONTINUED

### CHAINRING SPONSOR

- Sponsor name in printed material
- Sponsor highlight on Instagram
- \$500 cash or \$1000 VIK

### COG SPONSOR

- Sponsor name in printed material
- \$200 cash or \$400 VIK



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# THANK YOU

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