



2024  
APRIL 26 - MAY 5



## 2024 SPONSORSHIP OPPORTUNITIES

GET IN NOW FOR YEAR **18** OF  
THE BIGGEST, BADDEST AND FASTEST  
WEEK OF RACING IN THE STATES

The logo for Speed Week 2024 features the year '2024' in large, light blue, rounded font. A red hexagonal badge with a white border is positioned over the '0'. Inside the badge, the words 'SPEED WEEK' are written in white, bold, sans-serif capital letters. Below the text in the badge is a small white gear icon. Below the year, the dates 'APRIL 20-APRIL 28' are written in a dark blue, bold, sans-serif font.

# 2024

**APRIL 20-APRIL 28**

Speed Week, now in its 18th season, is a collection of criteriums in Georgia and South Carolina. Criterium bicycle racing is an eco-urban sport utilizing downtown city streets as arenas that engage fans, young and old, in exciting racing action and downtown festivities.

Speed Week is a highlight of the pro cycling season and draws cyclists from around the world. Olympic medalists, world and national champions are among the participants. The professional men's and women's events drew cyclists from 36 states and 19 countries in 2022 and 31 states and 17 countries in 2023.

The 2024 series will start in Spartanburg, SC on Friday, April 26 and end in College Park, GA on Sunday, May 5 with all 7 events located within miles of key local Kia dealership locations. (Bulldog Kia, Ed Voyles Kia of Chamblee, ALM Kia South, Benson Kia, and Kia of LaGrange)

Adding to the mix of Speed Week 2024 will be a Masters series, increasing participation numbers for the series as well as targeting a more affluent demographic.

Swagger, the producers of Speed Week, provide turnkey technical operations of the events including professional announcing, timing and officiating, technical support, athlete management and local organizing committees support. Local Organizing Committees (LOCs) provide the venue and local promotion.



# 2023 ATTENDANCE

17 COUNTRIES • 31 STATES  
2,607 TOTAL RACE PARTICIPANTS

ARIZONA SWEDEN CHILE CONNECTICUT BELIZE ITALY  
 VIRGINIA AUSTRALIA PENNSYLVANIA FRANCE  
 WISCONSIN MASSACHUSETTS OHIO  
 MINNESOTA ALABAMA CUBA  
 MEXICO COLOMBIA CANADA  
 CALIFORNIA COLORADO  
 NEW JERSEY  
**GEORGIA**  
 FLORIDA  
 TENNESSEE  
 SOUTH CAROLINA  
 TEXAS NORTH CAROLINA  
 KENTUCKY NEW YORK IDAHO  
 TRINIDAD & TOBAGO MARYLAND UTAH  
 DOMINICAN REPUBLIC INDIANA PUERTO RICO  
 VERMONT KANSAS SERBIA ILLINOIS LOUISIANA  
 ARKANSAS GUATEMALA ARGENTINA SPAIN MISSISSIPPI



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# SPEED WEEK

# 2022

## LIVESTREAMING

Last year, for the first time ever, Speed Week was livestreamed in its entirety. The stream enabled fans everywhere to watch and re-watch the week's events for free anytime. Now, months later, the recordings—including sponsor mentions and ad placements—continue to be viewed by cycling fans around the world.

LIVE VIEWING OF STREAMED EVENTS		VEWS	PEAK VIEWERS	AVG WATCH TIME	TOTAL MINUTES WATCHED
April 22	Spartanburg, SC	3,700	596	46:33	148,800
April 23	Hapeville, GA	5,900	515	37:09	199,300
April 24	LaGrange, GA	5,900	729	45:58	257,800
April 29	Athens, GA	750	63	34:55	19,800
April 30	Athens, GA	10,900	1,400	55:47	562,400
May 1	College Park, GA	2,400	408	45:58	92,800
<b>TOTAL</b>		<b>21,275</b>	<b>619</b>	<b>45:00 (AVG)</b>	<b>1,282,900</b>

ONGOING ENGAGEMENT WITH RECORDED FEED		IMPRESSIONS PAST 30 DAYS*	VIEW RATE PAST 30 DAYS*
April 22	Spartanburg, SC	6,400	65%
April 23	Hapeville, GA	9,100	76%
April 24	LaGrange, GA	11,400	62%
April 29	Athens, GA	2,100	58%
April 30	Athens, GA	16,700	70%
May 1	College Park, GA	5,900	53%
<b>TOTAL</b>		<b>51,600</b>	<b>65% (AVG)</b>

\*Data as of July 2022

# SPEED WEEK 2024 EVENT SCHEDULE



ATHENS ORTHOPEDIC CLINIC  
**TWILIGHT**  
PRESENTED BY Michelob ULTRA



## 1 WEEK, 2 WEEKENDS, 7 VENUES

April 25	Greenville Criterium
April 26	Spartanburg Regional Classic
April 27	Athens Orthopedic Clinic Twilight Criterium presented by Michelob ULTRA
April 28	The Curiosity Lab Criterium 2023 @ Peachtree Corners
April 29	Open
April 30	Spin the District: Union City Criterium
May 1	Dick Lane Velodrome - The Omnium (Added bonus event)
May 2	Open
May 3	Spin the District: Hapeville Criterium
May 4	LaGrange Cycling Classic
May 5	Spin the District: College Park Criterium

2024 SCHEDULE IS TENTATIVE



# 2024 EVENT HIGHLIGHTS

**ATHENS**

**20,000+ SPECTATORS,  
HOME OF THE UNIVERSITY OF GEORGIA**

**LAGRANGE**

**HOME TO LA GRANGE COLLEGE**

**UNION CITY**

**10-MILES FROM DOWNTOWN ATLANTA**

**PEACHTREE CORNERS**

**HOME TO CURIOSITY LAB** a real-world test environment advancing next-generation intelligent mobility and smart city technology a 3-mile track and test lane for AVS, an array of sensors and cameras, smart city infrastructure, and the latest in C-V2X technology.

**SPARTANBURG**

**10,000+ SPECTATORS WITH HUNDREDS OF VIP TENTS SOLD A YEAR**

**HAPEVILLE**

**ADJACENT TO PORSCHE NORTH AMERICA  
5-MILES FROM DOWNTOWN ATLANTA**

**COLLEGE PARK**

**BLOCKS FROM HARTSFIELD-JACKSON AIRPORT, THE GEORGIA INTERNATIONAL CONVENTION CENTER AND GATEWAY ARENA**



The logo features the year '2024' in a large, light blue, sans-serif font. The '0' is partially obscured by a red hexagonal badge with a white border. Inside the badge, the words 'SPEED WEEK' are written in white, bold, sans-serif capital letters, with a small white gear icon centered below the text. Below the '2024' and the badge, the word 'SPONSORSHIP' is written in a dark blue, bold, sans-serif font.

# 2024 SPONSORSHIP

We have several 2024 sponsorship packages available at various price points and benefit levels. Find the one that's right for your brand and let us place you in front of racing enthusiasts across the Southeastern United States and beyond.

## OPPORTUNITIES

**SERIES OFFICIAL PACE CAR**

**\$80,000**

**SERIES TITLE SPONSOR**

**CONTACT US**

**LOCAL DEALERSHIP EVENT  
ACTIVATIONS/SPONSORSHIPS**

**CONTACT US**

**ADDITIONAL LIVE FEED  
ADVERTISING**

**CONTACT US**



## SPEED WEEK SERIES PACE CAR

**\$80,000**

Embrace the opportunity of a lifetime—or at least a year. Speed Week's Pace Car sponsorship will be given front row seating of all the week's events, with the spotlight cast adoringly on your brand at every opportunity. It's a thrill second only to actually winning Speed Week, and an unrivaled opportunity for exposure in the Southeastern cycling scene and KIA's local markets.

### KEY BENEFITS

- Official pace car for all seven cycling events in the Speed Week series  
*Key placement of pace car vehicle near start/finish when not being used*
- Expo location at all events, race location ability - 10x20
- Prominent logo placement included on series jersey

### STREAMING BENEFITS ACROSS ALL BROADCASTS (PER EVENT)

- On-air broadcast ads  
*15 seconds long, 5 per event live broadcast*
- 6 live on-air announcements
- Post event wrap-up videos feature
- One live interview with company representative
- Rotating logo within stream

### MEDIA PARTNER ADVERTISING INCLUSION

- Logo included on all bikereg.com registration pages
- Speed Week website placement
- Any press releases

### ADDITIONAL ON-SITE BENEFITS

- Course banners
- Individual event website placement
- Jumbo screen ads
- Primary sponsor Start/finish line banner placement
- VIP passes provided by event (where applicable)

### SOCIAL MEDIA

- Newsletter emails to subscribers
- Facebook and Instagram integration - Events
- Facebook and Instagram integration - Speed Week - Joint campaigns as agreed