

# DEMOGRAPHICS

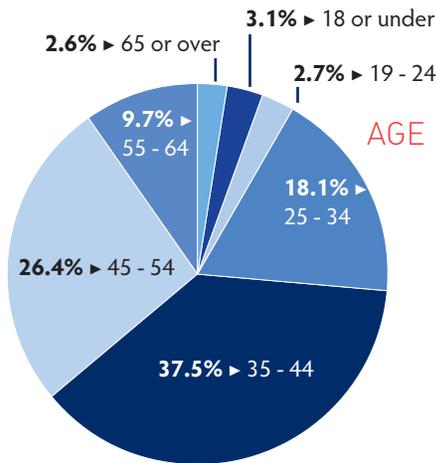
Our members are affluent, educated people of all ages who love Colorado, and whose cycling pursuits stand at the center of their active, adventurous lifestyle. Below are some highlights of BRAC's membership and the extended cycling community.

► Colorado is home to dozens of pro and elite cyclists, with hundreds of national champions across all cycling disciplines. Our bicycle racing leadership is unparalleled, and our goal is to introduce more athletes, including juniors and women, to this growing sport.

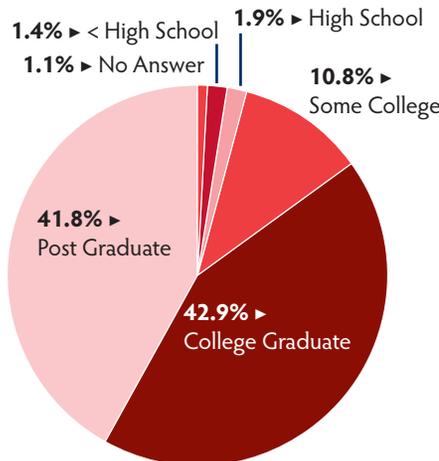
► Colorado's resources for cyclists and bicycle racers are immense. From racer talent to media, from organizations specific to promoting cycling to the for-profit cycling industry with many companies headquartered in the state, Colorado is the leader for all two-wheeled, human-powered activities. People move here and stay for the cycling—it's their lifestyle

► The BRAC also hosts several regional and nationwide events, attracting participants from around the country. Beginner races are also incorporated into events to encourage first-time participation in competitive cycling and serves a bridge to Colorado's large non-racing cycling community.

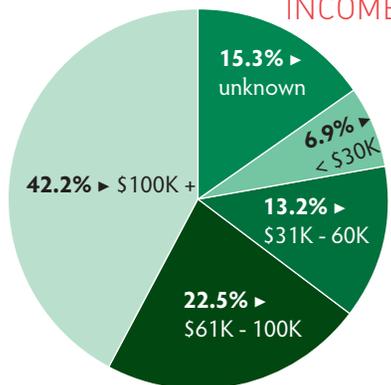
► BRAC is now integrated with the state's collegiate and track racing communities through its relationship with USAC. This further expands the organization's base membership and offers numerous possibilities for development of new and exciting cycling promotional activities.



## EDUCATION



## INCOME



# MARKETING EXPOSURE

## DEMOGRAPHIC CLUSTER

PRIZM Segment - Big Fish, Small Pond; Young Influentials, Greenbelt Sports

ConneXions Segment- Annalogers, WiFi Warriors, Plugged-in Families

P\$YCLE Segment - Power Couple, The Wealth Market, Young Urban Renters

BRAC Weekly Update  
15,000+ impressions / month  
35% trackable open rate

BRAC Monthly Newsletter  
3,500+ impressions / month  
27% trackable open rate

BRAC Press Media List and Partner Exposure  
350+ Colorado PR print/broadcast media relationships

Facebook Insights  
2,100+ Facebook fans  
4,000+ weekly total reach

Website Analytic Averages  
14,000+ unique visitors / month  
43,500+ visitors / month  
174,200+ page views / month  
4 pages / visit  
5:36 average time on site / visit  
26% new visits / month

Event Exposure  
Over 130 events year-round from road, track, and cyclocross, to junior camps, awards parties, and women's mentoring programs. Prominent events around the state of Colorado such as the USA Pro Cycling Challenge and the USGP of Cyclocross expose your brand to hundreds of thousands of cycling enthusiasts.

"Rudy Project has proudly supported the Bicycle Racing Association of Colorado as its official and exclusive helmet and eyewear partner for the past five years. With an active and engaged membership of 3,000 athletes, BRAC is committed to supporting and growing cycling in Colorado. Rudy Project shares this goal and is excited to renew its commitment to BRAC and the Colorado cycling community." – Chris Lupo, Director of Sports Marketing, Rudy Project North America

