

# SEA OTTER CLASSIC

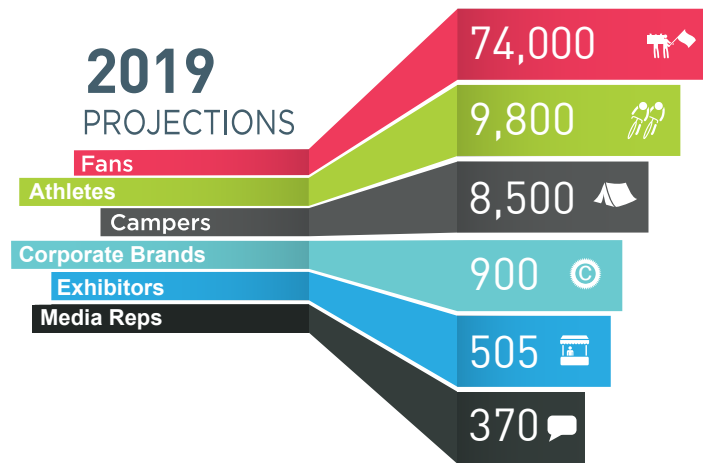
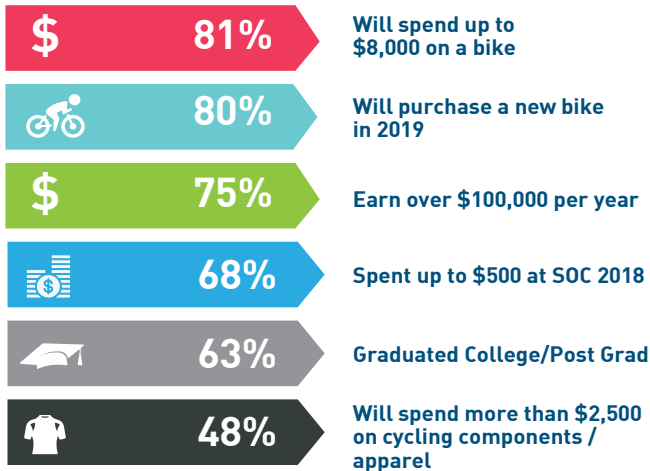


WORLD'S PREMIER  
CYCLING FESTIVAL

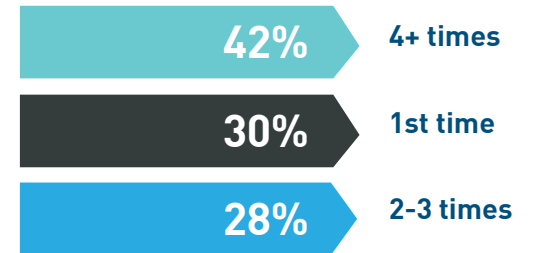
APRIL 11 - 14, 2019 • MONTEREY, CALIFORNIA, USA

# BUILD YOUR BRAND . . . BY THE NUMBERS

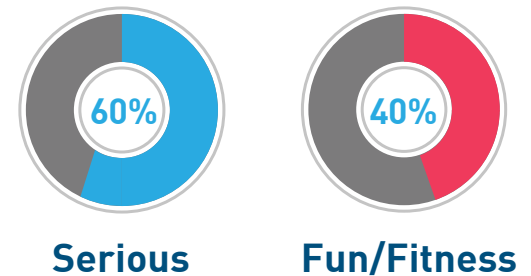
## Sea Otter Attendee Spending



## How Often Have You Attended Sea Otter?



## Cycling Experience



## Kids

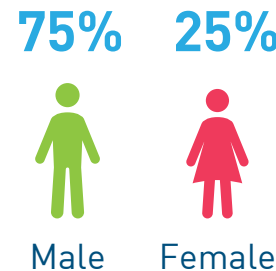


### With Whom Did You Attend?

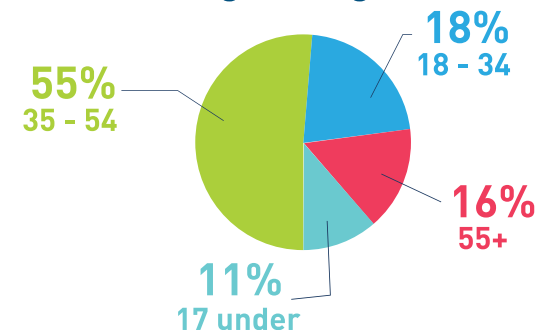
**57%** Have Kids Who Cycle

### Kids Participation at Sea Otter is Growing!

- 8000 Kids Attended the Expo in 2017
- 9000 Kids Attended the Expo in 2018



### Age Range



# WHY EXHIBIT at SEA OTTER?



- Build your brand
- Demo bikes & components
- Showcase new products
- Meet with press
- Engage cycling enthusiasts
- Sell products
- Release new models
- Network with industry leadership

60+

COMPANIES PROVIDE

OVER 800 DEMO BIKES!

## BRAND REACH



Total Audience

470,000\*

\*Annual cumulative reach for all platforms



2018 Onsite Social Media Engagement

- 500,000 Impressions each day of festival
- 3.16% above industry avg. engagement rate = 15,800 unique people interacting with your brand each day of the festival



Email Campaigns with Influence

- 40,000 email contacts
- 38% open rate
- 18% average click through rate

### CHANNELS BY ENGAGEMENT RATE



INSTAGRAM



FACEBOOK



TWITTER

## THOUGHTS ON SEA OTTER

93% would recommend Sea Otter to a friend

92% plan to attend 2019 Sea Otter

88% were happy with their SOC experience

69% prefer to purchase products from Sea Otter sponsors





# ? INQUIRIES

Sponsorship  
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