



# LIFETIME<sup>®</sup> SEA OTTER CLASSIC

PRESENTED BY

Continental 



The Sea Otter Classic is the world's premier cycling festival. This four-day celebration of cycling has all things having to do with bikes including races and rides across all biking disciplines, bike industry expo, demos and more!

Athletes and prominent brands camp, ride bikes, and enjoy food and brews alongside 74,000 other cycling enthusiasts.

### **Racing Events**

eMTB | Cross Country | Enduro | Downhill | Dual Slalom | Gravel | Circuit | Road

### **Riding Events**

Off Road Tour | (4) Consumer Demo Zones | 2 Gran Fondos













PARTICIPANTS

**9K**

RACE DAY ATTENDANCE

**75K+**

EXHIBITORS

**1K**

MEDIA REPS

**400**

2+ TIMES

**68%**

AVG. ATTENDANCE AGE

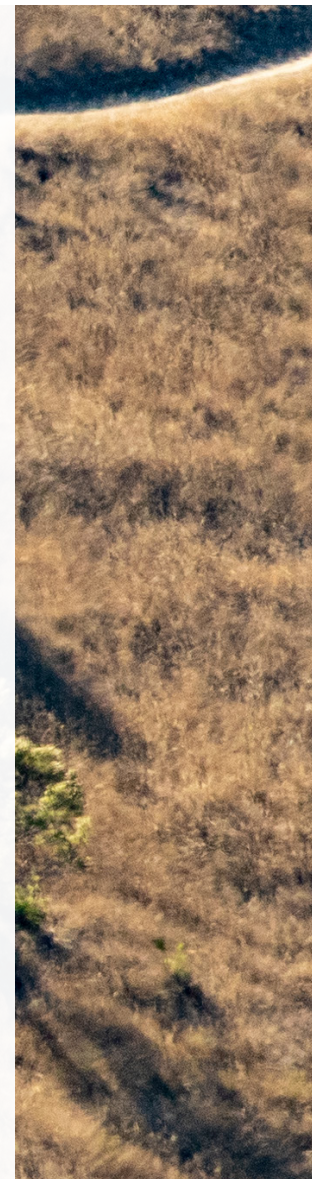
**45+**

TOTAL PLATFORM AUDIENCE

**8M**

ANNUAL PAGE VIEWS

**680K**





# Event Weekend

## Ride Zone Demos

Why do so many thousands head to Sea Otter each year? One thing attendees most look forward to is the unparalleled opportunity to see and ride the latest bicycles and equipment. Whether young or old, new to cycling, or an experienced cycling fanatic, visitors are sure to find fun designed just for them throughout the Expo. Consumers take home not only big smiles, but new skills to try out on trails at home.

## Kid's Activities

Not your average playground, the Kids' Zone allows kids twelve and under to try out their budding bike skills on obstacles appropriate for their age and riding level in a fully enclosed location, plus a separate area for pushbikes!

## Food & Beverage

There's no doubt that the excitement of Sea Otter works up an appetite. What better way to satisfy your cravings than with some delicious food from over a dozen local food vendors? Find it all at one of Sea Otter's three food courts: Sierra Nevada Beer Garden, Brews & Bites and the Stadium Food Court. No matter your dietary needs, food preferences or age, Sea Otter is a place that the entire family can enjoy.

## Camping

Camping at Sea Otter allows you to be fully engaged in all the Sea Otter fun. Enjoy the camaraderie with other athletes and attendees.









**LIFETIME**  
**Partnership**  
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**Connecting the right brands, to the right audience, at the right time**

To discuss brand, corporate, or media partnerships please email: [LTmedia@LT.Life](mailto:LTmedia@LT.Life)