



# THE NATURE VALLEY BICYCLE FESTIVAL

is a celebration of cycling that takes place in cities around central Minnesota and in western Wisconsin. Its core event, the Nature Valley Grand Prix, is a professional stage race that attracts racers from across the country and around the world. Other events include lifestyle expos, stunt rider demos, velodrome races, live music, family activities and great food.

**Expos:** Lifestyle expos, located near the start/finish lines in the downtowns of the Nature Valley Grand Prix host cities, are popular features of these events.

**Audience:** Cycling is an enormously popular sport with 1.4 million Minnesotans self-identifying as cyclists. Cycling has broad appeal to both genders, with 52% male and 48% female. Cyclists are affluent, with median incomes of \$85,000, and are overwhelmingly well educated.

**Marketing:** The Festival pursues an aggressive campaign that includes a mix of television, radio, print and collateral advertising. The Festival’s TV partner is KARE 11 TV, the NBC station in the Twin Cities market. Collateral includes 45,000 brochures, 2,000 posters and 5,000 event programs.

**Media:** The Festival is the focus of extensive media attention that garnered over 60 million media impressions in 2010. Highlights included 56 newspaper placements and 74 segments on TV news.

**Crowds:** Sixty thousand spectators attended the events in 2010. Crowds have shown steady annual growth of over 30%.

**Charity:** One hundred percent of the Festival’s net income is donated to the pediatric hospice program at Children’s Hospitals and Clinics of Minnesota.



DAY/EXPO TIME	CITY	NEARBY LANDMARK	BOOTH FEE* (10' x 10')	BRIEF DESCRIPTION
Wednesday 4:00–9:00 pm	St. Paul	Rice Park	\$400	Rice Park and Landmark Plaza encourage a festive venue
Thursday 4:30–9:00 pm	Cannon Falls	Historic Downtown	\$150	Cannon Falls, 35 miles south and east of the Twin Cities is a popular destination for cyclists.
Friday 4:00–9:00 pm	Minneapolis	Calhoun Square	\$450	The Uptown entertainment district and surrounding neighborhoods create a lively evening.
Saturday 11 AM–5:30 pm	Menomonie	University of Wisconsin Stout	\$225	The Menomonie, WI event, with a full day of festivities, draws from Minnesota, Wisconsin, Illinois & Iowa.
Sunday 10:30 AM–4:00 pm	Stillwater	Historic Lift Bridge	\$375	The Stillwater course, the most brutal in North America, attracts spectators from around the Midwest.

\* Participate in as many expos as you wish for a combined fee of \$1,200. Discounts are available for non profits.

More Information? Contact Rita Thofern (651) 249-1128 or Expo@NatureValleyBicycleFestival.com  
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