BIKE FESTIVAL RIVA DEL GARDA

SPONSORING 2027

APRIL 30 – MAY 2, 2027 · RIVA DEL GARDA

Be part of Europe's spectacular season opener on Lake Garda.

BIKE FESTIVAL RIVA DEL GARDA

GARDA TRENTINO



FACTS & FIGURES

A BIG STAGE WITH EUROPEAN APPEAL

70,000 Visitors

over three festival days

25,000 m²

Expo area directly on the lakeshore

200 Exhibitors

with 350+ brands

3,000 Participants

at the side events

30+ Press

Press coverage in more than 30 countries

30+ Nations

International: visitors from more than 30 countries



GARDA TRENTINO · RIVA DEL GARDA

DIRECTLY ON LAKE GARDA – BETWEEN MOUNTAINS AND LAKE

The festival grounds lie right on the lakeshore of Riva del Garda – framed by the peaks of Garda Trentino. Sport, holiday and Italian lifestyle meet here like nowhere else.

01

RIGHT ON THE LAKESHORE

25,000 m² expo area directly next to the lake; your brand in the most iconic setting of the bike season.

02

MOUNTAINS MEET LAKE

Rugged peaks, Mediterranean climate and spectacular trails – one of Europe's top bike regions.

03

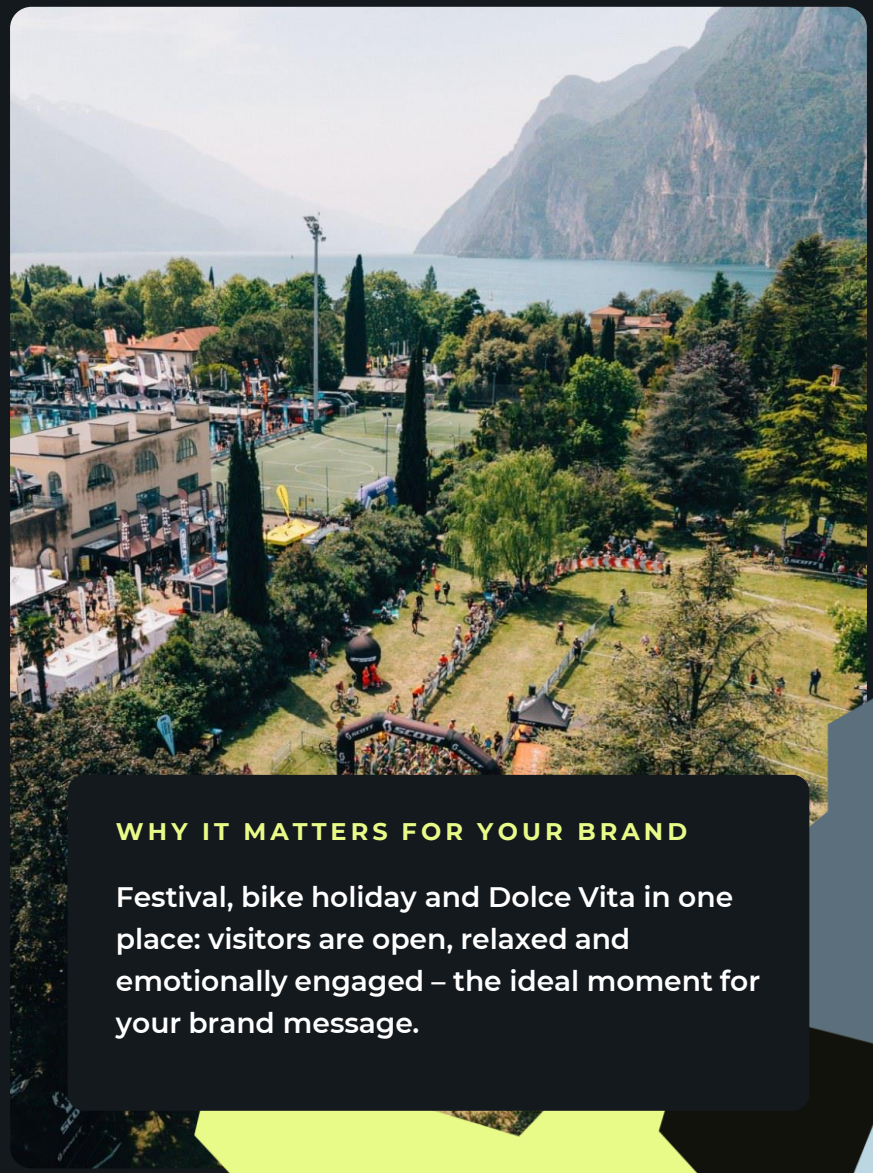
BIKE TOURS & OUTDOOR LIFE

Trail rides, gravel loops and lakeside tours: visitors experience your products where they belong.

04

DOLCE VITA

Espresso, aperitivo, Italian flair: brands are experienced in a relaxed, positive holiday mood.



WHY IT MATTERS FOR YOUR BRAND

Festival, bike holiday and Dolce Vita in one place: visitors are open, relaxed and emotionally engaged – the ideal moment for your brand message.

WHY INVEST?

3 DAYS. 70,000 BIKE FANS. ONE STAGE FOR YOUR BRAND.

Invest where your customers are: reach an active, high-spending audience on Lake Garda, face to face, emotionally and measurably: before, during and after the event.

1

Strong image

One of Europe's best-known and most sought-after outdoor events.

2

Targeted audience

Active, high-spending core audience aged 30 to 60.

3

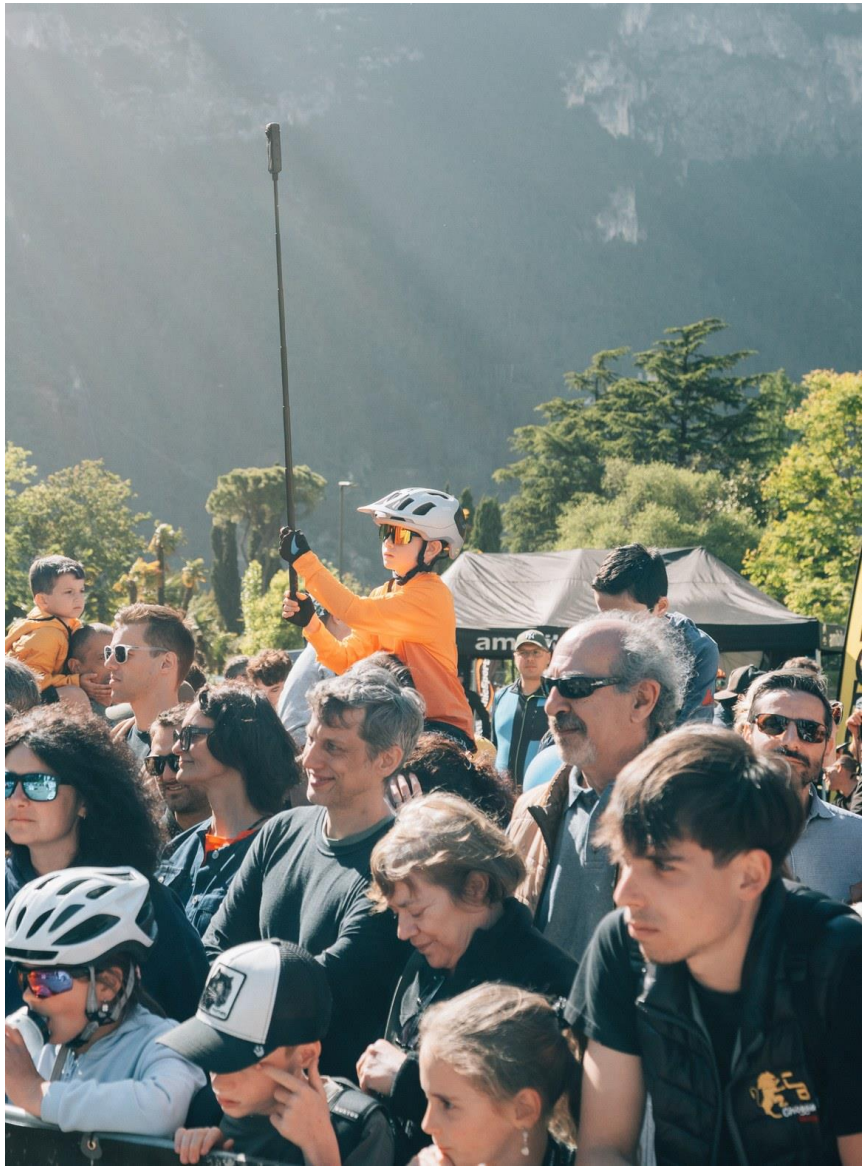
Year-round presence

Continuous advertising before, during and after the event.

4

Tailored packages

Three levels plus add-ons — tailored to your goals.



YOUR RETURN ON INVESTMENT

WHAT YOUR INVESTMENT ACHIEVES – BEFORE, DURING AND AFTER THE EVENT

A sponsorship at the Bike Festival is not a three-day appearance: it works for months, from the first announcement to the aftermovie view.

BEFORE

Jan – Apr 2027

BUILD AWARENESS

- Your brand in all festival communication: website, newsletter, social media
- Pre-event press work in 30+ countries incl. press event one month before
- Announce products, test fleets and activations to the community
- Invite customers, dealers and partners to Lake Garda

DURING

Apr 30 – May 2, 2027

ACTIVATE & SELL

- Meet 70,000 visitors face to face – right on the lakeshore
- Product tests, sampling and brand experiences on the trails
- Presence at races, award ceremonies, stages and parties
- Excellent visibility on site

AFTER

May 2027 onwards

RETAIN & MULTIPLY

- Photo, video and social content for your own channels
- Post-event reporting with reach and performance figures
- Year-round presence in the communication of the Bike Festival

YOUR KEY TAKEAWAY: One investment – three phases of impact: awareness before, direct Community and target group contact on site, and content after the event.

RACES & TARGET GROUPS

EVERY RACE REACHES ITS OWN AUDIENCE

Our competitions are more than a race program: each one opens direct access to a clearly defined target group.

HERO UCI MARATHON WORLD CUP

Season opener 2027 – the world elite starts in Riva.

TARGET GROUP

Performance-driven riders, pros & teams, international media

IDEAL FOR

High-end bikes & components, sports nutrition, wearables

BIKE MARATHON

Three routes: 31, 60 and 83 km.

TARGET GROUP

Amateur riders aged 30–60 with high purchasing power

IDEAL FOR

Bikes & equipment, apparel, travel, sports nutrition, fashion, components, lifestyle

UCI GRAVEL WORLD SERIES

Pros and amateurs on iconic gravel terrain.

TARGET GROUP

The fast-growing gravel & lifestyle scene – urban, design-oriented

IDEAL FOR

Gravel & road brands, lifestyle, fashion, backpack, outdoor, sports nutrition

JUNIOR TROPHY

400+ young riders aged 3 to 14.

TARGET GROUP

Families, parents and the next generation of riders

IDEAL FOR

Kids' bikes, family brands, fashion, safety equipment

NIGHT RIDE

Riding into the evening – lights, atmosphere, community.

TARGET GROUP

Young, social, experience-driven riders and spectators

IDEAL FOR

Lighting & e-bike brands, beverages, lifestyle

ACTIVATION FORMATS – FOR EVERY RACE

- Race partnership
- Naming right: "Race presented by YOUR BRAND"
- Branding at start & finish
- Visibility along the course
- Presence at the award ceremonies
- Athlete integration
- Photo, video & social media content

BEYOND THE RACES

AWARDS, BUSINESS, COMMUNITY & NIGHTLIFE – MORE STAGES FOR YOUR BRAND

Five additional platforms extend your reach from the industry stage to the after-race party – each with its own audience and activation options.

01

BIKE FESTIVAL AWARDS

Spotlight of the industry

AUDIENCE

Brands, product managers, media, bike enthusiasts

YOUR ACTIVATION

- Present an award category
- Stage & on-screen presence
- Media coverage of the winners

02

FUTURE SUMMIT

B2B · talks & panels

AUDIENCE

Industry decision-makers, retailers, tourism & mobility experts

YOUR ACTIVATION

- Speaker slot or panel partnership
- Thought leadership
- Networking with key accounts

03

COMMUNITY EVENTS

Shared rides & meet-ups

AUDIENCE

Active riders, clubs, influencers and creators

YOUR ACTIVATION

- Host your own community ride
- Product tests on the trail
- Direct dialogue with users

04

EVENING EVENTS

Open Night & aperitivo

AUDIENCE

Visitors, exhibitors, partners and athletes

YOUR ACTIVATION

- Evening activations at your stand
- Exclusive customer events
- Aperitivo with lake view

05

PARTY

Bike Festival Party & Summer Vibes Party

AUDIENCE

The festival crowd – young, social, celebrating

YOUR ACTIVATION

- Party partnership / naming
- Bar, DJ & lounge branding
- Sampling & social content

MEDIA & COMMUNICATION

REACH THAT MAKES YOUR BRAND VISIBLE

~5M
Page views per year on bikefestivalriva.com

357M
Touchpoints (total reach)

130 Journalists
Media representatives on site

350+
Press clippings

52.4 %
Ø newsletter open rate

3 Languages
Year-round communication in DE / EN / IT

- International press work in 30+ countries, including a press event one month before the festival.
- Strong TV, radio, online and print partners — including our own TV production.
- Audience-targeted campaigns on social media & Google Ads, trilingual program booklet.



MORE THAN A LOGO AND BANNER - SIX VALUE FIELDS FOR YOUR BRAND

The Bike Festival Riva is not a classic trade fair: biking, product testing, community, sport, outdoor, Lake Garda and Italian lifestyle come together. For your brand presence as a sponsor, we use exactly this combination.

01

VISIBILITY

Brand presence and reach

Logo, branding and stage - online, in the official Bike Festival magazine, in the press and on site.

02

EXPERIENCE

Brand experience and on-site activation

Product tests, activation areas and bookable assets

03

CONTENT

High-quality social, photo and video content

Reels, newsletter, aftermovie, image material and visitor data analysis for your own use.

04

COMMUNITY

Direct contact with the bike community

Shared rides, challenges and encounters within the community.

05

BUSINESS / Networking

Leads, network and new business relationships

Lead activations, VIP/hospitality passes and personal encounters with customers and partners.

06

HIGH RELEVANCE

Positioning in the environment of top events

International brand environment and world-class international races with top communication.

BASIC SPONSORSHIP PACKAGES

THREE PACKAGES - STRONG PRESENCE

From a strong entry level to Main Sponsor: each level builds on the previous one and grows with premium, exclusive and content benefits.

100% TAILOR-MADE

Every package is tailored to your individual goals and wishes – for a perfect fit.
The packages are our starting point: together we adapt space, visibility, content and assets precisely to your brand.

1	**PARTNER** Attractive base presence and access to the Bike Festival community.	**25 m²** Integrated exhibition space **Value: €3,700**	**Standard** Visibility	**Basic** Content	**bookable** Special Asset	**€7,500** excl. VAT
2	**SPONSOR** Strong visibility, combined with activation, content and direct interaction with the community.	**50 m²** Integrated exhibition space **Value: €6,500**	**Extended** Visibility	**Custom** Content	**bookable** Special Asset	**€15,000** excl. VAT
3	**MAIN SPONSOR** Maximum presence, exclusivity and active integration into the festival.	**75 m²** Integrated exhibition space **Value: €9,200**	**Prominent** Visibility	**Premium** Content	**1 included** Special Asset	**€30,000** excl. VAT

WANT MORE?! Special Assets: 1 included for the Main Sponsor, bookable for Partner and Sponsor — just talk to us.

PACKAGE COMPARISON

PARTNER, CO-SPONSOR, MAIN SPONSOR COMPARED

All packages are individually customizable — talk to us, and together we'll develop the perfect package for you.

	BENEFIT	PARTNER €7,500 excl. VAT	SPONSOR €15,000 excl. VAT	MAIN SPONSOR €30,000 excl. VAT
VISIBILITY	**Official status**	Official Partner	Official Co-Sponsor	Official Main Sponsor
	Logo on website & communication	selected media ● ○ ○	large logo presence ● ● ○	premium logo presence ● ● ●
	Branding on the festival grounds	Standard ● ○ ○	extended ● ● ○	prominent ● ● ●
	Stage / LED screens	Included	Included	Included
	Category exclusivity	—	—	✓
EXPERIENCE	**Activation area / expo space**	25 m² integrated space **Value: €3,700**	50 m² in prime location **Value: €6,500**	75 m² in prime location **Value: €9,200**
	Additional space — price per m²	€100/m²	€90/m²	€80/m²
	Product tests & sampling	✓	✓	✓
	Expo stamp card activation	✓	✓	✓
	Special Asset	bookable	bookable	1 included
	Leads via visitor registration	—	—	✓ included
CONTENT	**Newsletter integrations**	—	**1**	**2**
	Social media touchpoints	Standard	extended	prominent
	Custom reels / content pieces	—	**1**	**2**
	Aftermovie / event content	Logo	Integration	Integration + event content
	Photo & video material	Digital media kit	Selection of event images	Extensive photo/video package
	Bike Festival Magazine: editorial	—	✓	✓
	Bike Festival Magazine: ad	—	½ page	Full page
HOSPITALITY & REPORTING	**VIP / hospitality passes**	**2**	**4**	**6**
	Post-event reporting	Standard ● ○ ○	Extended ● ● ○	custom ● ● ●

YOUR SPONSORSHIP PACKAGE IN DETAIL

1 PARTNER

LEVEL 1 OF 3

€7,500
excl. VAT

Attractive base presence and access to the BIKE Festival community.

BASIC PACKAGE: ALL BENEFITS AT A GLANCE

25 m²
Integrated exhibition space
(value: €3,700)

Standard ●○○
Visibility

Basic ●○○
Content

bookable
Special Asset

VISIBILITY

- Status: Official Partner (use of the partner title)
- Logo on website incl. link, posters, program booklet, sponsor wall & press releases
- 2 advertising banners (3.40 x 1.70 m) in the expo area
- 2 advertising banners (2.50 × 0.80 m) in the start and finish area of the Bike Marathon

EXPERIENCE

- Integrated exhibition space: 25 m² (value: €3,700; additional space: €100/m²)
- **Expo stamp card:** visitors collect stamps at 5 or more brand activations and win prizes.
- **Special Assets bookable:** price on request.
- Product tests & sampling
- Advertising opportunity in the race starter bag

CONTENT

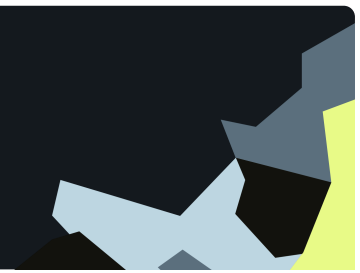
- Inclusion in collective sponsor communications, without guaranteed dedicated content (carousel).
- Integration into general partner communication
- Logo in the aftermovie / event content
- Digital media kit (logos, images, key visual, signatures, wording etc.) for your own use

HOSPITALITY & REPORTING

- 2 VIP / hospitality passes (incl. lunch & coffee break)
- 2 free race entries
- Standard post-event reporting

Be where the bike community comes together.

RIVA DEL GARDA · APRIL 30 – MAY 2, 2027



YOUR SPONSORSHIP PACKAGE IN DETAIL

2 SPONSOR

LEVEL 2 OF 3

GARDA TRENTINO

€15,000
excl. VAT

Strong visibility, combined with activation, content and direct interaction with the community.

Also includes all benefits of the PARTNER package, plus:

50 m²
Integrated exhibition space
(value: €6,500)

Extended ●●○
Visibility

Custom ●●○
Content

bookable
Special Asset

VISIBILITY

- Status: Official Co-Sponsor
- Large logo presence on website & relevant communication channels
- More on-site branding: 4 banners in the expo area (3.40 × 1.70 m), 4 in the start/finish area, 1 in the accreditation area

EXPERIENCE

- Integrated exhibition space in prime location: 50 m² (value: €6,500; additional space: €90/m²)
- **Expo stamp card:** visitors collect stamps at 5 or more brand activations and win prizes.
- **Special Assets bookable:** price on request.

CONTENT

- 1 newsletter integration
- At least one dedicated social media integration, with the format defined by our editorial team.
- Integration into the aftermovie, logo in accompanying event ads
- Custom selection of professional event images for your own use
- Editorial integration in the Bike Festival Magazine
- Half-page ad in the Bike Festival Magazine

COMMUNITY & LEADS

- Prize draw or challenge via the festival channels

HOSPITALITY & REPORTING

- 4 VIP / hospitality passes (incl. lunch & coffee break)
- 4 free race entries
- Custom post-event reporting



YOUR SPONSORSHIP PACKAGE IN DETAIL

3 MAIN SPONSOR

LEVEL 3 OF 3

BIKE FESTIVAL RIVA DEL GARDA · GARDA TRENTINO

€30,000
excl. VAT

Maximum presence, exclusivity and active integration into the festival.

Also includes all benefits of the PARTNER and CO-SPONSOR packages, plus:

75 m²
Integrated exhibition space
(value: €9,200)

Prominent ●●●
Visibility

Premium ●●●
Content

1 included
Special Asset

VISIBILITY

- Status: Official Main Sponsor of the Bike Festival
- Premium logo presence on website & all key communication channels
- Prominent branding: 6 banners (3.40 x 1.70 m) in the expo area and 6 banners (2.50 x 0.80 m) in the start and finish area of the Bike Marathon
- Premium integration on stage / LED screens
- Category exclusivity (where sensible and available)

EXPERIENCE

- Integrated exhibition space in prime location: 75 m² (value: €9,200; additional space: €80/m²)
- **Expo stamp card:** visitors collect stamps at 5 or more brand activations and win prizes.
- **1 Special Asset included:** by arrangement
- Naming rights for another festival module or side event / race, e.g. "Test Area presented by BRAND"

CONTENT

- 2 newsletter integrations
- "Premium" social media integration, top coverage priority
- At least one dedicated social media post and one story, plus relevant integrations into the festival coverage.
- Extensive, custom photo and video package for your own use | integration into the aftermovie
- Editorial integration in the Bike Festival Magazine
- Full-page ad in the Bike Festival Magazine, mention in the festival hosting

COMMUNITY & LEADS

- Own festival challenge or own prize draw
- Lead generation activation (integration of visitor registration)

HOSPITALITY & REPORTING

- 6 VIP / hospitality passes (incl. lunch & coffee break)
- 6 free race entries
- Custom post-event reporting

At the heart of the festival, with your brand.

RIVA DEL GARDA
APRIL 30 – MAY 2, 2027

ADD-ONS

OPTIONAL SPECIAL ASSETS

MAIN SPONSOR: 1 Special Asset included

PARTNER & SPONSOR: Special Assets bookable

Main Stage
PRESENTED BY

Your brand as the name of the main stage.

Test Track
PRESENTED BY

Naming the test area: product experience at the center.

Recovery Area
PARTNER

Zone to catch your breath: your brand in the moment of recovery.

VIP / Hospitality Area
PARTNER

Exclusive lounge for guests, customers and partners.

Community / Sunset Ride
PARTNER

Group ride with the community at golden hour.

Safety Partner
PARTNER

Bike park: visitors drop off their bike and have it guarded.

Bike Wash
PARTNER

High-traffic service with real benefit for participants and visitors.

Charging Area
PARTNER

Charging point for eBikes and devices: dwell time for your message.

Hydration Station
PARTNER

Free water refill stations on the expo grounds.

Kids Area
PARTNER

Family-friendly brand environment for the youngest bikers.

Official Mobility
PARTNER

Mobility partner of the festival, e.g. shuttle or vehicles.

Official Coffee
PARTNER

Coffee moment for visitors and team: Italian lifestyle.

ACTIVATION ON SITE



LARGE-FORMAT POSTERS



BRANDED FINISH ARCH



EXPO BANNERS



BRANDED EXPO ACTIVATION



KIDS RACE



BIKE PARK

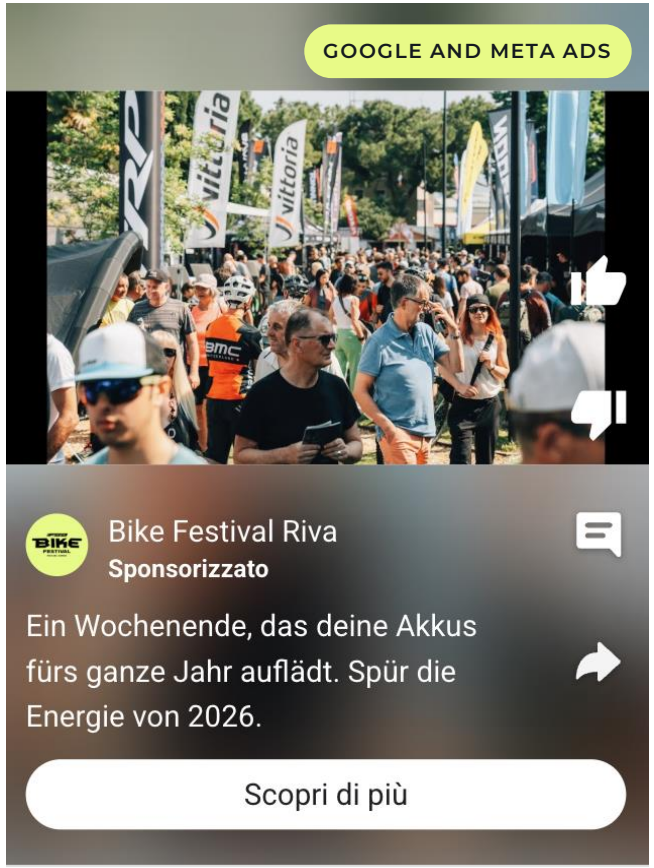


BOOTH ACTIVATION

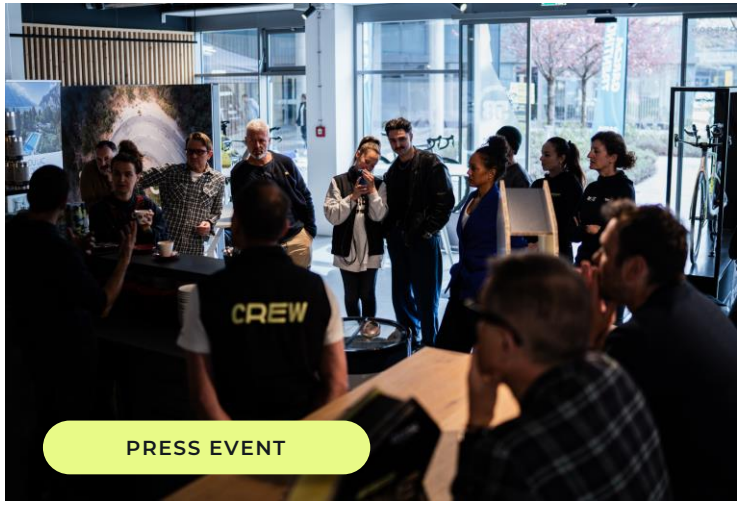
EXAMPLES OF COMMUNICATION



CONTENT CREATORS



GOOGLE AND META ADS



PRESS EVENT



PODCAST



MAGAZINE



CONTACT

TALK TO US.

All packages can be tailored individually, together we will develop the perfect sponsorship package for 2027.

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