



Indiana University Health

MOMENTUM = INDY =

Inspiring our community to experience the joy of bicycling and movement.



PRO-AMATEUR RACES / COMMUNITY RIDES / KIDS EVENTS

INDIANAPOLIS, IN / MomentumIndy.org

SEPTEMBER 10-11, 2021

FRIDAY: MASS AVE CRIT

SATURDAY: INDY CRIT

For more info, contact: Indy Criterium, Inc.
317.459.0059 | info@momentumindy.org



WE ARE BICYCLING

A celebration of all things bicycling!

Indy Criterium, Inc. is a 501(c)(3) non-profit, Tax I.D. 82-0636610

Our Mission:

Inspiring our community to experience the joy of bicycling and movement.

We accomplish our mission by:

- Organizing and managing high quality bicycling events and festivals
- Promoting urban recreation, sport, and healthy lifestyles
- Utilizing proceeds from our events to support local charities, specifically programs with a focus on serving youth and health and wellness initiatives.

Since 2010, Momentum Indy has **donated \$170,000+** to local charities who serve youth, with an emphasis on health and wellness programming in underserved areas. In 2021, we will continue that focus with event proceeds benefiting non-profit community partners participating in the **Volunteer Give-Back program.**





A COMMUNITY FESTIVAL

A cultural celebration of community, bicycling, and outdoor recreation!

Mass Ave Crit – Friday, September 10, 2021

- Located in the heart of the Mass Ave Cultural District.
- Home to the best of Indy's bars, restaurants, shopping, public art and nightlife!



Indy Crit – Saturday, September 11, 2021

- Located in the heart of downtown Indianapolis near Monument Circle.
- Home of the iconic Soldier's & Sailors Monument.



CRITERIUM RACING

What is a “crit”?

A criterium or “crit” is a unique form of bicycle racing that stresses high-speed races (35+ mph) contested amidst a thriving urban atmosphere.

- “Indianapolis 500 on two wheels”
- Short lap races (<1 mi) on closed streets.
- Races scored on a timed basis (60-90 min).
- Multiple races throughout the event, with heats based upon skill level.
- Men, Women, Juniors, Masters
- Criterium racing events combine exciting elements of the sport with the large-scale appeal of community festivals.





MASS AVE CRIT

Friday, September 10, 2021

4PM - 10PM | Mass Ave Cultural District

A unique twilight race!

- Showcasing public art, extraordinary restaurants, and eclectic shops along Mass Ave.
- Promoting a sense of civic pride, culture, and community.
- Featuring exciting activities including:
 - Pro-Amateur Races
 - Live Music and Festivities
 - Bicycle Parade
 - Community Yoga
- 2019 event attendance of 10,000 - 15,000+





IU HEALTH INDY CRIT

Saturday, September 11, 2021

9AM – 6PM | Downtown Indianapolis

A day-long celebration of cycling!

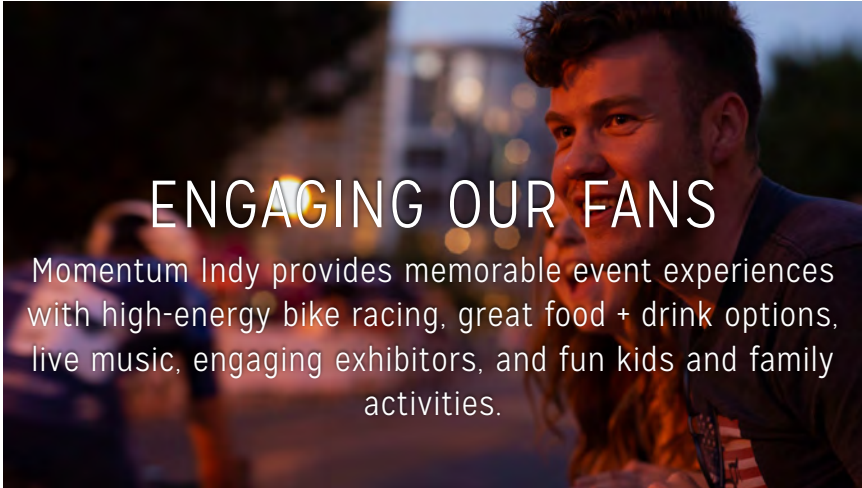
- Promoting healthy lifestyle activities:
 - Community Rides
 - Family Ride
 - Women's-only Ride
 - Pro-Amateur Races
 - Kids Activities / Kids Zone
 - Kids Bike Races
- Promoting culture, diversity and community through:
 - Music and festivities
 - Mayor's Celebrity Bicycle Race
 - Major Taylor Community Ride
- 2019 event attendance of 15,000+





COMMUNITY ACTIVATION

Engaging with our fans, athletes, riders & volunteers.

A close-up shot of a man with dark hair, wearing a dark jacket, looking intently at a bike race. The background is blurred, showing other spectators and the race environment.

ENGAGING OUR FANS

Momentum Indy provides memorable event experiences with high-energy bike racing, great food + drink options, live music, engaging exhibitors, and fun kids and family activities.

Two professional cyclists in blue and white racing kits are shown in a competitive race. They are leaning forward on their handlebars, pedaling hard. The background shows a crowd of spectators.

FEATURING TOP ATHLETES

Momentum Indy features top athletes from across the country, competing for over \$25,000 in cash + prizes.

A young boy wearing a red shirt and a green helmet is riding a red bicycle. He is smiling broadly and looking towards the camera. Other children and spectators are visible in the background.

SUPPORTING HEALTHY KIDS

Momentum Indy encourages kids to be active and healthy through our free and engaging Kids Zone programming, Kids Bike Races, and Family Bike Ride at the IU Health Indy Crit.

A group of young cyclists, mostly wearing yellow and black racing kits, are competing in a race. They are riding on a paved road, and a crowd of spectators is visible in the background.

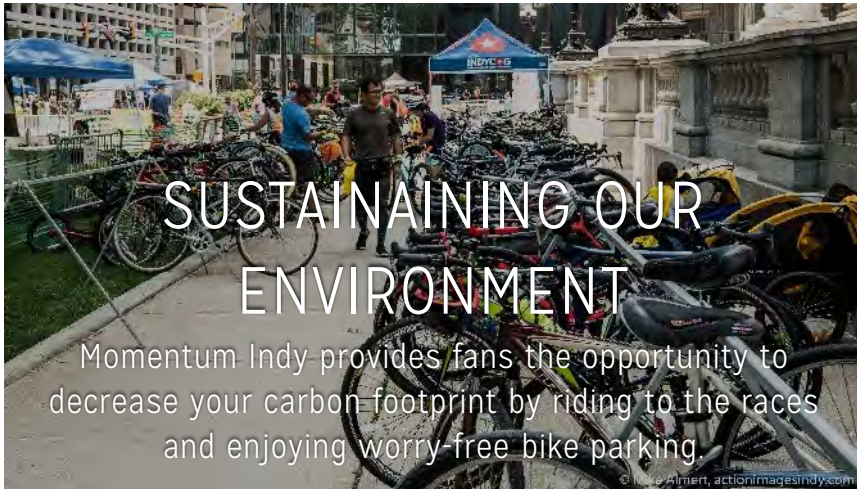
SUPPORTING OUR YOUTH

Momentum Indy supports aspiring young athletes by providing free entry fees for junior's age 9-18.



COMMUNITY ACTIVATION

Engaging with our fans, athletes, riders & volunteers.



SUSTAINING OUR ENVIRONMENT

Momentum Indy provides fans the opportunity to decrease your carbon footprint by riding to the races and enjoying worry-free bike parking.



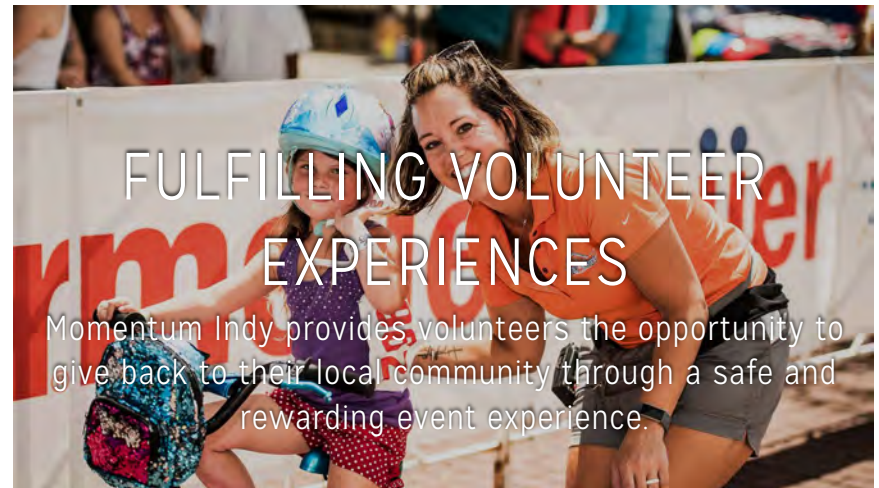
SUPPORTING INCLUSION

Momentum Indy celebrates the diversity of our cycling community by providing riders of all ages the opportunity to ride with us throughout the weekend including the Major Taylor Ride, Women Unite to Ride, Family Ride, and Bike Party Indy Ride.



ENGAGING OUR CITY'S LEADERS

Momentum Indy engages our local civic leaders, celebrities, sports figures, and community leaders through our annual Mayor's Celebrity Race.



FULFILLING VOLUNTEER EXPERIENCES

Momentum Indy provides volunteers the opportunity to give back to their local community through a safe and rewarding event experience.



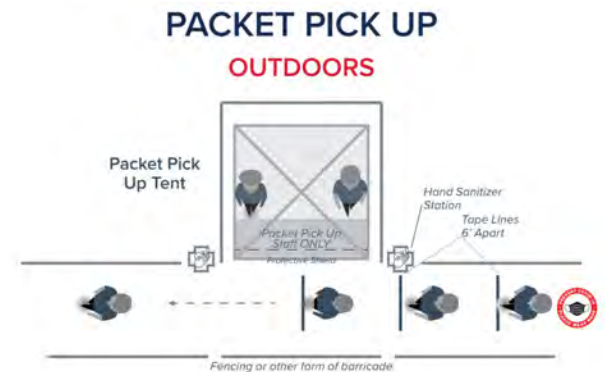
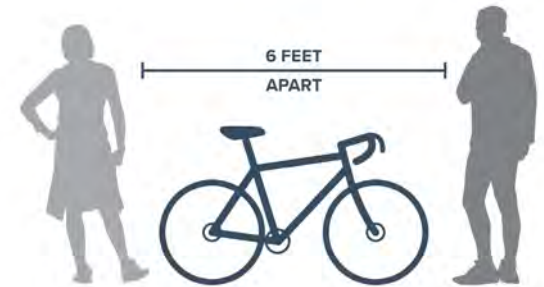
HEALTH & SAFETY

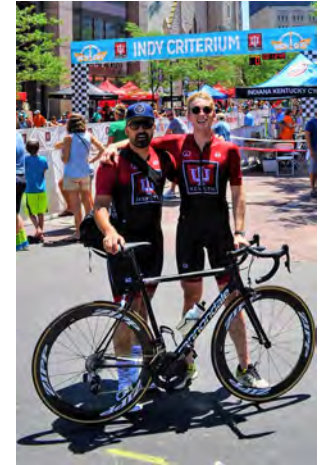
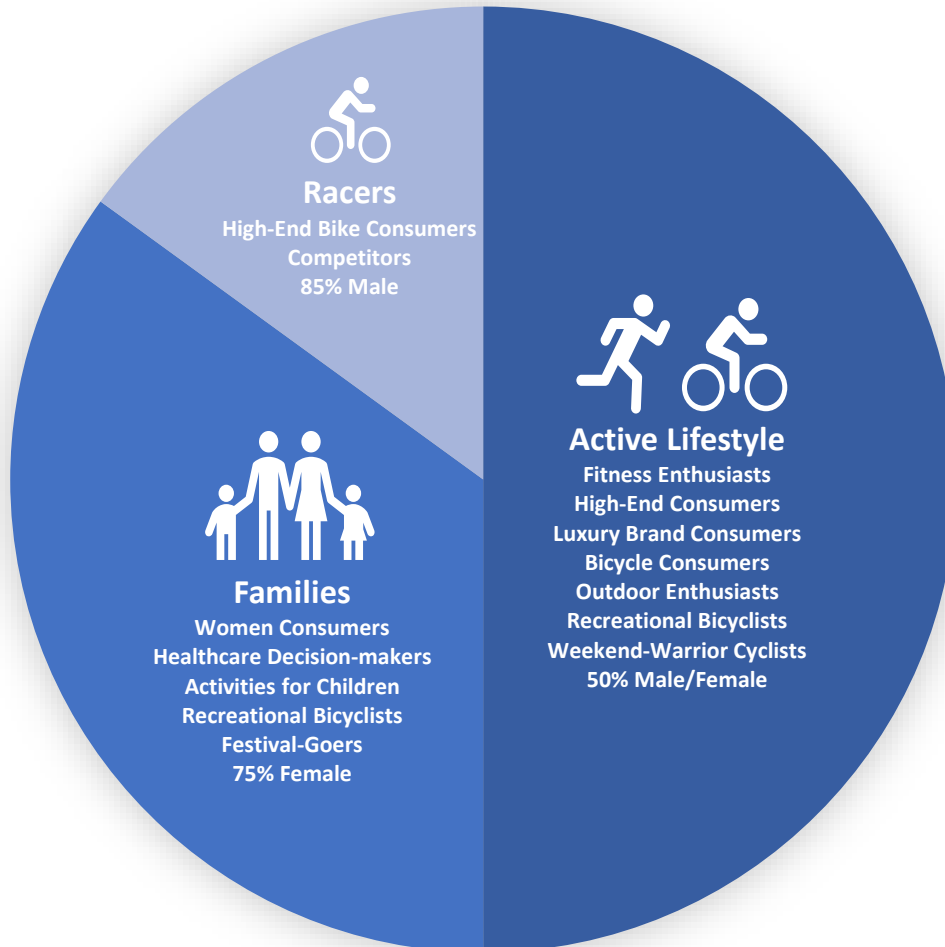
We recognize our role in the health and safety of our community.

Momentum Indy recognizes the important role we play in ensuring the health and safety of our attendees and our community.

Therefore, we are taking extra precautions in our health and safety protocols including:

- Creation of a Covid-19 Mitigation/Communicable Diseases Plan approved by the Marion Co. Health Department.
- Incorporating social-distancing into our programming and any touch-points at the event (Ex: Registration, Kids Zone Check-In, Rides Check-In)
- Pre-Registration only policy and Contactless Check-In for Races, Rides, Kids/Family Activities.
- Pre-event volunteer training on event safety protocols.







SPONSORSHIP

Sponsorship Levels	Up to \$2,500	\$2,500 - \$5K	\$10K - 15K	\$20K	\$25K+ Presenting
Presenting Sponsor					✓
Advertising – Digital / Print				✓	✓
Event element category – Kids Zone, Kids Race, Major Taylor Ride, Women's Ride, Race Category, Auto, Mayor's Race				✓	✓
Podium Back-Drop				✓	✓
Speaking Opportunity / Onsite Interview				✓	✓
Finish Line Truss			✓ Sides	✓ Sides	✓ Top
Course Signage at Indy Crit & Mass Ave Crit		✓ 25'-50' branded signage	✓ 100'-150' branded signage	✓ 200' branded signage	✓ 250' branded signage
Handbill / Poster		✓	✓	✓	✓
Social Media Outreach / Email Distribution	✓	✓	✓	✓	✓
PA Announcements	✓	✓	✓	✓	✓
Expo Space	✓ 10'x10' footprint	✓ 10'x10' footprint	✓ Expanded footprint	✓ Expanded footprint	✓ Expanded footprint
Digital Race Packet inclusion – promotion of products/services to racers, riders, and families.	✓	✓	✓	✓	✓
T-Shirt	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓



Expo



Ride Participation



Mayor's Race



Truss



Podium



Sponsor Interviews



Product Features



Kids Race, Kids Zone