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Indy Criterium, Inc.

Building a stronger, healthier community through
bicycling events in Indianapolis



Post Event Report 2019



PARTICIPATION

Spectators
Riders, Racers
Volunteers



PARTICIPATION

25,000+ ATTENDEES

across two days celebrating community through bicycling, health and fitness programming.



830+ RACERS

including men, women, juniors and masters, competed for over \$20,000 in cash and prizes.



41 JUNIORS

age 9-18 raced for free at the IU Health Indy Crit through the support of SRAM and Singleton Coaching.



1,500+ VOLUNTEER HOURS

given by over 350 volunteers to provide a safe, fun and memorable event experience.

PARTICIPATION



400+ BICYCLES PARKED

at Pedal & Park for participants making their way to the festival by bicycle.



300+ BIKE PARTY INDY

participants rolled through Mass Ave Crit at dusk to kick off their monthly urban ride through downtown.



400+ RIDERS

participated in the Major Taylor Community Ride, made possible by Team Nebo Ridge and CIBA.



MAYOR'S CELEBRITY RACE

highlighting Indianapolis' anchor institutions, businesses, new media and public safety organizations.

A young child is the central focus, wearing a light-colored helmet with a pink unicorn face and a yellow horn. The child is wearing a grey t-shirt with a star pattern and a white tag that says "WHEELIN'". They are riding a pink bicycle with white wheels. The background is a blurred crowd of people at an outdoor event.

KIDS & FAMILY ACTIVATION

Family Ride
Kids Zone
Kids Race

KIDS & FAMILY ACTIVATION



450+ KIDS ZONE ATTENDEES

participated in fitness activities including yoga, obstacle courses, climbing wall and more!



240+ KIDS

age 3-9 raced their bicycles down Meridian Street in front of thousands of cheering fans!



200+ FAMILIES

enjoyed a 4-mile bicycle ride led by the CIBA Foundation along the Indianapolis Cultural Trail.



211 HELMETS

were distributed by the CIBA Foundation to youth in need of a bicycle helmet in the PNC/Meijer Kids Zone.



COMMUNITY IMPACT

Volunteer Give-Back
Community Partners

GIVE-BACK DONATIONS 2019

Organization	Purpose/Activities	Donation Amount
Avon High School Cross Country Team	Volunteer Service	\$ 1,617
Riley Children's Foundation (IUPUI Jagathon)	Volunteer Service	\$ 1,299
Freewheelin' Community Bikes	Volunteer Service	\$ 1,065
World Bicycle Relief (SRAM)	Volunteer Service	\$ 864
Zone-6 Cycling Development Team	Volunteer Service	\$ 465
Nine-13 Sports	Kids Zone programming	\$ 1,500
Bike Indianapolis	Pedal & Park programming	\$ 700
Total Give-Back YTD		\$ 7,510

COMMUNITY PARTNERS

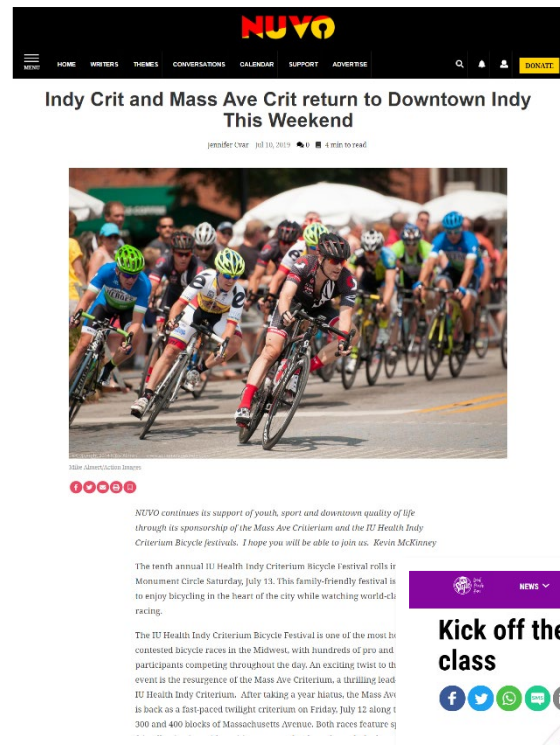




MEDIA & SOCIAL MEDIA

Media Clips
Social Media Engagement

MEDIA CLIPS



*NUVO Newsweekly article:
July 10, 2019*



Indy Style segment (WISH): July 9, 2019



WTHR segment: July 13, 2019



*Community Connection AM 1310/92.7 FM
Radio Interview with Tina Cosby*



FACEBOOK

METRICS	2019 6/15-7/13	2019 6/15-7/13	TOTAL
Handles	@IndyCrit	@MassAveCrit	
Total Page Likes	2,665	1,329	3,994
New Page Likes	206	96	302
Unique 28 Day Reach	30,344	6,174	36,518
Total Impressions	143,267	12,388	155,655



TWITTER

METRICS	2019 June-July
Handles	@IndyCrit
Total Followers	1,448
New Followers	21
Profile Visits	1,205
Tweet Impressions	11,981
Mentions	93



INSTAGRAM

841 Followers

@IndyCrit @MassAveCrit



A young man with curly hair is smiling and looking to the right. He is in the foreground, and the background is a blurred night scene with city lights and other people. A dark blue horizontal bar is overlaid on the image, containing the word 'PROMOTION' and a list of marketing activities.

PROMOTION

Advertising
Email Marketing
Promotion

ADVERTISING



Local parenting publication targeting moms with children.

- 125,000 readers within Central Indiana, of which 90% are female.
- 35,000+ Facebook followers | 3,600+ Twitter followers | 2,500+ Instagram followers

Ad campaign included:

- Two ½ page ads in the June and July print editions.
- Dedicated E-Blast to 10,500+ subscribers in late June.
- Featured event in Weekend Events E-Newsletter (July).
- Things To Do Listing on indyschild.com - (89,000+ unique visitors per month).

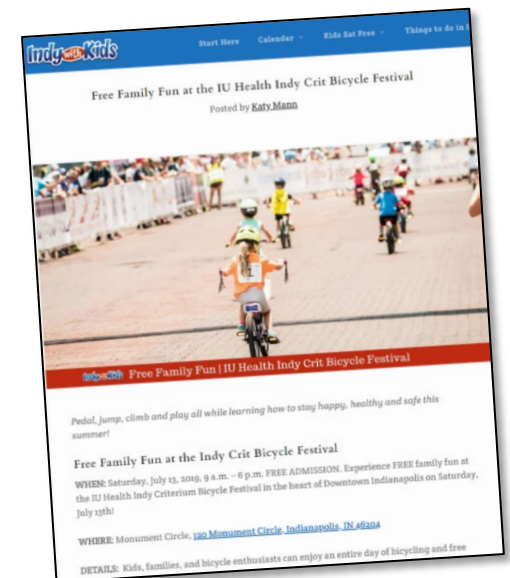


Local online publication targeted to parents seeking local events, activities, and venues with local parents.

- 14,000 e-newsletter subscribers.
- 44,000+ Facebook followers
- 4,700+ Twitter followers
- 14,000+ Instagram followers

Online promotional campaign included:

- Dedicated E-Blast to 14,000+ subscribers in late June.
- Social media posts and shares promoting the Kids Zone, Family Ride and Kids Races.
- Featured event in Weekend Events E-Newsletter (July).
- Featured online article [Free Family Fun at the IU Health Indy Crit Bicycle Festival](#).
- Professional onsite video of the event for future promotional purposes.



ADVERTISING



IU Health Indy Crit bus tail campaign included:

- Bus tail ads running on the back of ten (10) IndyGo buses leading up to the event.
- Campaign ran from June 10 – July 7.



CIBA provides opportunities for bicyclists of all ages and abilities to ride their bicycles on safe, friendly and well-organized rides. The club hosts over 600 bicycle rides a year in Central Indiana.

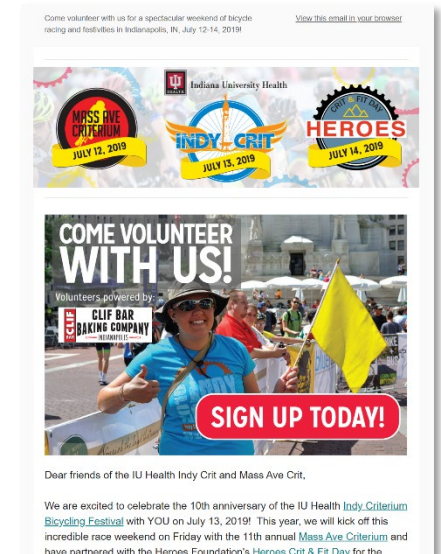
IU Health Indy Crit partnered with CIBA to:

- Host the Major Taylor Community Ride and the Family Ride.
- ½ page ads were run in the June and July issues of the CIBA newsletter.



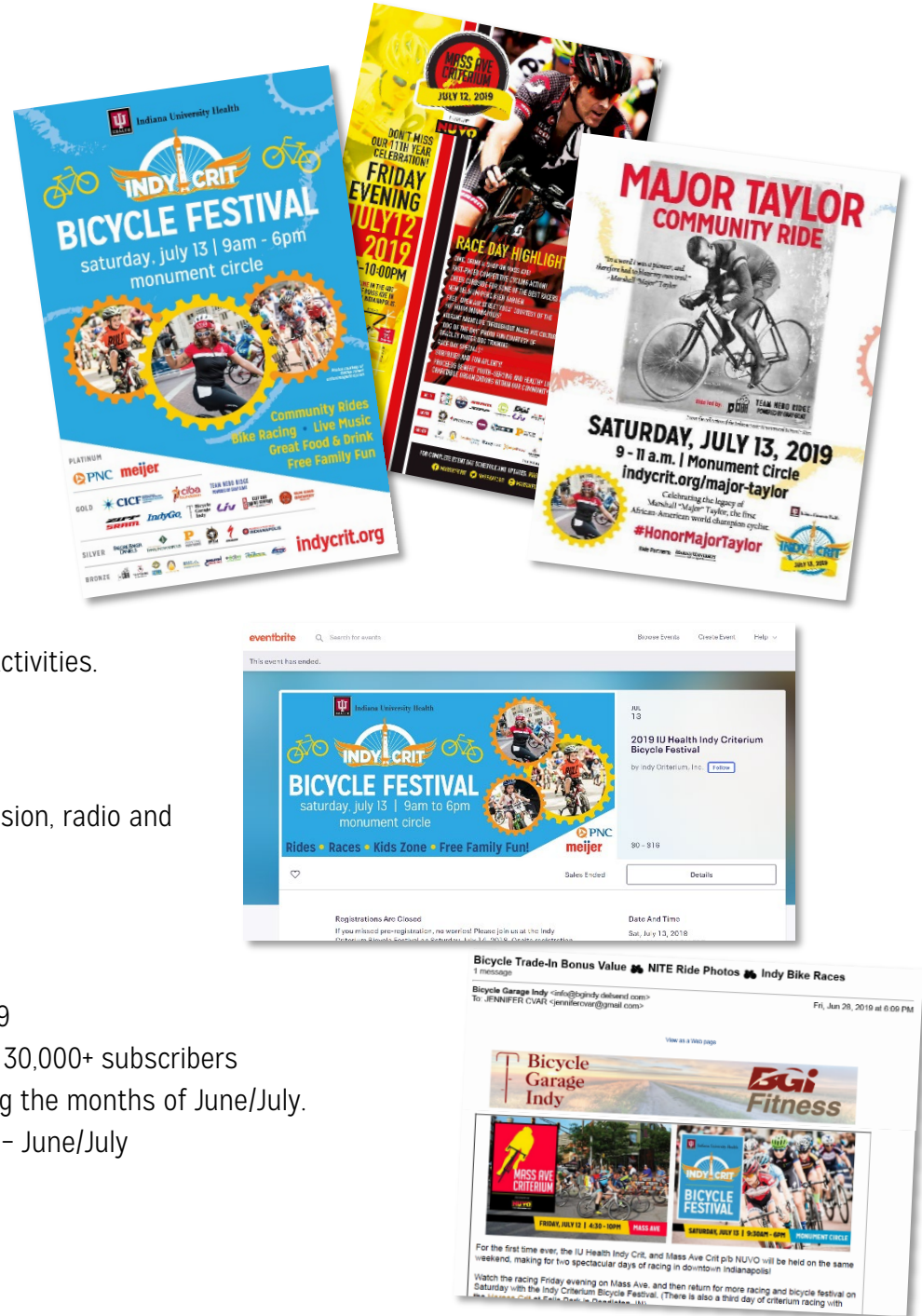
EMAIL MARKETING

PROMOTIONAL CAMPAIGN	DATE SENT	SUBSCRIBERS	OPEN RATE
Racer Email #1: Registration Open	Mar-12	3,096	37%
Thomas Revard Competes in Redlands Bicycle Classic	Mar-15	3,003	32%
Volunteer Email #1: Volunteer Sign-Up Open	Apr-17	357	50%
All Subscribers #1: Save the Date & Event Highlights	May-29	4,446	34%
Racer Email #2: Three-Day Weekend & Wheelset Promo	May-29	2,974	29%
Volunteer Email #2: Volunteer Updates	Jun-11	377	45%
Wine & Cheese Sponsor Networking Event	Jun-21	124	50%
Volunteer Email #3: Last Call for Sign-Ups	Jun-27	426	48%
Racer Email #4: Last Chance to Win Wheelset	Jun-27	3,219	26%
Volunteer Email #4: Volunteer Appreciation Night	Jun-30	455	50%
Press Release #1: Bicycle Festival Transforms Downtown . .	Jul-9	132	37%
Racer Email #5: Three Great Races, One Amazing Weekend	Jul-10	3,111	24%
Press Release #2: What to Watch For & Traffic Advisory	Jul-11	132	31%



PROMOTION

- **Posters/Handbills** – 400 event posters and handbills distributed throughout Indianapolis and surrounding communities 4-weeks prior to the event weekend.
 - Bars, Restaurants and Shops
 - Bicycle shops
 - Libraries
 - YMCA branches
 - Indianapolis Cultural Districts: Mass Ave, Fountain Square, Broad Ripple, Monument Circle
 - Fitness Centers
 - Monumental Yoga (June 21)
- **Eventbrite landing page** – Promoting Rides and Family Activities.
 - 2,944 page views
 - 1,542 free tickets sold
- **Online Community Calendars** – listings on all local television, radio and print publications.
- **Community Partner Email Blasts**
 - Downtown Indy Blog – July 10, 2019
 - Downtown Indy Weekly E-Newsletter – July 10, 2019
 - Bicycle Garage Indy e-newsletter – June 28, 2019 – 30,000+ subscribers
 - Local schools and pre-schools e-newsletters during the months of June/July.
 - Central Indiana Bicycling Association e-newsletter – June/July





SPONSOR SUPPORT

Sponsors 2019

SPONSORS 2019

IU Health Indy Criterium Bicycle Festival & Mass Ave Criterium

Title



Indiana University Health

Platinum



PNC

meijer



Indy's alternative voice

Gold



ZIPP

SRAM



CENTRAL INDIANA
COMMUNITY FOUNDATION
THE SCHWARTZ FOUNDATION
GRAND FUND



IndyGo

Silver

PERQ



FAEGRE BAKER
DANIELS



OLD NATIONAL CENTRE



Bronze



Busey

Friend



BradleyPhifer
dog training



MARIAN UNIVERSITY
Indianapolis

IndyCycloplex

