

BIKE AID

MEDIA KIT



RIDE TO HELP

BIKE AID is a unique combination of professional sports and a large community of weekend warriors with social engagement.. We love cycling, nature and the idea of leaving a positive impact and moving people from all over the world.

In the international pro cycling, BIKE AID is the only team which runs under its own name - BIKE AID - and not by the name of a sponsor. In keeping with our name and claim, BIKE AID is seen as a worldwide unique career platform for African riders. With this, we authentically and credibly connect the two worlds of mass sports and professional sports.

BIKE AID provides a story that is shared via regional, national and international TV, cycling magazines and various online media platforms on a regular basis.

ACT REGIONAL

Founded in 2008 in Germany, BIKE AID boasts more than 2.000 enthusiastic members, sponsors and partners today. We are the biggest cycling club in Saarland and one of the biggest ones in Germany. So far more than 200 non profit and charity projects have been completed - and there are more to come!

SUCCEED WORLDWIDE

BIKE AID's UCI Continental Team is globally active for more than 120 racing days per year, competing in the UCI's international cycling calendar in over 20 countries per year across all continents. It is one of the most successful and interesting cycling teams in the world.

120
RACING DAYS
WORLDWIDE PER YEAR

100h
TV VISIBILITY
PER YEAR

1 M
€ DONATIONS UP
TO DATE

OWNED MEDIA

BIKE AID reaches amateur athletes and people interested in the sport of cycling via social media and the www.bikeaid.de website and blog - in Germany and all over the world. Our target group is mainly highly engaged males aged between 18 and 54 years. This engagement is also shown in outstanding interaction rates and high

organic reach of our social media postings. The website mainly functions as a content hub for articles from the three pillars BIKE AID was built on: *Community*, *Charity* and our *Team*. The average reach is between 50.000 and 130.000 unique visitors per year with a stay of up to 10 minutes per session, thanks to interesting content pieces.

15%

Ø interaction rate
per posting

100k

reach per highlight
posting

70k

Ø unique visitors
per year

45k

social media followers incl.
riders' channels

EARNED MEDIA

BIKE AID is all about the story: alongside our sporting successes, the unique and real stories of our riders from all over the world and non-profit projects are in the foreground. These stories present high-quality content that is often shared in national and international cycling media and mass media. When it comes to racing, BIKE AID is

often seen on TV worldwide. This coverage is responsible for the brands enormous reach. The *Deutschland Tour 2019* counted over 1.000.000 viewers per day on ARD and ZDF. On average, a 5-day race reaches up to 7.000.000 viewers - not including millions of spectators along the road!

120 M

gross reach
per year

372h

Ø international TV
live broadcast time

100h

Ø TV broadcast
time in Germany

7 M

Ø viewers
per race

IT'S ALL ABOUT THE STORY

BIKE AID has more to offer for sponsors and partners than just a simple logo integration: we deliver interesting, credible and exciting content for your brand that your target group loves and engages with. Therefore, there are endless possibilities when it comes to collaborations that allow storytelling with high credibility and authenticity. Since 2009, our platforms have been free of advertising and we only work with partners and sponsors that match our philosophy, support sustainable cycling and are willing to actively encourage riders regardless of their social background.

SOCIAL MEDIA



3.700 follower
@bikeaid



780 follower
@bikeaid



15.000 follower
@bikeaid

AWARDS & ACHIEVEMENTS

- In 2019 BIKE AID was received the Marketing Award from Marketing Club Saar e.V. in the category *Best of Charity*.
- The *Bewegung für Luca* (Eng.: Movement for Luca), a campaign for the Enduro World Series rider Luca Biewer, who was injured badly, received media attention all over Germany and won the *Goldener Stern des Sports* and the audience award from German Olympic Sports Confederation for exemplary social engagement.
- In 2017 BIKE AID already won the *Silberner Stern des Sports*.

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