

# ELMHURST CYCLING CLASSIC™

DUPAGE CYCLING FOUNDATION

June 6, 2026



## *A POWERFUL SPONSORSHIP OPPORTUNITY!*



Benefitting people in need and the  
charities that serve them

Financial support has been provided by the  
Explore Elmhurst grant program







Take advantage of this powerful advertising and promotion opportunity!

It is an adrenaline-fueled, fun & festive racing event happening in the heart of Elmhurst, Illinois.

It is a full day of intense racing action featuring juniors, women and men - from amateur to professional.

Immediately after the bike racing is a 1-mile elite run on the same course!

With activities for both spectators and racers alike, it attracts thousands of fans and delivers a unique race experience like no other.



# Thousands of Fans Agree!



Racers & Cyclists, Action Fanatics and Families...

## There's something for everyone!

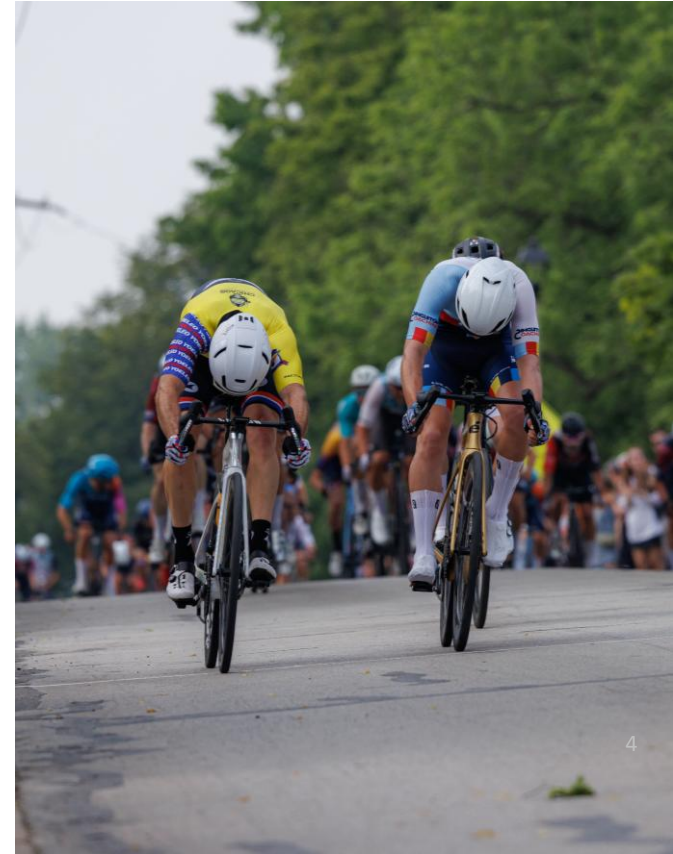
# The ELMHURST CYCLING CLASSIC IS...

June 6, 2026

A full day of pro, elite and amateur men's and women's cycling races featuring top local and regional elite athletes

In its 10<sup>th</sup> year - part of The Illinois Cup and **Midwest Road Cup Race Series**

Hosting the Elmhurst Park District Family Fun Ride on the same race course - always a crowd favorite



# The ELMHURST TWILIGHT MILE IS...

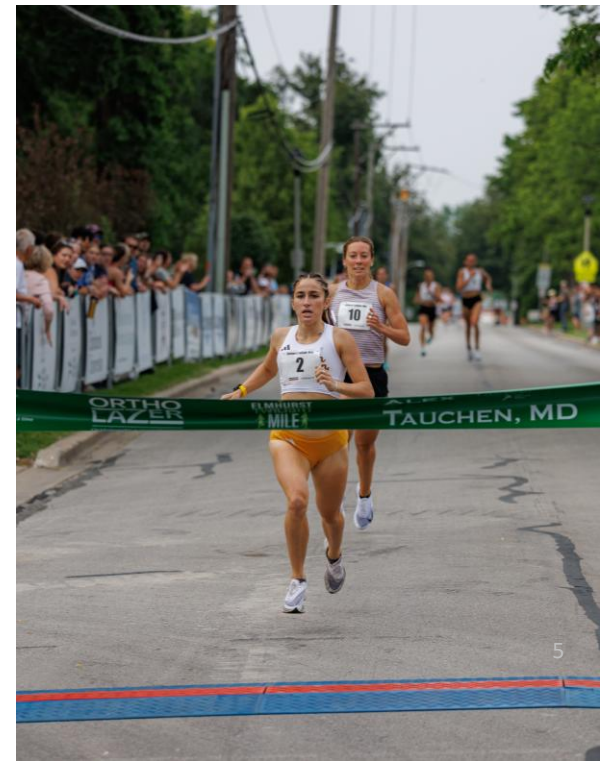
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A 1-mile race on the same course the elite cyclists just raced.

In our 2<sup>nd</sup> year, we attracted top talent from Chicagoland, including Olympic-qualifying athletes. The winning time was 4:11!

In 2026 we anticipate a significant increase in attendance with increased prize money.





## Fans feel the Excitement, **LITERALLY!**

- Cycling races are fast and exhilarating, with close contact and lots of in-race action and prizes!
- You're so close, you can feel the rush and wind.
- Racers compete at speeds in excess of 30 miles per hour on a best-in-class course for huge cash payouts and merchandise prizes.
- The races are held on a closed 1.2 mile circuit surrounding Elmhurst University, adjacent to Wilder Park, and near the energetic downtown community of Elmhurst Illinois.
- It's a showcase for some of the region's most elite and exciting athletes.



# Designed to be a Family-Friendly FAVORITE!

- Allows fans can get close to the athletes, the energy and the action
- Our racers are approachable and love the supportive fans
- The race and activities promote a sense of community
- There are no ticket sales to watch the races. All course access is FREE, yet most spectators congregate at the Start/Finish.

Plus, free parking surrounds the event

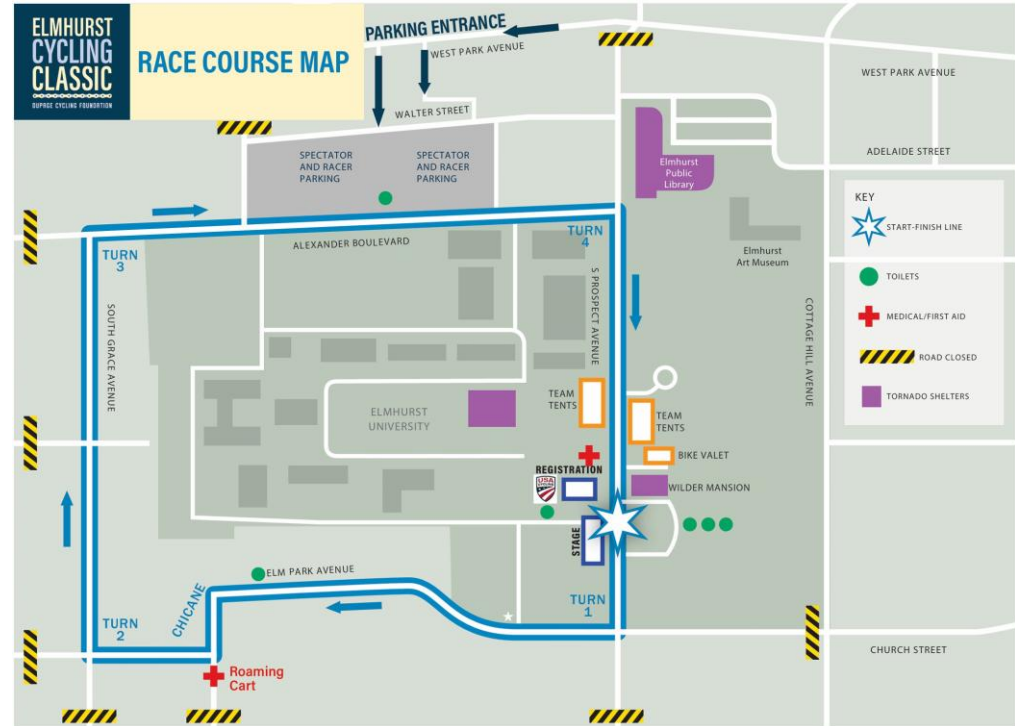


ELMHURST  
CYCLING  
CLASSIC  
DUPAGE CYCLING FOUNDATION

# The Venue

The Elmhurst Cycling Classic is a top-ranked venue because of several key assets:

- Fast, technical, fun race circuit
- Big crowds all around the course, including residential parties
- The Wilder Mansion Beer Garden
- ECC is adjacent to scenic Wilder Park
- Ease of access from Chicago with ample parking





# Meet the Spectators

- A captive audience of families and active lifestyle enthusiasts who primarily reside in Elmhurst, Chicagoland, and travel from neighboring states to watch friends and relatives compete.
- Average of 4,000+ spectators expected throughout the day with estimated individual spending of \$50-\$60 per person on food/beverage/shopping.
- Professional cycling fan base is recognized as business-savvy, affluent, upscale and well-educated.
- The Elmhurst Twilight Mile also draws a base of runners and their families from the region.



# Sponsorship Opportunities





# The ELMHURST CYCLING CLASSIC presents sponsorship opportunities to address the full spectrum of objectives:

From passive to direct crowd engagement, this event offers a variety of opportunities that put your brand in the middle of the action as well as the center of the community.

Use your sponsorship in ways that are sure to pay off. Here are just a few ways to maximize your event presence:

- Build awareness
- Drive traffic
- Engage with your community
- Sample products
- Gain/build customer database

**We work with you to suggest and create sponsorships that are in line with your objective.**



# The ELMHURST CYCLING CLASSIC offers 5 sponsor packages:



**TITLE  
SPONSORSHIP**



**PRESENTING  
SPONSORSHIP**



**GOLD  
SPONSORSHIP**



**SPRINT  
SPONSORSHIP**



**PELTON  
SUPPORTER**



**Plus, we will customize sponsorships!**







# TITLE SPONSORSHIP

\$15,000+ Customization available

- Exclusive Title Sponsor naming rights for entire Elmhurst event
- Prominent logo placement on Start/Finish horizontal truss
- Prominent logo placement on event Website
- Opportunity to provide a branded item for winners' hands on post-race podium
- 15 - "home stretch" 6' x 3' barricade signs
- 5 - 2' x 3' printed banner with your logo for placement around the Wilder Mansion Beer Garden
- 10' x 20' space in sponsorship Expo area for product sampling, consumer data collection, contesting, etc.
- 10 tickets to the Wilder Mansion Beer Garden for clients/customers/colleagues.
- Opportunity for brand ambassadors to roam crowd and distribute promotional items to racers and spectators
- Opportunity for company representative to be interviewed on stage before racers and spectators during Pro races and Twilight Mile.
- Numerous plugs/mentions (minimum 10/day) over main P.A. system throughout every race
- Prominent logo placement on local promotional posters
- Prominent logo placement in print ads placed
- Promotion via Promoter's social media channels, minimum of 5 posts dedicated to announcement
- Name inclusion in all local race press releases
- Dedicated press release announcing Title sponsorship
- Prominent logo placement on volunteer jerseys
- Opportunity for sponsorship of additional 'prime' giveaways



# PRESENTING SPONSORSHIP

\$10,000 - \$15,000 Customization available

- Presenting Sponsor naming rights for entire Elmhurst event
- Prominent logo placement on Start/Finish horizontal truss
- Prominent logo placement on event Website
- 10 – “home stretch” 6’ x 3’ barricade signs
- 4 - 2’ x 3’ printed banner with your logo for placement around the Wilder Mansion & Expo areas
- Approx. 10’ x 10’ area in sponsorship Expo area for product sampling, consumer data collection, contesting, etc.
- 6 tickets to the Wilder Mansion Beer Garden for clients/customers/colleagues.
- Opportunity for brand ambassadors to roam crowd and distribute promotional items to racers and spectators
- Opportunity for company representative to be interviewed on stage before racers and spectators
- Numerous plugs/mentions (minimum 8/day) over main P.A. system throughout every race
- Prominent logo placement on local promotional posters
- Prominent logo placement in print ads placed
- Promotion via Local Promoter’s social media channels , minimum of 2 posts dedicated to announcement
- Name inclusion in all local race press releases
- Dedicated press release announcing Presenting Sponsorship
- Prominent logo placement on volunteer jerseys
- Opportunity for sponsorship of additional ‘prime’ giveaways





## GOLD SPONSORSHIP

\$5,000+ Customization available

- Prominent logo placement on event Website
- 5 – “home stretch” 6’ x 3’ barricade signs
- 2 - 2’ x 3’ printed banner with your logo for placement around the Wilder Mansion & Expo areas
- Approx. 10’ x 10’ area in sponsorship Expo area for product sampling, consumer data collection, contesting, etc.
- 4 tickets to the Wilder Mansion Beer Garden for clients/customers/colleagues.
- Opportunity for brand ambassadors to roam crowd and distribute promotional items to racers and spectators
- Opportunity for company representative to be interviewed on stage before racers and spectators
- Numerous plugs/mentions (minimum 4/day) over main P.A. system throughout every race
- Prominent logo placement on local promotional posters
- Prominent logo placement in print ads placed
- Promotion via Local Promoter’s social media channels , minimum of 5 posts dedicated to announcement
- Prominent logo placement on volunteer jerseys
- Opportunity for sponsorship of additional ‘prime’ giveaways



## SPRINT SPONSORSHIP

\$3,000+ Customization available

- Logo placement on event Website
- 3 – “home stretch” 6’ x 3’ barricade signs
- 2 - 2’ x 3’ printed banner with your logo for placement around the Wilder Mansion Beer Garden
- Approx. 10’ x 10’ area in sponsorship Expo area for product sampling, consumer data collection, contesting, etc.
- 4 tickets to the Wilder Mansion Beer Garden for clients/customers/colleagues.
- Ongoing sponsor mentions (minimum 5/day) over main P.A. system throughout every race day
- Promotion via Local Promoter’s social media channels
- Opportunity for sponsorship of additional prime giveaways
- Opportunity for brand ambassadors to roam crowd and distribute promotional items to racers and spectators



## PELTON SUPPORTER

\$1,000+ Customization available

- Logo placement on event Website
- 1 – “home stretch” 6’ x 3’ barricade signs
- 1 - 2’ x 3’ printed banner with your logo for placement around the Wilder Mansion & Expo areas
- Approx. 10’ x 10’ area in sponsorship Expo area for product sampling, consumer data collection, contesting, etc.
- 2 tickets to the Wilder Mansion Beer Garden for clients/customers/colleagues.
- Sponsor mentions (minimum 2/day) over main P.A. system throughout every race day
- Promotion via social media channels
- Opportunity for sponsorship of additional prime giveaways
- Opportunity for brand ambassadors to roam crowd and distribute promotional items to racers and spectators





# CUSTOM OPPORTUNITIES

Our team can work with you to design a sponsorship that meets your objectives and budget. Examples include:

- Naming Rights of Specific Race Category
- 2' x 3' or larger custom printed banner for Wilder Mansion or "chicane."
- 6' x 3' Barricade Signage
- "Chicanery" sponsor on Elm Park
- 10' x 10' or 10' x 20' Expo Space
- Wilder Mansion Beer Garden
- Pace Car Sponsorship
- Resident race parties
- Racer premiums (prizes) for race podium and Prime laps
- Spectator premiums and swag (Cowbells, drink koozies, etc.)
- Racer Hospitality tent
- Twilight Mile race custom sponsorship and premiums

## RACE COURSE MAP

PARKING ENTRANCE

A block from  
Downtown  
Elmhurst

Racer and Spectator  
Parking

SPECTATOR  
AND RACER  
PARKING

SPECTATOR  
AND RACER  
PARKING

Elmhurst  
Public  
Library

WEST PARK AVENUE

ADELAIDE STREET

KEY



START-FINISH LINE

TOILETS

MEDICAL/FIRST AID

ROAD CLOSED

TORNADO SHELTERS

Neighborhood  
Parties

Main Course  
Activity

S-Turn Chicane  
Parties

TURN  
3

SOUTH GRACE AVENUE

ALEXANDER BOULEVARD

TURN  
4

S PROSPECT AVENUE

ELMHURST  
UNIVERSITY

TEAM  
TENTS

TEAM  
TENTS

BIKE VALET

REGISTRATION

WILDER MANSION

Tents and Activation

Start/ Finish Cycling &  
Twilight Mile Race

TURN  
2

CHICANE

ELM PARK AVENUE

TURN  
1

Roaming  
Cart

# The Elmhurst Cycling Classic Schedule of Events

Regional racers and families

Attendance builds

Peak attendance

9:00am – 9:40am	W Masters 4/5 & 35,45,55	40 minutes
9:50am – 10:30am	Masters 4/5	40 minutes
10:40am – 11:10am	Juniors 9-14, 15-18 B & G	30 minutes
11:20am – 12:00pm	Women 4/5	40 minutes
12:20pm – 1:00pm	Cat 4/5	40 minutes
1:10pm – 1:50pm	W 3/4	40 minutes
2:00pm – 2:40pm	Cat 3/4	40 minutes
2:50pm – 3:40pm	Masters 35, 45, 55, Cat 1-4	50 minutes
3:50pm – 4:50pm	Women Pro 1/2/3	60 minutes
5:00pm -5:45pm	Twilight Fun Ride	30 minutes
6:00pm – 7:15pm	Pro 1/2/3	75 minutes
7:30pm – 8:30pm	Elmhurst Twilight Mile (3 heats)	1 mile



## The WILDER MANSION Beer Garden

## The Ultimate Summer Kick-Off Party Spot!

The historic mansion is located across from Elmhurst University and is the race epicenter - located at the start finish line and where much of the action happens.

Use your sponsorship to it's advantages:

- It's a great place to entertain clients
- Reward employees with a Saturday outing
- Connect with family, friends and your community
- Prime race viewing for action and excitement
- And a great place for outstanding food and drinks





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SERVICE

ELMHURST *Cycling* CLASSIC



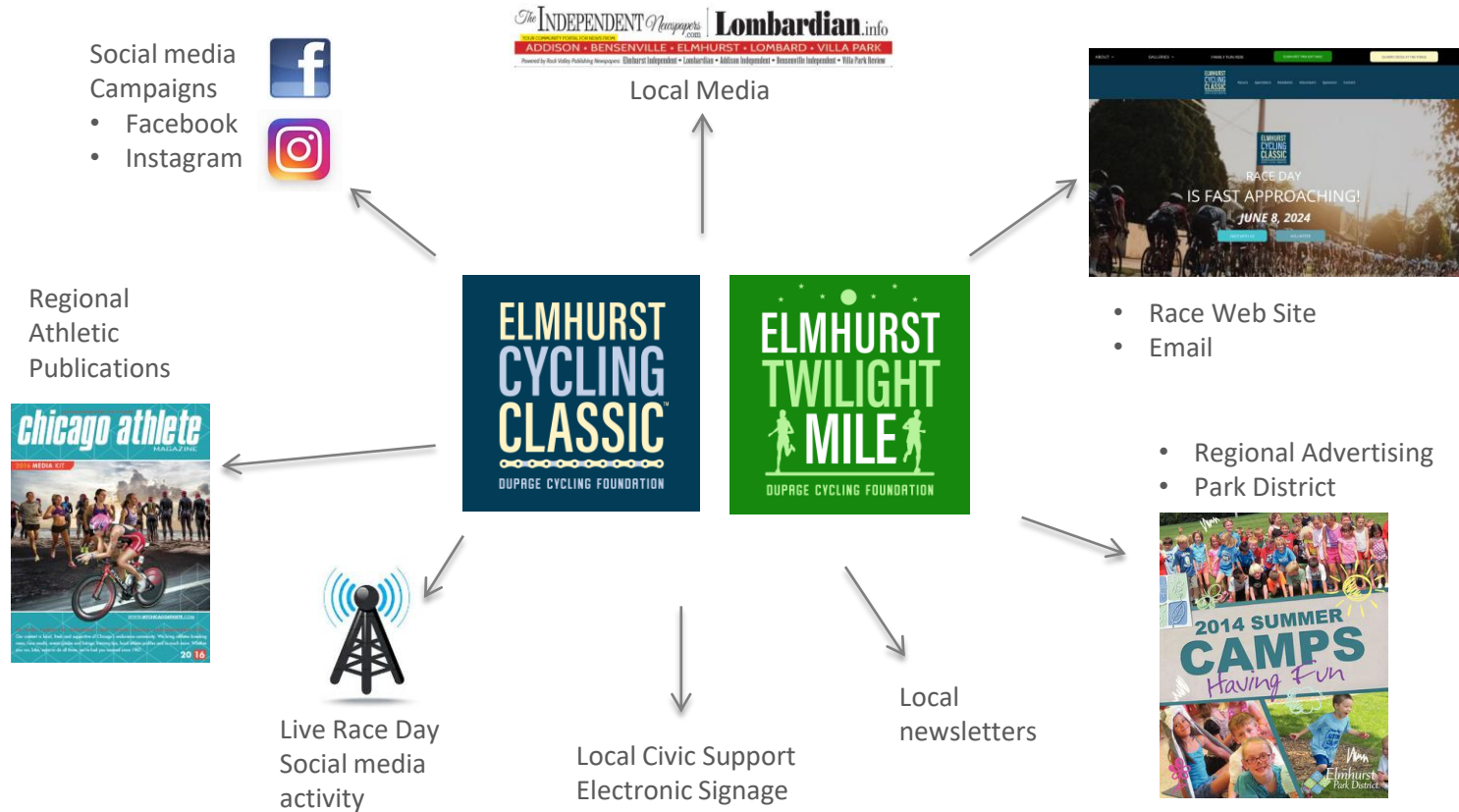
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RAMELLO  
& DURKIN

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DUPAGE CYCLING FOUNDATION

Media and PR



# Coordinated Engagement





# Social Media

Our social media posts and website updates include language and information to promote all activities of the Elmhurst Cycling Classic, the Elmhurst Twilight Mile and our partner/presenting sponsors. **Our outreach is generated across 3 entities: Elmhurst Cycling Classic** (the event), **EMC2/Elmhurst Masters** (promoting racing team), and the **DuPage Cycling Foundation** (not-for-profit event promoter). Our outreach campaigns include posts before, during and after the event to maintain racer and spectator engagement. We also share photos that showcase your brand, giving you access to high resolution images to use on your own social media channels.



- Race Information
- Racer Engagement
- Spectator Engagement
- Sponsor Links
- DuPage Cycling Foundation info
- Charitable Beneficiaries



## Social Media Presence

Elmhurst Cycling Classic  
EMC2/Elmhurst Masters  
DuPage Cycling Foundation

## Primary Platforms

Instagram, Facebook, YouTube  
GroupMe, Strava

# Social Media Statistics

## Social Media Organizations

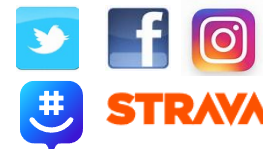
- Elmhurst Cycling Classic - Event
- EMC2/Elmhurst Masters – *Sponsoring Team*
- DuPage Cycling Foundation – *501(c)(3) Promoter*

## Extended Event Reach

- DuPage Sports Commission
- Explore Elmhurst, City
- Elmhurst Park District
- Racers, spectators and sponsors
- THREE other events/weekend part of the Midwest Cup Road Series

## Social Media Platforms

Instagram, Facebook, Twitter, GroupMe, Strava



Instagram followers ⓘ

1,193



Followers as of Dec 15, 2025

Age & gender ⓘ



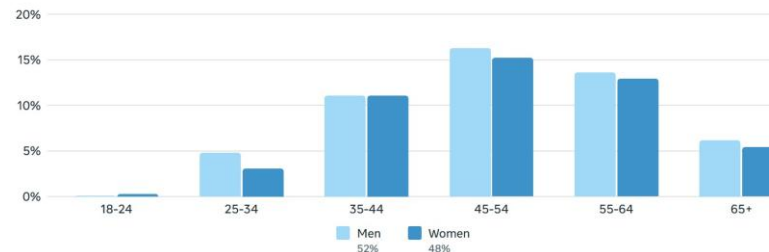
Followers ⓘ

Lifetime  
1,025



Followers as of Dec 15, 2025

Age & gender ⓘ



# Race Day Media

The Elmhurst Cycling Classic works with former US Postal professional cyclist, Kenny Labbe, to bring excitement to the day. Kenny and our stage managers ensure we provide exposure (“plugs”) to our key partners, as well as conduct interviews on stage. The main stage is at the Start/Finish line and across from the Expo Arena. Our goal is to keep the energy high, drawing in the fans with expert commentary and music.





SUPERIOR  
ELMHURST *Cycling* CLASSIC  
STORINO RAMELLO & DURKIN  
Christopher B. Burke  
Engineering, Ltd.

# Let's Get Rolling!

For more info, please contact  
Email: [info@dupagecyclingfoundation.org](mailto:info@dupagecyclingfoundation.org)  
Web: [www.elmhurstcyclingclassic.com](http://www.elmhurstcyclingclassic.com)

ELMHURST  
CYCLING  
CLASSIC  
DUPAGE CYCLING FOUNDATION

## The DuPage Cycling Foundation



- Founded in 2015, The DuPage Cycling Foundation is the charitable arm of the EMC2/Elmhurst Masters racing team.
- The DuPage Cycling Foundation (DCF) raises funds for people in need and community non-profits who serve them. We do this through the hosting and promotion of cycling-related events.
- The DuPage Cycling Foundation prioritizes non-profits whose missions support the enrichment of community health and education. In conjunction with founding organization EMC2, DCF may also support charities which utilize bike racing or bike rides as a form of fundraising.
- After covering the costs of sponsoring the race, DCF will donate the net proceeds to local charities and not-for-profits. **No DCF staff or board members take compensation. We are volunteer-only.**
- The DuPage Cycling Foundation is a 501(c)(3) organization. EIN:47-3237913

## The Elmhurst Cycling Classic

- In our tenth year, Elmhurst will be a one-day race and is weekend #2 of the Midwest Cup Road Series.
- Downtown communities and surrounding residential areas come alive to celebrate a day of nonstop daily racing with free, family-friendly kids' activities, beverages, food, merchant sales and more amid a festival-like atmosphere.
- The Elmhurst Twilight Mile immediately follows the bike racing. Supported by the Elmhurst Running Club, this event brings a new and exciting dynamic to the day.
- All events and activities are designed to engage spectators and athletes.

A male cyclist in a purple and white jersey with 'ARAPAHOE' and 'DUPEGE CYCLING FOUNDATION' logos is riding a road bike at night. He is wearing a white helmet and has his right arm raised in a celebratory gesture. The background is dark with blurred lights from spectators and trees. A crowd of people is visible behind a metal barrier on the right side of the road.

The Atmosphere Is Electric! Join Us!