



2024



2024 SPONSORSHIP OPPORTUNITIES

Local flavor with a world class organization. The Gravel Groan!

2024

FOUNDED BY



Founded by The Chad Andrews, the 2024 series will start in March of 2024 and continue throughout the year.

Gravel Cycling has become the go to style of cycling over the past few years. From Kids to grown ups. Anyone and everyone can participate.

The Chad Andrews, a Riverwalk Carolinas Resident and producer of the Gravel Groan, offers a fabulous grass roots event within the cycling friendly Riverwalk Carolinas development.

Features:

Gravel Groan Races

Gravel Groan Friday Night Lights



GRAVEL GROAN

EVENT SNAPSHOT

March 29 Gravel Groan Friday Night Lights p/b Weekly Rides

May 10 Gravel Groan Friday Night Lights p/b Weekly Rides

June 14 Gravel Groan Friday Night Lights p/b Weekly Rides

June 20 Gravel Groan

June 27 Gravel Groan

July 11 Gravel Groan

July 18 Gravel Groan

July 25 Gravel Groan

Aug 1 Gravel Groan

Check back soon...for more events!

2024 SCHEDULE IS TENTATIVE



Current Sponsors





Highlights

Nationally Known Event Commentator Chad Andrews is the founder.

Gravel Cycling is the largest segment of growth in 2023!

Event is being held in a community that embraces exercise, a healthy lifestyle and a strong commitment to local. The community has adapted a “Live/Work/Play” mentality.

EXPERIENCE

Chad has 30 years of experience.

Experience
in ...

Professional/amateur cycling, event management, vip experiences, endurance sports and more!





Sponsor

Find the one that's right for your brand and let us place you in front of racing enthusiasts across Rock Hill, Charlotte and the Southeastern United States.

OPPORTUNITIES

SERIES SPONSOR	\$1,000
SERIES TITLE SPONSOR	Contact Me
SINGLE RACE IN SERIES	\$300 per
MULTIPLE RACES	\$225per

[Event information](#)



We Deliver

Embrace the opportunity to be a part of a growing community and sport—Gravel Cycling. Gravel cycling is a sport that is ridden on gravel roads all over the world. Safe, fun and great exercise, the Gravel Groan will be a great compliment to Rock Hill and the Riverwalk Carolinas.

KEY BENEFITS

Exposure to YOUR community and city.

Using the area around the World Championship BMX event!

Prime tent location to Prominent logo placement included on series jersey

Cycling is the new Golf. The United States boasts over 20 million cycling enthusiasts. The elite cycling fan base is medium age 38, average income of \$80,000+, and 90% are college graduates. It is a sport that promotes life-long activity, is environmentally friendly, is technologically innovative, has a rich history in our nation, and lends itself to mass media because it is photogenic, dramatic, athletic and has mass appeal.

MEDIA PARTNER ADVERTISING INCLUSION

Logo included on all race roster registration pages
The Chad Andrews website placement
Any press releases

ADDITIONAL ON-SITE BENEFITS

Course banners
Individual event website placement
Professional Commentator Chad Andrews on the microphone reading copy about YOUR business.

SOCIAL MEDIA

Newsletter emails to subscribers
Facebook and Instagram integration - Events
Facebook and Instagram integration - Both Gravel Groan and Friday Night Lights -
Joint campaigns .



Contact

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Event information

Charlotte
Gravel Cycling



riverwalk

SOUTH
CAROLINA

Riverwalk

FLORIDA

TENNESSEE

SOUTH CAROLINA

TEXAS NORTH CAROLINA
KENTUCKY NEW YORK IDAHO
TRINIDAD & TOBAGO MARYLAND UTAH