PARTNER PRESENTATION

3RIDES

EUROPE'S MOST VERSATILE CYCLING EVENT

10/05 – 12/05/2024

TREK
UCI GRAVEL WORLD SERIES AACHEN GERMANY

UCI GRAN FONDO WORLD SERIES
AACHEN | GERMANY

OUTLOOK FOR 2024

5,000 PARTICIPANTS

At the German UCI Gravel World Series race, various road and gravel rides, daily kids' races and the premiere of Germany's first UCI Gran Fondo World Series ‘cycling for all’ road race.

30,000 VISITORS

3RIDES expects participants and their relatives, curious people as well as families at the CHIO terrain of the well-established location with international reputation in Aachen.

FOOD MARKET & BIKE EXPO

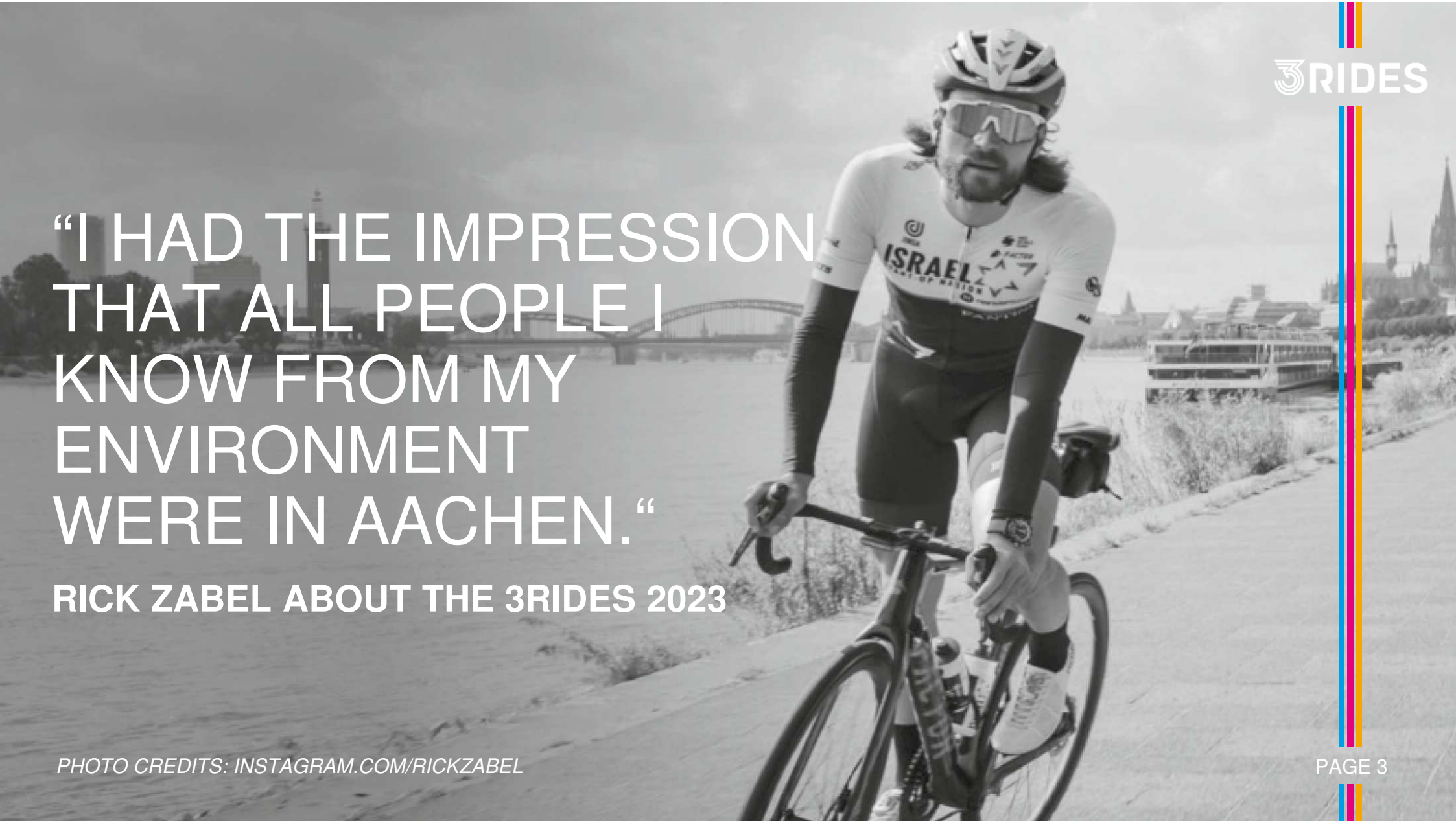
Take a little break while enjoying healthy, sustainable and a great variety of food at the Food Market or while getting to know innovative products at our multi-faceted bike expo with more than 100 exhibitors.

3 DAYS

A vibrant and compact mixture of competition, sports expertise and party let Aachen awaken into a 60-hour-cycling Mecca.

NEW IN OUR PROGRAM: GRAVEL ELIMINATOR & E-CYCLING CUP

A mini race at the CHIO terrain for all forest and gravel enthusiasts and a year-round, international e-cycling series with the E-Cycling Cup at the 3RIDES.



3RIDES

“I HAD THE IMPRESSION THAT ALL PEOPLE I KNOW FROM MY ENVIRONMENT WERE IN AACHEN.“

RICK ZABEL ABOUT THE 3RIDES 2023

PHOTO CREDITS: INSTAGRAM.COM/RICKZABEL


3RIDES
PROGRAMME HIGHLIGHTS

PROGRAMME

FRIDAY, 10 MAY 2024
- OPENING PARTY
- KIDS' RACES
- VIRTUAL HERO E-CYCLING CUP

SATURDAY, 11 MAY 2024
- ROAD & GRAVEL RIDES
- GRAVEL ELIMINATOR
- KIDS' RACES
- VIRTUAL HERO E-CYCLING CUP

SUNDAY, 12 MAY 2024
- UCI GRAVEL WORLD SERIES
- UCI GRAN FONDO WORLD SERIES
- KIDS' RACES
- VIRTUAL HERO E-CYCLING CUP

+ BIKE EXPO
+ FOOD MARKET
+ MUSIC ACTS
+ KIDS' AREA

All year round:
- 3RIDES on tour travels
- 3RIDES social rides

UCI WORLD SERIES

In 2023, 3RIDES organised the first official gravel race in Germany – a huge success. In 2024, the exclusive UCI World Series race is coming back to Aachen with a top field of cyclists from more than 40 nations.

3RIDES 2024 is additionally bringing for the first time a UCI Gran Fondo World Series ‘cycling for all’ road race to Germany: competitive cycling with challenging routes in the beautiful Eifel region.

UCI GRAN FONDO WORLD SERIES
AACHEN | GERMANY



TREK
UCI GRAVEL WORLD SERIES AACHEN GERMANY



VIRTUAL HERO E-CYCLING CUP

Starting late autumn 2023, the 3RIDES will be part of an international e-cycling-series. All year round, various rides and races will be held on this occasion.

At the E-Cycling Cup in Aachen, everything will revolve around conquering the winner‘s crown. In the e-cycling hall specifically designed for this, participants are not only able to experience the virtual race feeling, but also the direct race feeling on the CHIO terrain.









ROAD & GRAVEL RIDES

The border triangle offers scenic tours for all cycling enthusiasts. On specifically designed routes between 30–150 km which lead through Germany, Belgium and The Netherlands, amateur cyclists have the possibility to experience the beautiful landscape.






GRAVEL ELIMINATOR & KIDS' RACES

The Gravel Eliminator, a gripping elimination contest on the CHIO terrain, but also various kids‘ races and impeller races promise a lot of action for young and old on these three days.









POP-UP CAMPING

The 3RIDES Pop-up Camping site powered by Wildbach Camping allows exhibitors and visitors to stay overnight within walking distance of the CHIO-grounds. Our partner will take care of all questions and needs on site and in advance.

Inclusiv-Services:

- Check-In incl. Contact person
- 75m² plot for 1 camper and 2 persons
- Shower and toilet facilities
- Nightwatch (8 p.m. – 8 a.m.)
- Electricity connection
- Waste disposal




3RIDES
PARTNER POSSIBILITIES

PARTNER STRUCTURE



TOP PARTNER

PREMIUM PARTNER

OFFICIAL PARTNER

SUPPORTER

TOP PARTNER

OFFICIAL DESIGNATION & LOGO RIGHTS

- Naming Right
  "3RIDES presented by…"
- Industry exclusivity
- Usage rights for advertising materials and communication

LOGO PRESENCE & BRANDING OF EVENT LOCATION

- Logo: start and finish line arch
- 10 advertising banners (start & finish area)
- Logo: presence on interview backdrop, course map
- Logo: presence on XXL banners at event site
- Logo: presence at Hero races and rides

ADVERTISING, PRINTS & ONLINE MARKETING

- Logo: presence in official printed materials, programme brochure/info magazine, website
- Editorial contribution in the programme brochure + 1/1 page advertising space
- Logo: presence in the OOH campaign
- 6 advertising spots on the festival TV (live on site) 30 sec/h per day
- Highlight videoclip of the event weekend with a focus on your business
- Placement in starter/ finisher bags
- Integration into the social media editorial planning

SIDE EVENTS & OTHER SERVICES

- Right to attend all public events/appointments (press conference, recon rides, social media events)
- Right to an exhibition space (100 m^2)
- Invitation to the official partner & press dinner on the event weekend (interview possibilities, get-together)
- Own partner starting block at the rides
- 3RIDES on tour partner tools

3RIDES | PARTNER

official 3RIDES partner logo for advertising materials and communication

PREMIUM PARTNER

OFFICIAL DESIGNATION & LOGO RIGHTS

- Industry exclusivity
- Usage rights for advertising materials and communication

LOGO PRESENCE & BRANDING OF EVENT LOCATION

- Logo: start and finish line arch
- 6 advertising banners (start & finish area)
- Logo: presence on interview backdrop, course map
- Logo: presence on XXL banners at event site
- Logo: presence at Hero races and rides

ADVERTISING, PRINTS & ONLINE MARKETING

- Logo: presence in official printed materials, programme brochure/info magazine, website
- 1/1 page in programme brochure (editorially) + 1/1 page advertising space
- Logo: presence in the OOH campaign
- 3 advertising spots on the festival TV (live on site) 30 sec/h per day
- Highlight videoclip of the event weekend with a focus on your business
- Placement in starter/ finisher bags
- Integration into the social media editorial planning

SIDE EVENTS & OTHER SERVICES

- Right to an exhibition space (50 m^2)
- Invitation to the official partner & press dinner on the event weekend (interview possibilities, get-together)
- Own partner starting block at the rides
- 3RIDES on tour partner tools

3RIDES | PARTNER

official 3RIDES partner logo for advertising materials and communication

OFFICIAL PARTNER

OFFICIAL DESIGNATION & LOGO RIGHTS

- Usage rights for advertising materials and communication

LOGO PRESENCE & BRANDING OF EVENT LOCATION

- Logo: start and finish line arch
- 4 advertising banners (start & finish area)
- Logo: presence on interview backdrop

ADVERTISING, PRINTS & ONLINE MARKETING

- Logo: presence in official printed materials, programme brochure/info magazine, website
- 1/2 page in programme brochure (editorially) + 1/2 advertising space
- Placement in starter/ finisher bags

SIDE EVENTS & OTHER SERVICES

- Right to an exhibition space (30 m^2)
- Own partner starting block at the rides
- 3RIDES on tour partner tools

SUPPORTER

OFFICIAL DESIGNATION & LOGO RIGHTS

- Usage rights for advertising materials and communication

LOGO PRESENCE & BRANDING OF EVENT LOCATION

- 2 advertising banners (start & finish area)

ADVERTISING, PRINTS & ONLINE MARKETING

- Logo: presence in official printed materials, programme brochure/info magazine, website
- 1/4 page in programme brochure (editorially) + 1/4 advertising space

SIDE EVENTS & & OTHER SERVICES

- Right to an exhibition space (15 m^2)


3RIDES
PARTNER BENEFITS
STRONG QUOTAS
WORLDWIDE VISIBILITY
ATTRACTIVE TARGET GROUP
DIRECT CONTACT
FLEXIBLE ACTIVATIONS
HIGH INTERACTION
REGIONAL POWER
TRENDING TOPIC CYCLING

“A BIKE FESTIVAL THAT HAS TO OFFER SOMETHING FOR EVERYONE. 3RIDES IS NOT ONLY AN EVENT FOR CYCLING ENTHUSIASTS – WE HAVE NEVER SEEN SOMETHING LIKE THIS BEFORE!”

MIKE KLUGE ABOUT THE 3RIDES 2023




3RIDES
ENGAGEMENT
BENEFIT ALREADY TODAY FROM THE REACH AND ACTIVITIES!
NO TIME TO HESITATE. OUR TEAM CAN COMPILE AN INDIVIDUAL OFFER FOR YOUR ENGAGEMENT.

CONTACT PERSONS



Björn Müller
CEO

3RIDES GmbH _ Warmweiher Str. 14 _ 52066 Aachen
M: +49 172 6759225
E: bjoern.mueller@3rides-festival.com



Sandra Trautmann
Marketing Manager

3RIDES GmbH _ Warmweiher Str. 14 _ 52066 Aachen
M: +49 176 30523056
E: sandra.trautmann@3rides-festival.com