

WORST DAY OF THE YEAR RIDE



Presented by



SUBARU.

OREGON CITY
ocsubaru.net

A Benefit for the
Community
Cycling Center



SPONSOR REPORT 2011





TOTAL RIDERS AND VOLUNTEERS

3,300

PERCENTAGE OF RIDERS PER COURSE

72% - 18 mile urban course

28% - 45 mile challenge course

TOTAL MILES RIDDEN

84,348

GALLONS OF SOUP MADE BY LAUGHING PLANET CAFÉ

250

DOUGHNUTS EATEN AT START LINE

2,000

Our riders captured their experiences on camera and uploaded them to the Worst Day of the Year Ride photo gallery. These photos reflect the spirit of the day and how much fun our riders had at the event.

A full photo gallery is on our website
WorstDayRide.com





PARTICIPANT DEMOGRAPHICS

- 52% Men
- 48% Women

- 41.5 Median age
- 6% 0-17 years old
- 5% 18-25 years old
- 20% 26-34 years old
- 24% 35-44 years old
- 25% 45-54 years old
- 20% 55+ years old

WHERE PARTICIPANTS CAME FROM

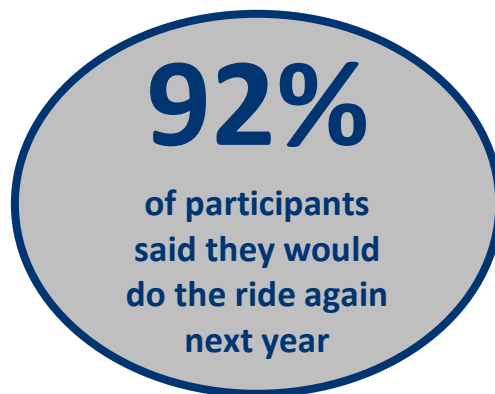
- 64% Portland residents
- 32% Portland suburbs (including SW Washington)
- 9% Elsewhere in Oregon
- 4% Elsewhere in Washington
- 1% Outside OR and WA

HOW PEOPLE HEARD ABOUT THE EVENT

- 29% I participated in the past
- 28% Friend / word of mouth
- 21% Local retail partner
- 9% ORbike website or newsletter
- 4% Picked up a brochure
- 4% Facebook, Twitter or other online source
- 4% Other
- 1% Local bike club / group

HOW MANY TIMES THEY HAVE PARTICIPATED

- 59% First time
- 13% Second time
- 10% Third time
- 9% Fourth time
- 7% Fifth or sixth time
- 2% Seventh or more time



ANNUAL HOUSEHOLD INCOME

- 23% Above \$120,000
- 28% \$90,000 - \$120,000
- 21% \$60,000 - \$90,000
- 21% \$30,000 - \$60,000
- 7% Under \$30,000

90%
say they are more likely to support a company that sponsors the Worst Day of the Year Ride

HOW OFTEN PARTICIPANTS RIDE AND FOR WHAT PURPOSE:

- 24% Very frequently
- 16% Primarily for recreation
- 15% Bike is the primary mode of transportation
- 11% To stay fit
- 10% Weekly
- 8% Not as often as they would like to
- 7% Primarily for errands and/or commuting
- 4% A few times a month
- 3% A couple times a year at major events
- 2% Primarily as a race competitor and/or for training



MAJOR PURCHASES MADE IN THE PAST 12 MONTHS

- 55% Recreational equipment
- 51% Vacation
- 44% Bicycle
- 19% Car
- 14% Financial services
- 10% House



MEDIA ADVERTISING & PUBLICITY

Source

94/7 KNRK Radio Campaign

On-air commercials, Widmer Brothers Perfect Playlist, two weeks of promotional announcements

KGW – The 10 o’clock news (2/13)

OPB on-air mention

Impressions

513,000

35,000

12,000



PRINT ADVERTISING & PUBLICITY

Source

Willamette Week Ad (2/2)

Portland Mercury Ad (2/3)

Oregonian Calendar (2/11)

Portland Monthly mention (Jan 2011)

Portland Monthly mention (Feb 2011)

REI in-store flyer

Impressions

176,000

92,000

605,000

229,000

229,000

2,000



ONLINE ADVERTISING & PUBLICITY

Source

WorstDayRide.com - logo and link

Worst Day of the Year Ride e-newsletters

6 newsletters x 5,500 recipients

ORbike e-newsletter articles

6 articles x 60,500 recipients

ORbike.com blog – 2 blog posts

BikePortland.org – 2 articles

REI e-newsletter

BicyclePaper.com

article and calendar listing

RideOregonRide.com

front page + calendar

Yelp.com event listing

KINK.fm front page link and article

OregonLive.com article

Momentum Magazine online calendar

Community Cycling Center e-newsletters

Impressions

27,000

33,000

363,000

2,000

14,000

110,000

30,000

5,000

50,000

5,000

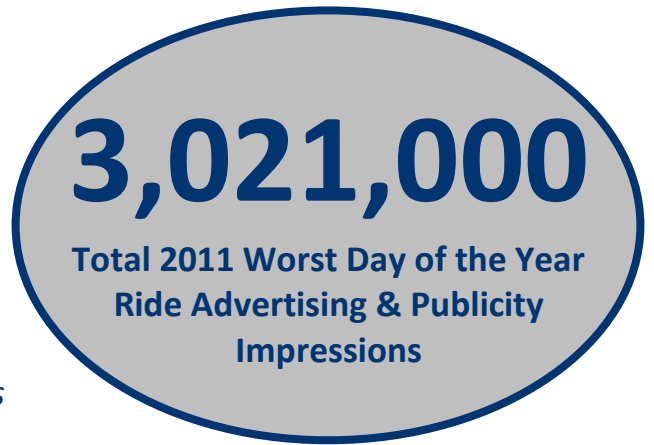
5,000

5,000

17,000



BikeSnobNYC blog post	9,000
KGW.com article	3,000
PortlandMonthly.com – 2 mentions	16,000
Travel Oregon's Ride Oregon website	1,000
Other online blogs	1,000
Other online calendars	1,000



SOCIAL MEDIA ADVERTISING & PUBLICITY

<i>Source</i>	<i>Impressions</i>
WorstDayRide Twitter feed deliveries	122,500
Travel Oregon Twitter feed deliveries	18,000
Travel Portland Twitter feed deliveries	20,500
Bike Portland Twitter feed deliveries	7,000
Other Twitter feed deliveries	65,000
Good Sport Promotion Facebook postings	1,500
Other Facebook postings	2,000

EVENT COLLATERAL

<i>Source</i>	<i>Impressions</i>
Company logo in 20,000 brochures	50,000
Company logo on 600 posters	30,000
Company logo on 3,500 ride guides	3,500
1,000 Worst Day of the Year Ride t-shirts	50,000
18 "Register Here" a-frames at retail locations for 3 months	54,000
100 table top displays at 3 Lucky Lab restaurants for 7 days	3,000

DAY-OF PRESENCE

<i>Source</i>	<i>Impressions</i>
On-site company banner	3,500
On-site exhibition	3,500
Branded product giveaway	3,500

