



Sponsorship Opportunities

This popular event for 600 riders and their families and friends benefits the Concord Museum's School Programs that reach more than 15,000 students a year

Sponsorship Levels and Benefits:

\$10,000 Ride Sponsor

- Logo prominently displayed on all event materials, website, email marketing, social media posts, and promotional signage
- Prominent logo placement on riders' T shirts
- Opportunity to speak at Pre-Ride Welcome Remarks
- Featured in all media, press releases, and social media campaigns
- Twenty complimentary team entries for employees, clients or non-profit partners
- Premier tent space at the After-Ride Party

\$5,000 Bib Sponsor

- Logo placement on riders' bibs
- Logo on riders' T shirts, event materials, website, and email blasts
- Mention in social media posts and event promotions
- Recognition during Pre-Ride Welcome Remarks
- Ten complimentary team entries for employees, clients or non-profit partners
- Booth or display space at the After-Ride Party

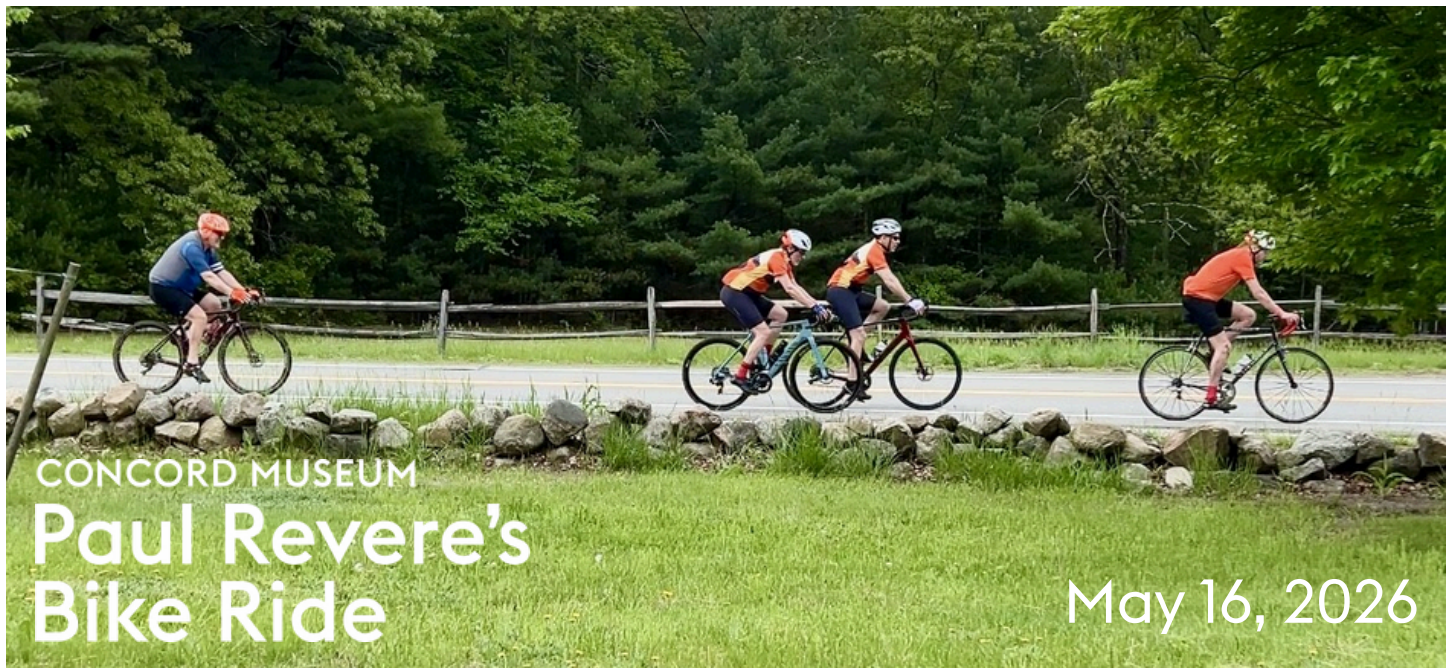
\$2,500 Rest Stop Sponsor

- Recognition and booth or display space at Minute Man National Historical Park rest stop
- Logo on riders' T shirts, event materials and website
- Mention in social media posts
- Five complimentary rider entries
- Booth or display space at the After-Ride Party

\$1,000 After-Ride Party Sponsor

- Booth or display space at the After-Ride Party
- Logo placement on website After-Ride Party





Quick Facts

When: Saturday, May 16, 2026 | rain or shine

Where: Starting and finishing at the Museum, the ride passes through the historic towns of Concord, Lexington, Lincoln, Bedford, and Carlisle. Riders see Revolutionary landmarks like the North Bridge, the Lexington Green, and the Paul Revere Capture Site

Why: The Ride raises funds for the Museum's School Programs that serve more than 15,000 students each year.

Start Time

Long loop: 10:00am
Short loop: 10:30am

600 Riders plus family and friends

50 Volunteers

Distance

Long loop: 32 miles
Short loop: 19 miles

Registration fee: \$75

All riders receive:

- Paul Revere's Bike Ride T-shirt
- On-course mechanical support and additional neutral road support
- Free admission to the Concord Museum on Ride day.
- Post-Ride party with beer, music, and food trucks begins at 11:30 am at the Concord Museum. All are welcome!

The After Party | 11:00am – 2:00pm

The after party is open to all family members and friends of riders and features beer, music, and food trucks. Sponsors host booths throughout the after party and can feature merchandise and services and include games and other fun ways of engaging the riders.

Testimonials

"What a great event! We really loved being part of it as both sponsors and riders!"

-Ian Nurse, Wellness in Motion

"I have a sense of accomplishment for being a participant in the Concord Museum's first-ever cycling event. Thanks!"

-Allen

"Thanks for organizing a terrific ride this morning! My friends and I really enjoyed it, and I was amazed at the great turnout."

-Ed

Rider Demographics*

71% men
29% women
3% under 18 years old
29% 18-49 years old
68% over 50 years old
90% of Riders are from MA
*based on 2025 registrants

Marketing Reach

10,000+ email subscribers
The Concord Museum's
Facebook (7,000+) and
Instagram (4,000+)
accounts

