

RIDE 
THE STATE

PARTNERSHIP &
SPONSORSHIP
PROSPECTUS

Built by riders, for riders.

Our Story

WHY RIDE THE STATE EXISTS — AND THE OPPORTUNITY WE'RE CREATING.

01

WHY WE BUILT IT

Australia has incredible places to ride, passionate clubs, fantastic events and thousands of businesses that support cyclists.

But discovering them isn't always easy.

Information is scattered across websites, trail platforms, Facebook groups, tourism sites and social media — meaning riders spend too much time searching and great local businesses, clubs and events can easily be missed.



RIDE THE STATE BRINGS IT ALL TOGETHER.

One platform where riders can discover where to ride, find local clubs and events, connect with businesses, build trips and explore more of Australia by bike.

02

THE VISION

To build **Australia's most trusted all-in-one cycling platform** — free for riders and clubs and designed to connect the entire cycling community.



ONE PLACE TO:



DISCOVER rides & destinations



CONNECT with clubs, events & businesses



PLAN riding weekends & road trips



EXPLORE more of Australia by bike



The bigger opportunity? Helping riders **explore further, stay longer** and **spend locally**.

03

THE PROBLEM WE SOLVE



RIDERS

Want everything in one place.



CLUBS & EVENTS

Need greater visibility and commercial support.



BUSINESSES

Want to reach riders when they're actively planning where to go and spend.

RIDE THE STATE BRIDGES THE GAP.

Connecting riders with the rides, destinations, clubs, events and businesses that make Australia's cycling community thrive.

WHERE RIDERS GO, LOCAL BUSINESS GROWS.



MORE RIDERS
DISCOVER YOU



RIGHT PLACE,
RIGHT TIME



ENGAGED
CYCLING AUDIENCE



MORE VISIBILITY,
MORE CUSTOMERS



STRONGER COMMUNITY,
STRONGER FUTURE

Why Riders use Ride **The** State?



Discover Rides

From local favourites to bucket-list adventures, find your next ride anywhere in Australia.



Plan Trips

Plan your next adventure with recommended rides, stops, cafés, bike shops, accommodation, attractions and more.



Find Clubs

Connect with local riding clubs and cycling communities, and keep all the important links in your pocket—no more endless searching.



Events

Stay connected to Australia's cycling community with rides, races, clubs and social events—all in one place. Discover more, plan ahead & never miss out again.



Reviews

Read, verify and share honest reviews of rides, facilities and local businesses to help every rider make informed decisions.



Businesses

Discover rider-friendly businesses near every destination, including bike shops, cafés, accommodation, restaurants, services and more.

Why **Partner** with us?

670+

Rides Listed
(and growing!)

275+

Clubs Online

3.8K+

Views in the first 4 weeks of
beta

8

States/Territories Covered

100%

Community Driven

Aus

Built, owned and operated in
Australia

As the platform grows, these numbers become even more valuable for partners.

Why **Cyclists** matter?

Cyclists are not just riders - they are active travellers, event goers and local-business customers.

2M+

Australians participate in cycling each year

4.6M

Cycling-inclusive trips in 2024

\$6.0B

Total trip spend linked to cycling trips

42mil

visitor nights generated by cycling trips

7 in 10

Cycling trips happen in regional Australia - exactly where clubs, trails and local businesses need visibility.

**Australia Rides.
Australia travels.
Australia Spends.**

Sources and caveat: Tourism Research Australia's Cycle tourism in Australia report states that in 2024 trips involving a cycling activity generated 4.6 million trips, 42 million nights and \$6.0 billion in total trip spend; the report counts all spend/nights for trips that included at least one cycling activity. TRA also states 7 in 10 cycling activity trips occurred in regional Australia. Australian Sports Commission AusPlay 2025 data is used for annual cycling participation. Austroads/CWANZ 2025 is a current active travel participation source.

Club Support

How sponsorship flows to local clubs

BUSINESS



RIDE THE STATE



LOCAL CLUB

Every sponsorship helps strengthen Australia's cycling community.

Ride The State is passionate about giving back to grassroots cycling. While sponsorship primarily supports the continued development of the platform, we will direct a portion of sponsorship revenue to eligible local clubs and cycling initiatives where appropriate or requested by our partners.

Combined with our RTS Points program, which allows riders to convert their points into club support, we're creating more ways to help local clubs, businesses and cycling communities thrive across Australia.



Business Benefits



Reach Riders

Reach riders at the moment they're planning where to ride, stay, eat and explore.



Support Communities

Help to fund local clubs, Athletes and trail maintenance



Promote Your Business

Feature on Ride Cards, Club Cards, Events, Business hub, Sponsor Page, Footer, Riding Kit, Social media and more



Local Exposure

Target riders in and around your area, plus those traveling in from out of town/state/country!



National Reach

Be seen by riders across all states and territories



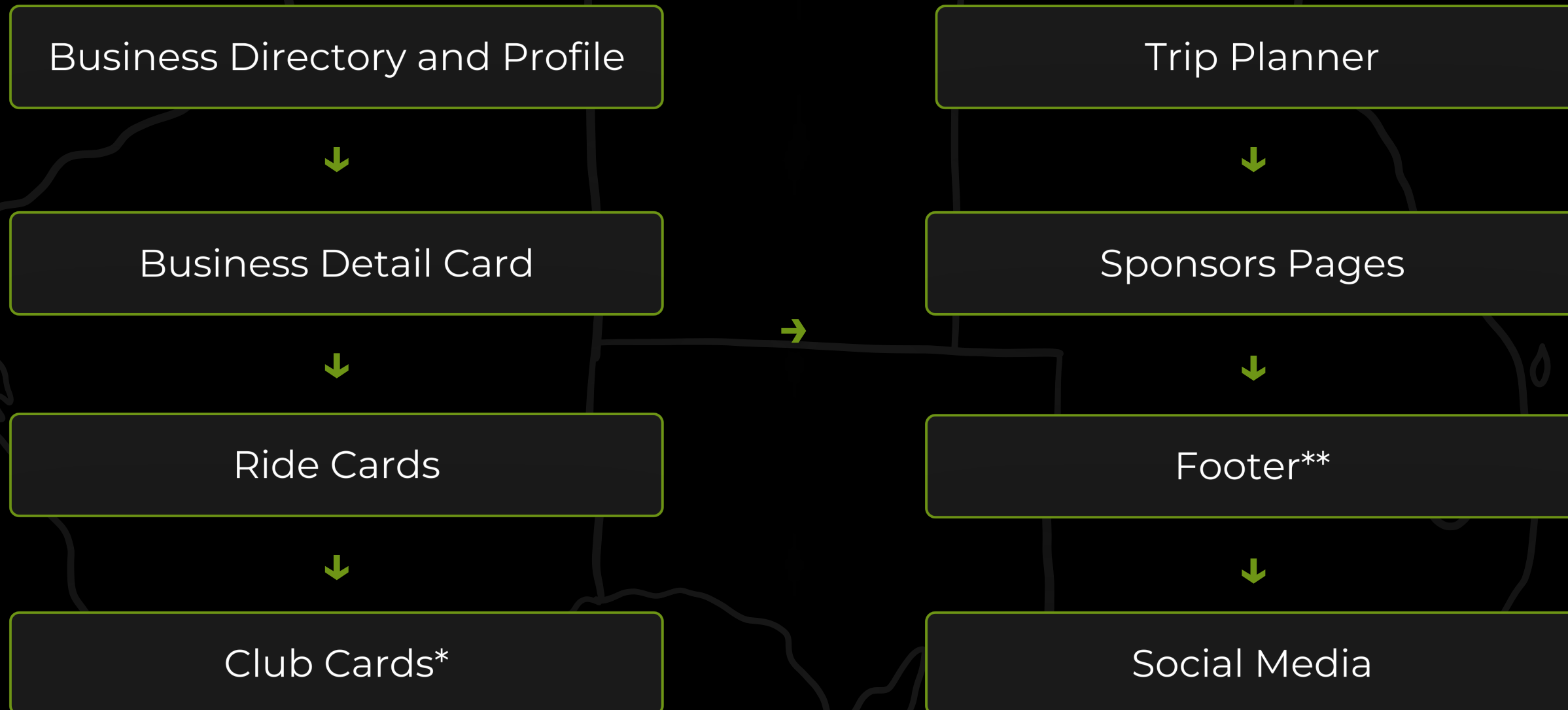
Premium Placement

Stand out with priority positioning

CONNECT WITH **RIDERS.** SUPPORT **COMMUNITIES.** GROW YOUR **BUSINESS.**

Where Your Business Appears

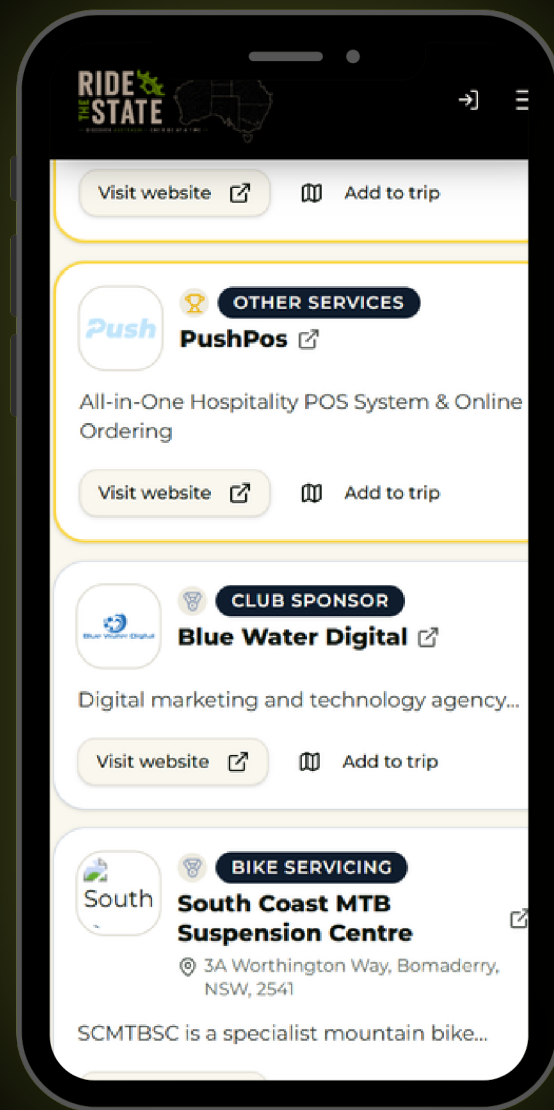
Your brand is visible across the entire platform



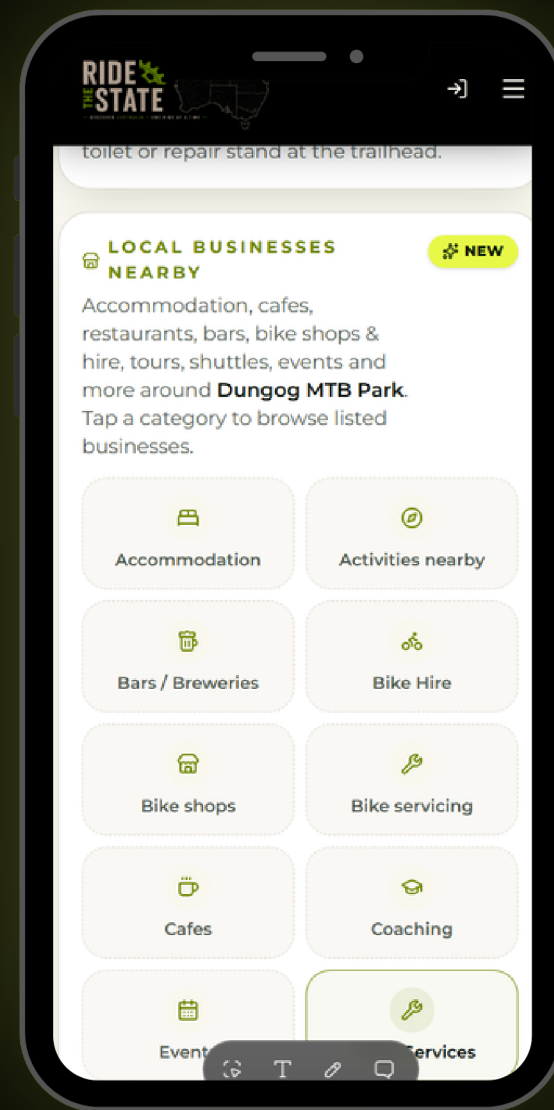
*Club card placement will be upon approval from the club. **Principal Partners

Real Examples

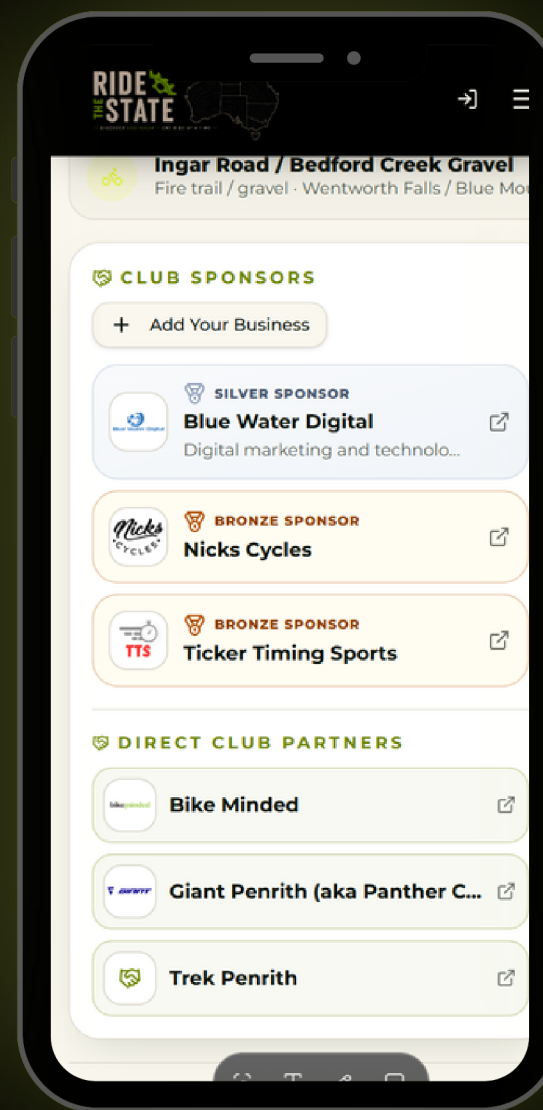
See how your business appears across the platform



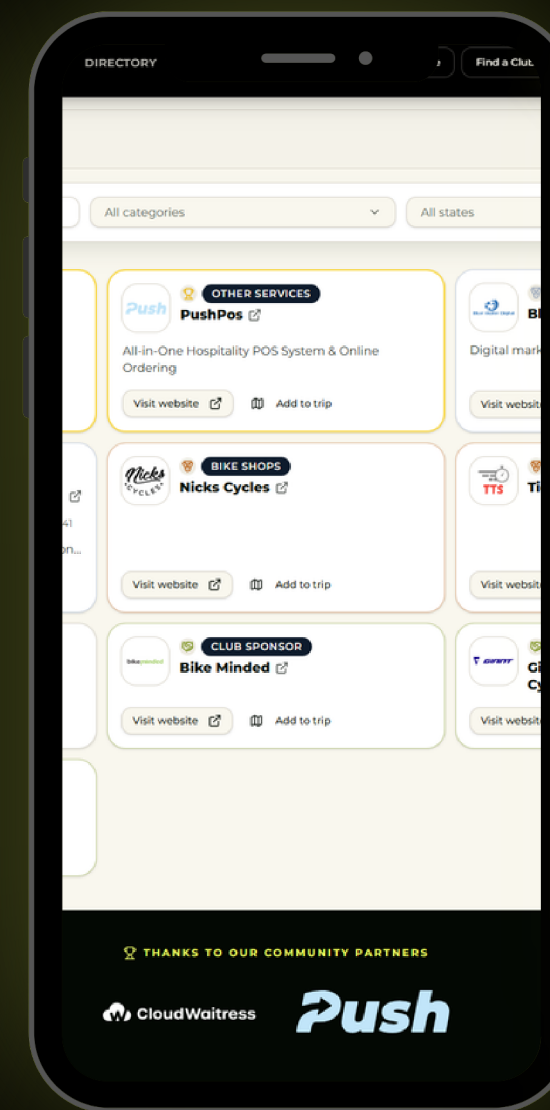
Business Directory



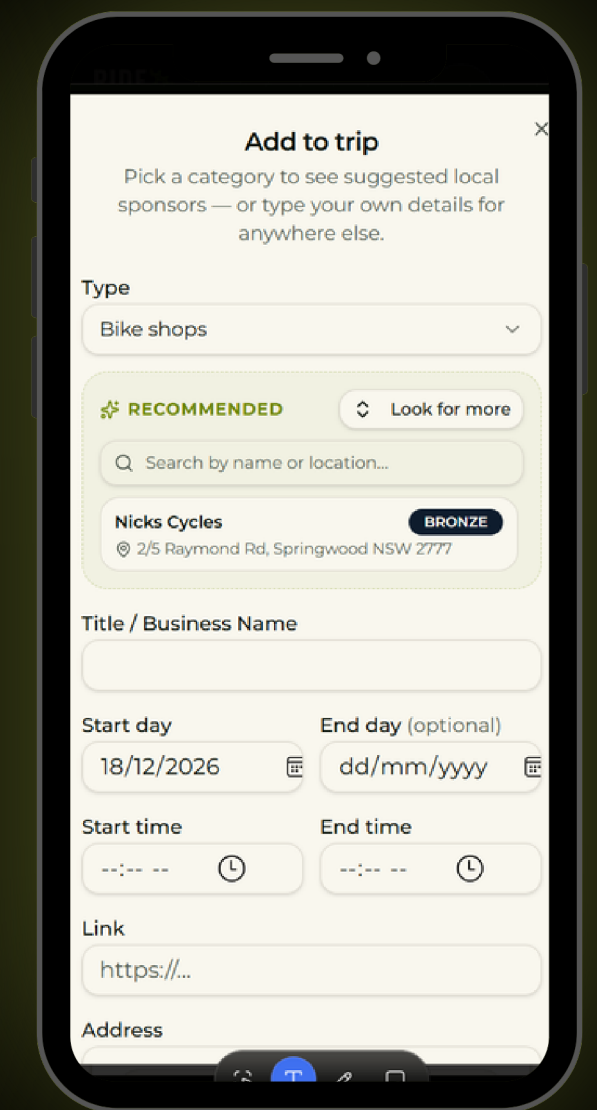
Ride Card



Club Card



Footer Sponsor



Trip Planner

FOUNDATION PARTNERSHIP PACKAGES - 2026

CONNECT WITH RIDERS. GROW YOUR BUSINESS. SUPPORT LOCAL COMMUNITIES.



BRONZE

Get listed. Get noticed.
Start connecting with riders.

- ✓ Business directory listing with logo, business name and website link
- ✓ Upgraded placement in the Business Directory
- ✓ Visibility on 10 Ride Cards of your choice
- ✓ Inclusion in the Add to Trip feature
- ✓ Bronze recognition on the Sponsors page
- ✓ One social media feature

FROM JUST
\$275 /YEAR
OR \$25 /MONTH



SILVER

Stand out to riders planning
their next adventure.

- ✓ Everything in Bronze, plus
- ✓ Visibility on 25 Ride Cards of your choice
- ✓ About Your Business section (up to four lines, with one line shown in preview)
- ✓ Social media links on your business card
- ✓ Enhanced placement across the platform

FROM JUST
\$500 /YEAR
OR \$50 /MONTH



GOLD

Maximum reach.
Premium visibility across your state.

MOST
POPULAR

- ✓ Everything in Silver, plus
- ✓ Visibility on all Ride Cards across your state
- ✓ Expanded About Your Business section and 2 line preview
- ✓ Promotional text on your business profile
- ✓ Extended placement across the platform
- ✓ Enhanced social media promotion

FROM JUST
\$775 /YEAR
OR \$77.50 /MONTH



PRINCIPAL PARTNER

Australia-wide exposure.
Tailored partnership to lead the ride.

- ✓ Everything in Gold, plus
- ✓ Visibility on all Ride Cards Australia-wide
- ✓ Category exclusivity
- ✓ Featured branding across the platform
- ✓ Bespoke marketing campaigns
- ✓ Event collaborations
- ✓ Strategic partnerships
- ✓ Other custom opportunities to maximise exposure and community impact

BY DISCUSSION
CUSTOM PRICING

THE RIDE THE STATE
ADVANTAGE



ENGAGE A
PASSIONATE AND
GROWING CYCLING
COMMUNITY



DRIVE VISITORS
TO YOUR REGION
AND BUSINESS



INCREASE LOCAL
SPEND AND
EXTEND STAYS



SUPPORT THE GROWTH
OF CYCLING AND
LOCAL COMMUNITIES



BE PART OF AUSTRALIA'S
ALL-IN-ONE CYCLING
PLATFORM

Principal Partnership

The ultimate partnership — category exclusivity and national reach



CATEGORY EXCLUSIVITY

Opportunity to own your category across the entire platform



PRODUCT LAUNCHES

Launch new products directly to the riding community



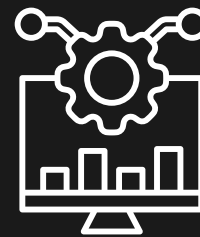
NATIONAL CAMPAIGNS

Run bespoke marketing campaigns across all states simultaneously



EVENTS

Opportunity to sponsor, collaborate and co-brand major riding and networking events.



CUSTOM INTEGRATIONS

Opportunity to create bespoke platform features for your brand.



STRATEGIC PARTNERSHIPS

Custom partnership opportunities designed to maximise exposure and community impact

Ready to Join the Ride?

Fill in your details and we'll be in touch



**Together we're building
Australia's home for riders.**

Built by riders, for riders

ridethestate.com.au | support@ridethestate.com.au

