



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 and share honest, verified reviews of rides, facilities and local businesses to help every rider make informed decisions. Plus earn points for helping.



Businesses

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

Why **Partner** with us?

1000+

Rides Listed
(and growing!)

360+

Clubs Online

450+

Events Listed

8

States/Territories Covered

0%

0% Commissions charged

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 travelling in from out of town/state/country!



National Reach

Found by riders in every state and territory on our Australia-wide map



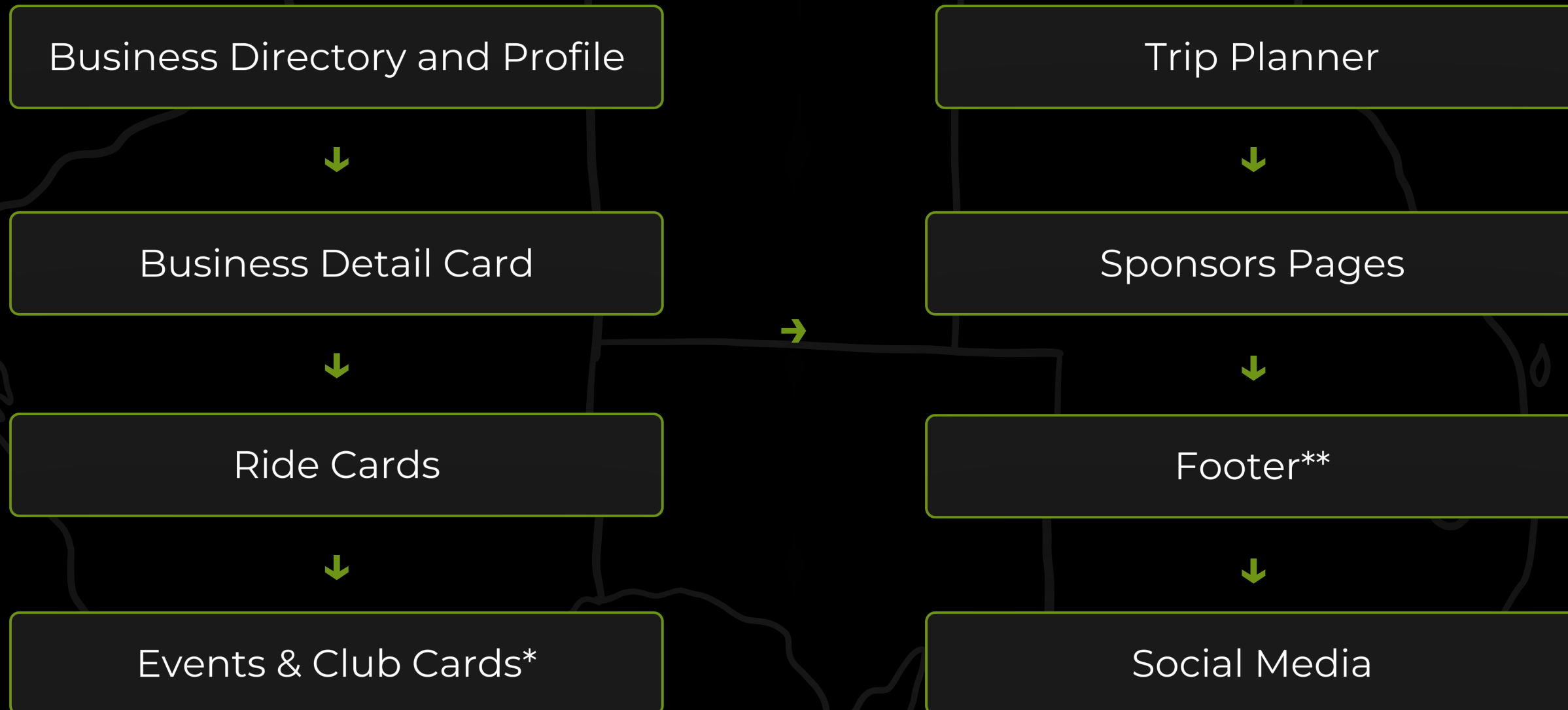
Premium Placement

Stand out with priority positioning

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

Where Your Business Appears

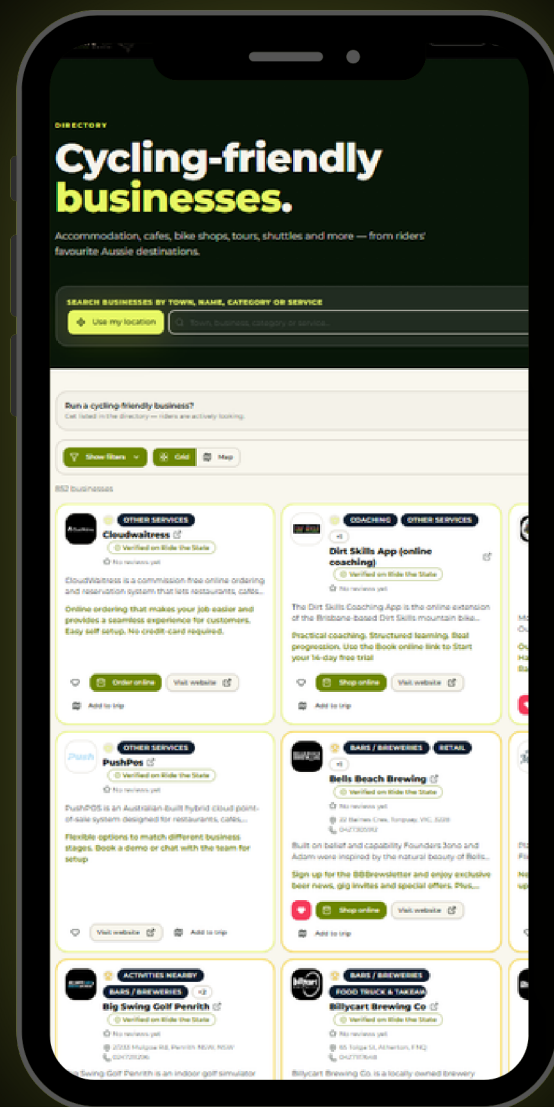
Your brand is visible across the entire platform



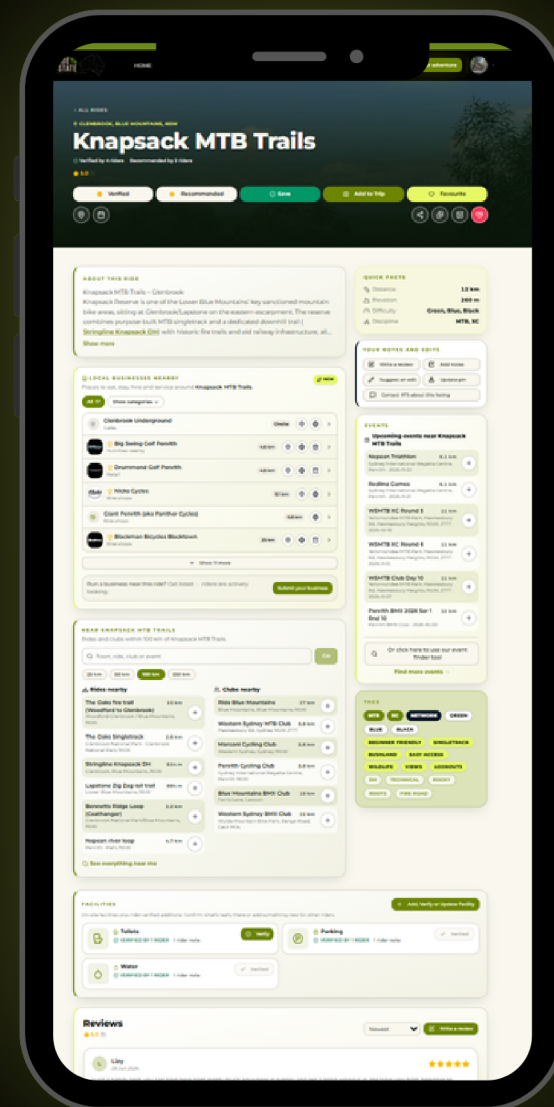
*Club card placement will be upon approval from the club. **Principal Partners

Real Examples

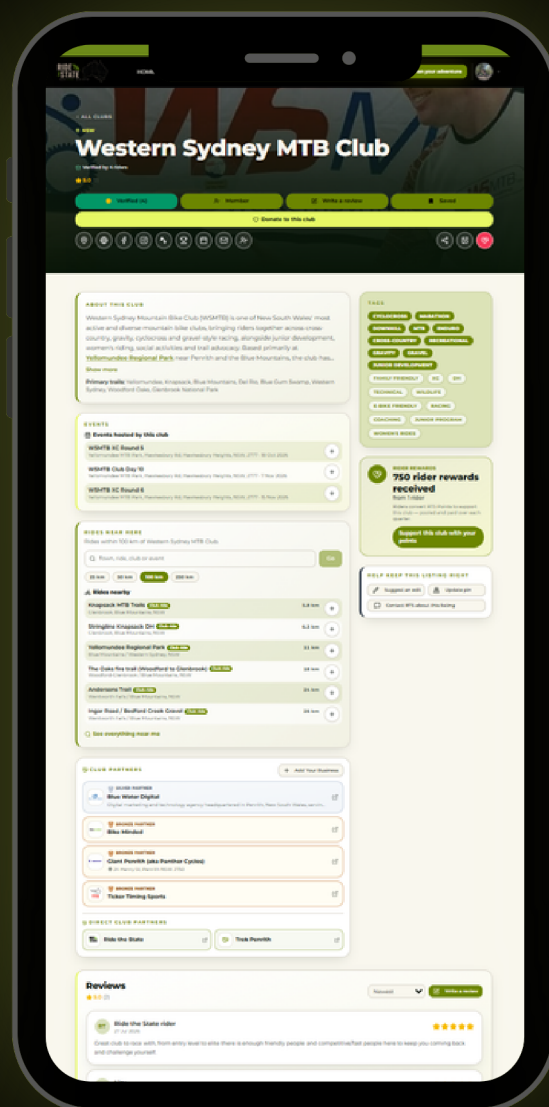
See how your business appears across the platform



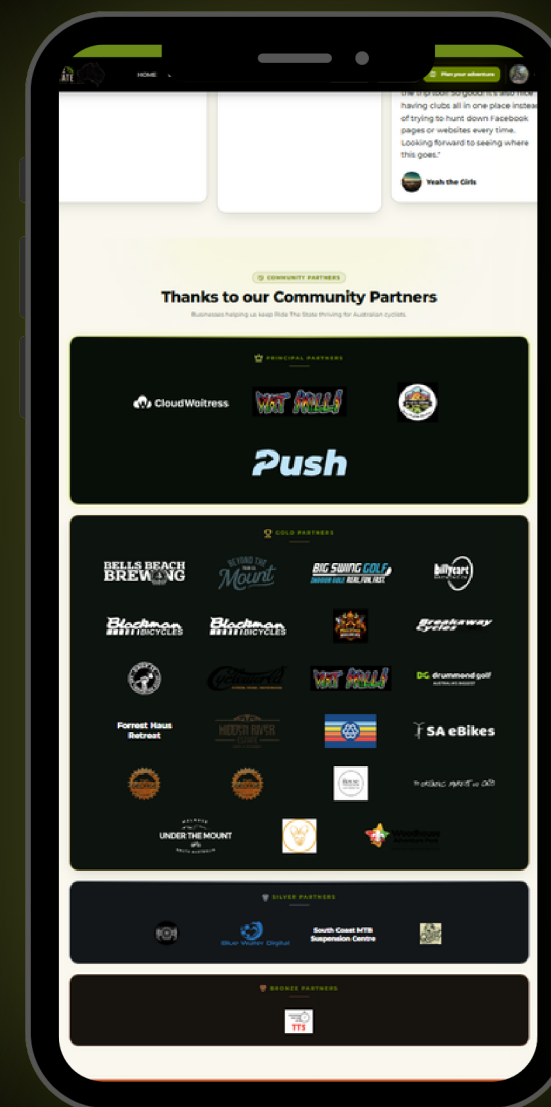
Business Directory



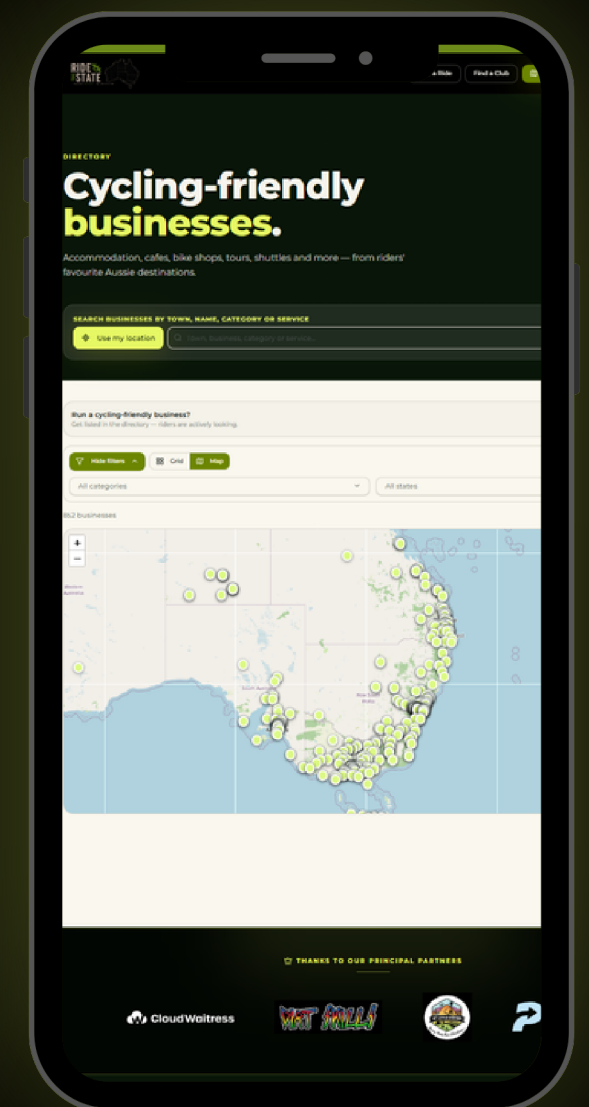
Ride Card



Club Card



Sponsor Pages



On the map

PARTNERSHIP PACKAGES - 2026

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

FREE

Get found. Always free.

- ✓ Business name, town and website link
- ✓ On the Australia-wide map and directory searches
- ✓ 1 category
- ✓ 1 Ride Card

ALWAYS

\$0

BRONZE

Get listed. Get noticed. Start connecting with riders.

- ✓ Everything in Free, plus
- ✓ Logo and short description
- ✓ Street address and map pin
- ✓ 10 Ride Cards of your choice
- ✓ Bronze recognition on the Sponsors page

FROM JUST

\$200/YEAR

OR \$18 /MONTH

SILVER

Stand out to riders planning their next adventure.

- ✓ Everything in Bronze, plus
- ✓ Every Ride Card within 50km
- ✓ Phone number, Add to Trip and directions
- ✓ Promo text for riders
- ✓ 1-line preview, 2 categories

FROM JUST

\$500/YEAR

OR \$45 /MONTH

MOST POPULAR

GOLD

Your full showcase, in front of every rider nearby.

- ✓ Everything in Silver, plus
- ✓ Every Ride Card in your area and/or category
- ✓ Full Google-indexed landing page
- ✓ Photo gallery and rider reviews
- ✓ Unlimited description and all social links
- ✓ Book and Order online buttons
- ✓ Enhanced social media promotion

FROM JUST

\$775/YEAR

OR \$77.50 /MONTH

PRINCIPAL

Australia-wide exposure. Fully customisable, built around your goals.

- ✓ Everything in Gold, plus
- ✓ All Ride Cards Australia-wide
- ✓ Category exclusivity
- ✓ Featured branding across the platform
- ✓ Bespoke marketing campaigns
- ✓ Event collaborations
- ✓ Custom features and opportunities

BY DISCUSSION

CUSTOM PRICING

No commissions. Upgrade any time. **Pay yearly and save.**

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



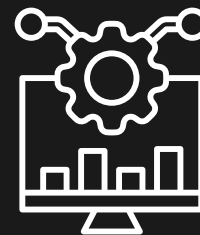
NATIONAL CAMPAIGNS

Run bespoke marketing campaigns across all states simultaneously



EVENTS

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



FULLY CUSTOMISABLE

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?**

1

Explore

Make your free profile and see
Ride the State in action

2

List

Use our listing builder in the
business directory

3

Chat

Contact the RTS team and we'll
build it with you

ridethestate.com.au/businesses

Get in touch: **support@ridethestate.com.au** | **0405 078 488**



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

Built by riders, for riders

ridethestate.com.au | 0405078488 | support@ridethestate.com.au