

RIDE THE STATE

Partnership Prospectus

Built by riders, for riders.

For clubs, trails and the businesses that look after riders across Australia and New Zealand.

RIDETHESTATE.COM.AU

Our Story

Why Ride the State exists — and the opportunity we're creating.

01

Why we built it

Australia and New Zealand have incredible places to ride, passionate clubs, full event calendars and plenty of businesses that look after cyclists. Finding them isn't always easy.

The details live across websites, trail apps, tourism pages, Facebook groups and word of mouth. Riders spend too long searching. Clubs and volunteer committees get stuck posting the same event in a dozen places. Good local businesses, clubs and events are easy to miss.

Ride the State brings it all together.

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

02

The vision

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

One place to:

DISCOVER	rides and destinations
CONNECT	with clubs, events and businesses
PLAN	weekends and longer trips
EXPLORE	more of Australia and New Zealand by bike

★ **The bigger opportunity? Helping riders explore further, stay longer and spend locally — and giving volunteer clubs a bit more breathing room.**

03

The problem we solve

- **Riders** want everything in one place.
- **Clubs and events** need to be found, without burning out the committee.
- **Businesses** want to reach riders when they're actually planning where to go and spend.

Ride the State bridges the gap.

Connecting riders with the rides, destinations, clubs, events and businesses that keep the cycling community going.

Where riders go, local business grows.

- More riders discover you
- Right place, right time
- A genuine cycling audience
- More visibility, more customers
- Stronger clubs, stronger trails

Why riders use Ride the State

One place for cycling across Australia and New Zealand — and nothing else.

Discover Rides

From the local loop to a bucket-list trip, find your next ride across Australia and New Zealand.

Plan Trips

Plan the weekend or a longer adventure, with recommended rides, stops, cafés, bike shops, accommodation and the useful bits in between.

Find Clubs

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

Events

Stay across races, social rides, club events and festivities in one calendar. Discover more, plan ahead and actually make it there.

Reviews

Read and share honest rider reviews of rides, facilities and local businesses, and earn points for helping.

Businesses

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



Built for the community

Ride the State exists to take pressure off volunteer committees, get more eyes on club events, and send rider points back into trails, clubs and community projects.

Less burnout for committees

Most clubs and events are run by volunteers already doing it in their spare time. We give them one place to list what's on, share club links and be found — so they're not rewriting the same post for a dozen Facebook groups every week.

More eyes on club events

Races, social rides, come-and-try days and working bees sit beside the rides and clubs people are already looking at. The aim is simple: as many riders as possible see what's on, in time to show up.

Points back into trails, clubs and community

Riders earn RTS Points for helping on the platform. Those points can be donated back to trail, club and community projects — a quiet loop from the rider to the places they love to ride.

HOW SPONSORSHIP FITS

Most partnership funds keep the platform running for riders, clubs and businesses. If a partner would like a portion to go to a local club or trail project, we can arrange that. And riders can donate their points whether a business is involved or not.

Every listing helps strengthen the cycling community across Australia and New Zealand.

Why partner with us?

A growing platform, built in Australia, for riders across Australia and New Zealand. No commissions on bookings or sales through your buttons.

1,800+

Rides listed, and growing

500+

Clubs online

1,000+

Events listed

140+

Rider-friendly businesses

AU & NZ

Australia and New Zealand, in one place

0%

Commission on Book, Order, Shop or custom buttons through to your own site

Figures are rounded from live listings on ridethestate.com.au as at November 2026, and they keep growing.

Partnership packages

Start free. Upgrade when it makes sense. Gold is the one we recommend for most businesses.

Bronze, Silver and Gold include a 14-day free trial. Pay yearly and save.

COMMUNITY
Certificate / Community

$0

Free forever

Get found.

- Your name, town and one category
- In the directory and on the map
- A direct link to your website or socials

BRONZE
14-day free trial

$10/month

or $119/year

Everything in Community, plus

- Logo and a short description
- Your exact map pin
- Featured on your 10 closest ride cards
- Up to 2 categories

SILVER
14-day free trial

$29/month

or $299/year

Everything in Bronze, plus

- Add to trip
- One-tap directions
- A feature on every ride card within 50 km
- Public phone and a rider offer
- Up to 2 categories

★ RECOMMENDED

GOLD
14-day free trial

$49/month

or $499/year

Everything in Silver, plus

- Book, Order, Shop or custom buttons through to your own site, with 0% commission
- Photo gallery and rider reviews
- Priority regional placement
- Featured in local destination guides, recommended trip plans and Ride the State socials
- Up to 6 categories

PRINCIPAL
By discussion

Custom

Pricing by discussion

Everything in Gold, plus

- A custom destination guide
- Multi-day trip plans
- Co-branded social spotlights
- Australia and New Zealand-wide reach
- Unlimited categories

We'll shape it around your goals.

12-month term. Upgrade any time. We check in before renewal, and nothing auto-renews. Yearly prices include a discount.

What you get

Each paid tier includes everything in the one below it.

WHAT YOU GET	COMMUNITY	BRONZE	SILVER	GOLD ★	PRINCIPAL
Price	$0, free forever	$10/mo or $119/yr	$29/mo or $299/yr	$49/mo or $499/yr	Custom, by discussion
14-day free trial	—	Yes	Yes	Yes	By arrangement
Directory and map listing	✓	✓	✓	✓	✓
Town and 1 category	✓	✓	✓	✓	✓
Direct link to your website or socials	✓	✓	✓	✓	✓
Logo and short description	—	✓	✓	✓	✓
Exact map pin	—	✓	✓	✓	✓
Categories	1	Up to 2	Up to 2	Up to 6	Unlimited
Featured on ride cards	—	Your 10 closest	Every ride card within 50 km	Local destination guides, recommended trip plans and our socials	Custom destination guide and multi-day trip plans
Add to trip button	—	—	✓	✓	✓
One-tap directions	—	—	✓	✓	✓
Public phone and a rider offer	—	—	✓	✓	✓
Book, Order, Shop or custom buttons to your own site, 0% commission	—	—	—	✓	✓
Photo gallery and rider reviews	—	—	—	✓	✓
Priority regional placement	—	—	—	✓	✓
Co-branded social spotlights	—	—	—	—	✓
Australia and New Zealand-wide reach	—	—	—	—	✓

12-month term. Upgrade any time. We check in before renewal, and nothing auto-renews. Yearly prices include a discount.

Community listings are the Certificate / Community tier in our listing builder — free forever.



Why cyclists matter

Cyclists aren't just riders. They're travellers, event-goers and local-business customers — in Australia and New Zealand.

On both sides of the Tasman the pattern is the same: riders travel, stay, eat and spend locally, often in regional places.

AU AUSTRALIA

2m+
Australians participate in cycling each year

4.6m
Cycling-inclusive trips in 2024

$6.0b
Total trip spend linked to cycling trips

42 million
Visitor nights generated by cycling trips

7 in 10
Cycling trips happen in regional Australia — exactly where clubs, trails and local businesses need to be seen

NZ NEW ZEALAND

9%
of NZ adults go cycling every week (2023)

1.25m
Cycling trips on the Great Rides, year to June 2025

NZ$1.28b
Visitor spend linked to the Great Rides

4.5m
Visitor nights linked to the Great Rides

2,920
Businesses providing facilities and services for Great Rides trail users

Australia: Tourism Research Australia, *Cycle tourism in Australia*: in 2024, trips involving a cycling activity generated 4.6 million trips, 42 million nights and $6.0 billion in total trip spend (all spend and nights for trips that included at least one cycling activity); 7 in 10 cycling activity trips occurred in regional Australia. Australian Sports Commission, AusPlay: an estimated 2,049,000 Australians aged 15+ participated in cycling (including BMX and mountain biking) at least once in 2025.
New Zealand: Sport NZ, *Active NZ Participation Trends 2017–2023* (July 2024): 9% of adults 18+ cycled (excluding e-bikes) in the past seven days, 2023. Ngā Haerenga Great Rides of New Zealand, *2025 Evaluation* (November 2025), year ending June 2025: 1,245,299 trips by cyclists (2,577,304 trips in total), 4,534,767 visitor nights and $1.28 billion visitor expenditure attributable to the Great Rides, and a trail-manager count of 2,920 businesses servicing trail users.

Where your business appears

Your listing can show up across the platform — beside the rides, clubs and trips people are already planning.

- **Business directory and profile**
- **Business detail card**
- **Ride cards**
- **Events and club cards***



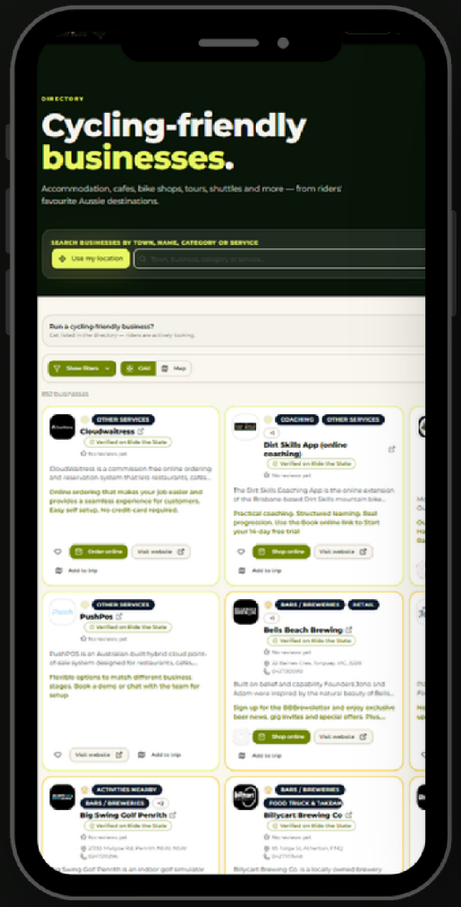
- **Trip planner**
- **Destination guides and recommended trip plans**
- **Sponsors pages****
- **Socials** GOLD & PRINCIPAL

* Club card placement is with the club's approval.

** Footer and some site-wide placements are for Principal partners.

Real examples

Here's how a business can appear across the platform.



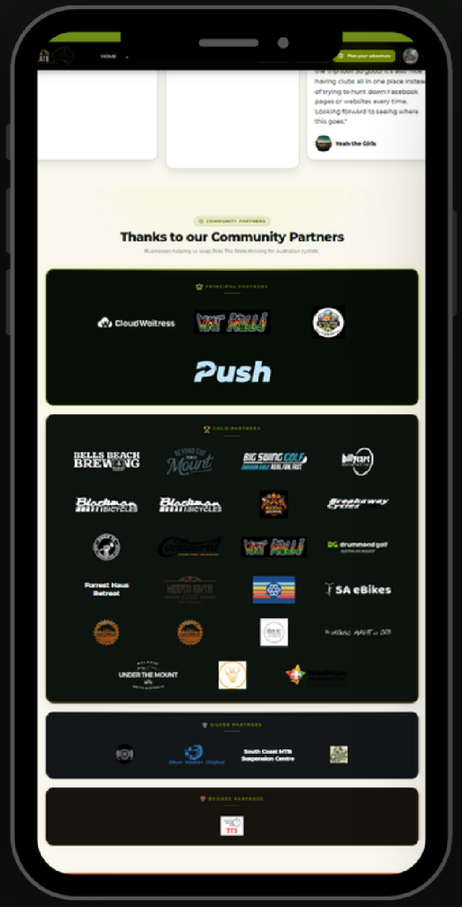
Business Directory



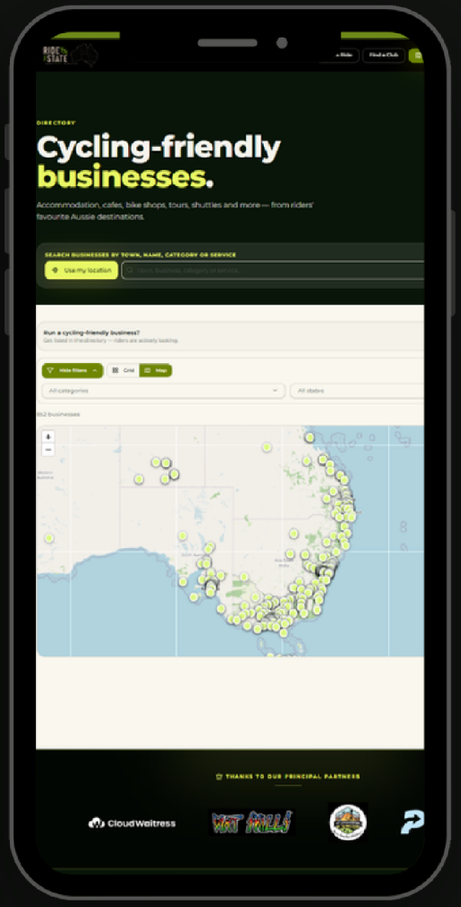
Ride Card



Club Card



Sponsor Pages



On the map

Principal Partnership

For partners who want something built around them — including a custom destination guide, multi-day trip plans and Australia and New Zealand-wide reach.

Custom destination guides

A guide shaped around your region, trail network or brand, sitting in front of riders who are deciding where to go.

Multi-day trip plans

Recommended itineraries that can include your business, and the rides, stays and stops around it.

Co-branded social spotlights

Shared stories and features, put together with you.

AU & NZ-wide reach

Visibility across the platform in Australia and New Zealand, with unlimited categories.

Events

Room to sponsor, collaborate or co-brand rides, races and community events.

Built with you

Custom features and campaigns, scoped together. Pricing is by discussion.

Ready when you are

List your business, or send us a note and we'll build it with you.

1

Have a look

Wander the site as a rider would, and see how businesses show up beside rides, clubs and events.

2

List your business

Start a listing at **ridethestate.com.au/submit-business**

Bronze, Silver and Gold come with a 14-day free trial. No payment today.

3

We'll be in touch

We'll confirm your options, help with the wording and photos if you'd like, and talk through the right tier.

→ **ridethestate.com.au/submit-business**

GET IN TOUCH

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RIDE THE STATE

Together we’re building a home for riders across Australia and New Zealand.

Built by riders, for riders.



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