



# ***TeamTrak***

## INVESTMENT OVERVIEW

2018-2019

TeamTrak is a registered trademark and DBA of World Cycling League, LLC.



Securities offered through Rainmaker Securities, LLC (Member FINRA/SIPC)

PARK LANE



# TABLE OF CONTENTS

Introduction	Page 3
The History	Page 4
The Current Landscape	Page 5
The Opportunity	Page 6
Who We Are	Page 7
Our Disruptive Approach	Pages 8-12
The TeamTrak Experience	Pages 13-17
Core-To-More Scalable Media Engagement	Page 18-19
Example Promotion & Activation Results	Page 20
How We're Different	Pages 21-24
Ownership Group, Select Investors & Advisory Board	Pages 25-26
Key Milestones	Page 27
Disclaimer	Page 29
Appendix	Page 30





**WE'RE PUTTING A MODERN SPIN ON A LEGENDARY SPORT.  
IT'S COMPLETELY NEW & ALTOGETHER DIFFERENT.  
AND IT STARTS HERE.**



# TRACK RACING WAS THE UFC OF EARLY 20<sup>TH</sup> CENTURY

In the 1890s, the bicycle was considered the first individual transportation alternative to replace the horse. It was also the dawn of professional sports and feats of endurance and speed on bicycles were more lucrative than hitting home runs and scoring touchdowns.

By the 1920's, track cyclists were the greatest athletes on the planet, rocketing wheel to wheel around steeply banked "suicide saucers" at astonishing speeds...when wheelman Reggie "Iron Man" MacNamara was as tough as any UFC Champion...when Madison Square Garden's biggest sellouts were Six-Day Bike Races...when Frank Kramer, the "Sultan of Speed," earned as much money racing bikes in 1920 as Babe Ruth earned hitting home runs.

In those days, the excitement, thrill and danger of track racing and larger-than-life personalities attracted a huge fanbase: true enthusiasts, theatergoers and celebrities, business tycoons and showgirls, politicians and hoodlums. They drank, they cheered and they put up cash for special sprints late into the night. It was a nightclub atmosphere with plenty of betting, live bands and cigar smoke so thick it could obscure riders' vision. The events were designed to entertain every level of fan. They all had a piece of the action and felt integral to the experience.



# TODAY, BOTH ROAD AND TRACK CYCLING EVENTS FAIL TO MEET THE NEEDS OF FANS, RIDERS AND BUSINESS OWNERS



## 1. FAIL TO SUSTAIN EXCITEMENT

Both road and track races are difficult to watch if you're a fan. In road races, cyclists flash by in an instant, providing only a glimpse of the action. Track races often feature endless preliminaries and individual time trials, which are drawn out and unexciting for spectators.



## 2. FAIL TO PUT THE FANS FIRST

With complicated rules and scoring, confusing formats, long race durations, varying participation rules and a lack of event continuity, races are neither easy to follow nor designed to entertain.



## 3. FAIL TO CAPTURE MASS AUDIENCE & DIFFICULT TO MONETIZE

With a resistance to change at the expense of growth and scalability, traditional race formats limit audience engagement and lack continuity. Teams frequently change brand identity. Overdependence on sponsorship makes the sport difficult to effectively monetize.



**BUT WHAT IF...**

**WE TAKE THE MOST EXCITING FEATURES OF HEAD-TO-HEAD TRACK RACING, IMPROVE THE FORMAT FOR THE FANS, INFUSE STATE-OF-THE-ART TECHNOLOGY, CREATE CO-ED TEAMS AND MAKE THE FAN EXPERIENCE AS IMPORTANT AS THE RACE ITSELF...**



WE ARE



**WHERE THE EXCITEMENT OF LEGITIMATE WORLD-CLASS TRACK RACING IS  
REDEFINED TO ENTERTAIN AND CAPTIVATE TODAY'S SPORTS FAN.**



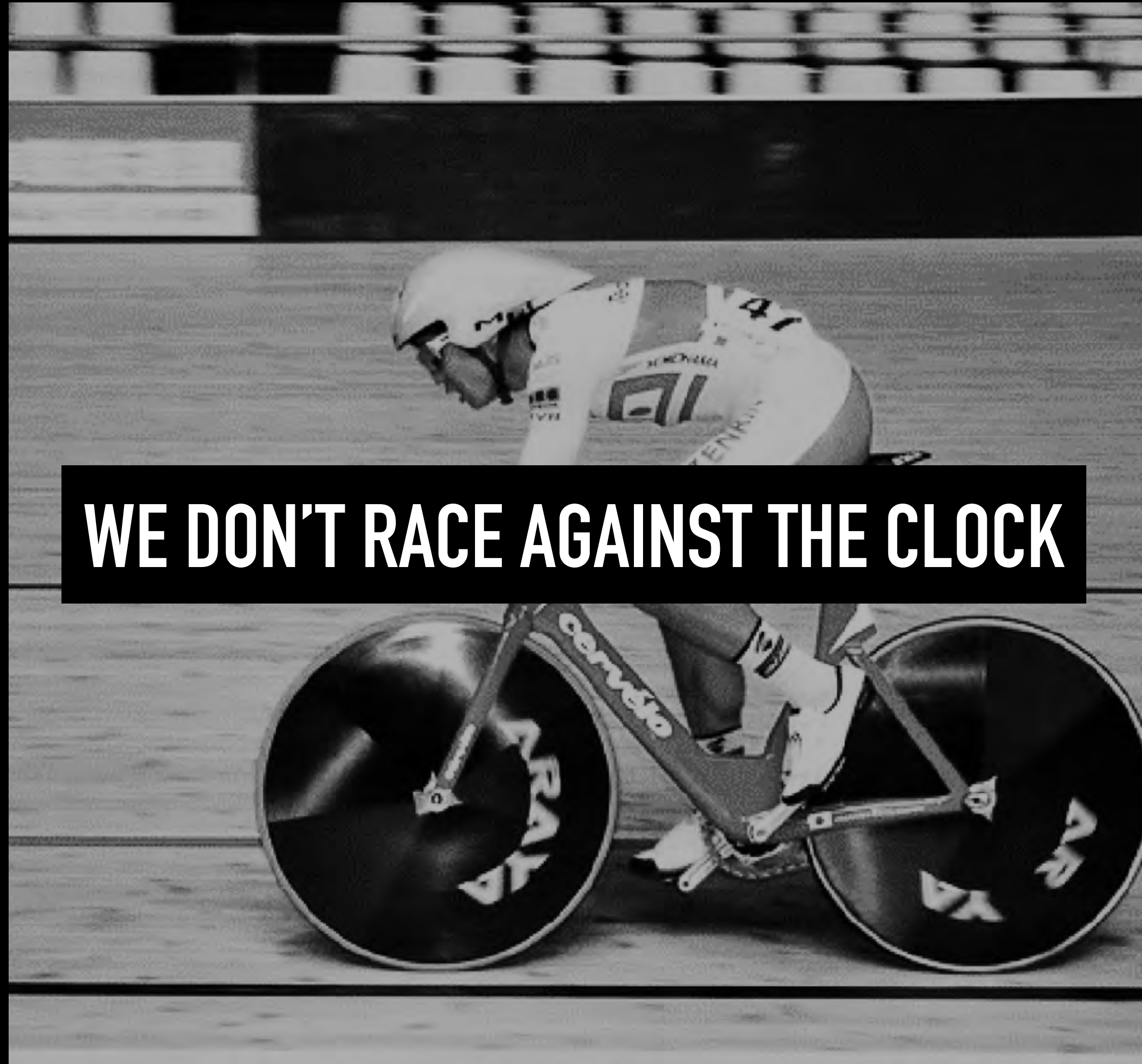


**WE ARE NOT BIKERS**



**WE ARE GLADIATORS**





**WE DON'T RACE AGAINST THE CLOCK**



**WE BANG ELBOWS**





**WE ARE NEVER OUT OF SIGHT**



**WE ARE ALWAYS IN YOUR FACE**







WE ARE MORE THAN SOLO EFFORT



WE ARE CO-ED TEAMWORK





**WE ARE NOT JUST A RACE**



**WE ARE AN IMMERSIVE EXPERIENCE**







# A MODERN, FULLY CHARGED EXPERIENCE

1	2	3
<p><b>RACING</b></p> <p><b>SIMPLY EXCITING CYCLING COMPETITION</b></p>	<p><b>ENGAGEMENT</b></p> <p><b>FAN-CENTRIC BUSINESS MODEL</b></p>	<p><b>MEDIA</b></p> <p><b>CORE-TO-MORE SCALABLE MEDIA ENGAGEMENT</b></p>



Racing

# 1. SIMPLY EXCITING CYCLING COMPETITION



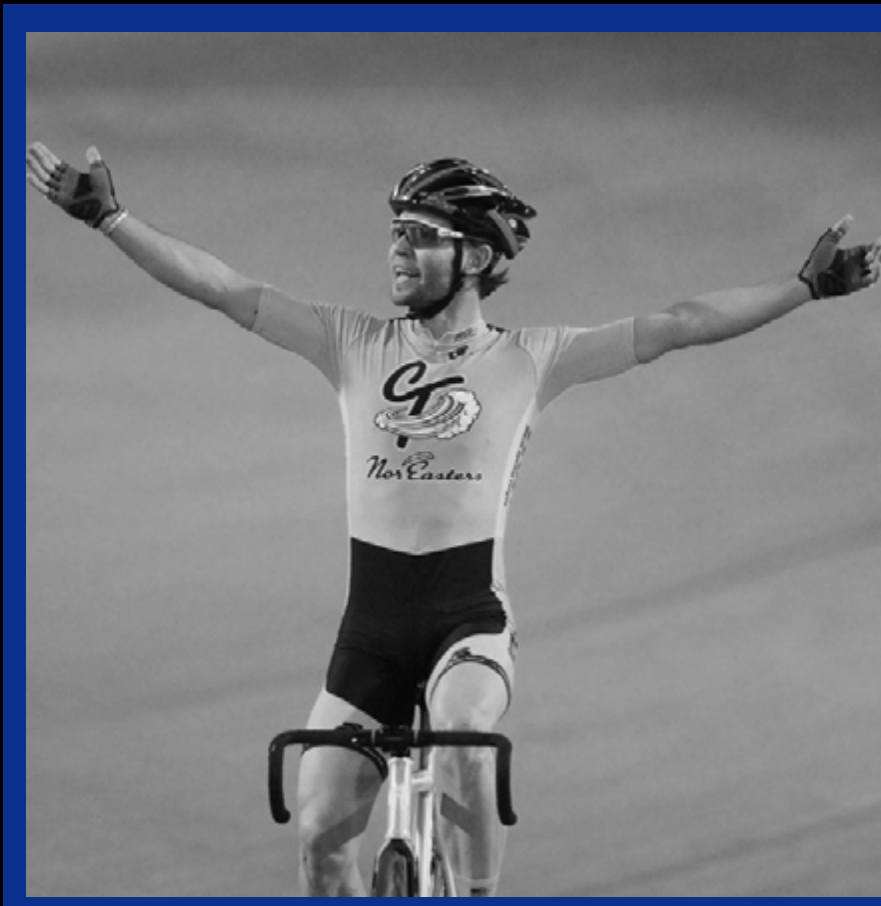
## HEAD-TO-HEAD RACING

Short, fast races from 1 to 12 kilometers with 6 to 24 racers on the track at once including popular kieran and elimination races. Heart-stopping action and risk of high-speed crashes.



## CO-ED TEAM-BASED COMPETITION

Revolutionary team against team format of co-ed teams (4/4) unique in cycling. Each team has sprint and enduro riders. Six venue-based TeamTrak teams compete in each meet.



## EXCITING, EASY-TO-FOLLOW SCORING

Simplified formats, rules and scoring lead to amazing crescendo for all levels of fan. Shortened race durations and event continuity keep riders and fans equally engaged. 12 races (6 for men, 6 for women) for points in each 2 hour meet. 3 meets per tournament, 12 tournaments per season.



## RIDERS AS SUPERSTARS

Track racers — both men and women — are a breed apart. Their grit, team loyalty, explosive nature and no-fear mentality resonates with fans.



## WORLD-CLASS VENUE

TeamTrak has designed the ideal competition venue — a steeply banked 200 meter board velodrome with multi-use infield, 2500 permanent seats and state-of-the-art sound, lighting, video and real-time scoring technology. The new National Velodrome in Reading, PA will serve as TeamTrak's initial HQ, production studio and model for expansion.



*Engagement*

## 2. FAN-CENTRIC BUSINESS MODEL



### ELECTRIC ATMOSPHERE

Flashing lights, pumping music, exciting announcers, dizzying speed, the thunder of the boards... are all hallmarks of the TeamTrak experience.



### BIERGARTEN BLOCK PARTY ATMOSPHERE

Fans are always part of the TeamTrak show, from the rail at trackside to the centralized infield beer garden. Every race has an Oktoberfest-like atmosphere. Plenty of up-close contact with the riders and always the chance to share a high five after the race.



### DEDICATED FAN DESTINATION

The intimacy of the facility allows meet and greet opportunities with the racers including pre and post-race parties, press conferences, try the track experiences, and more. After-hours at the Velodrome get even better, when the infield becomes a natural amphitheater for dinners, concerts and more.



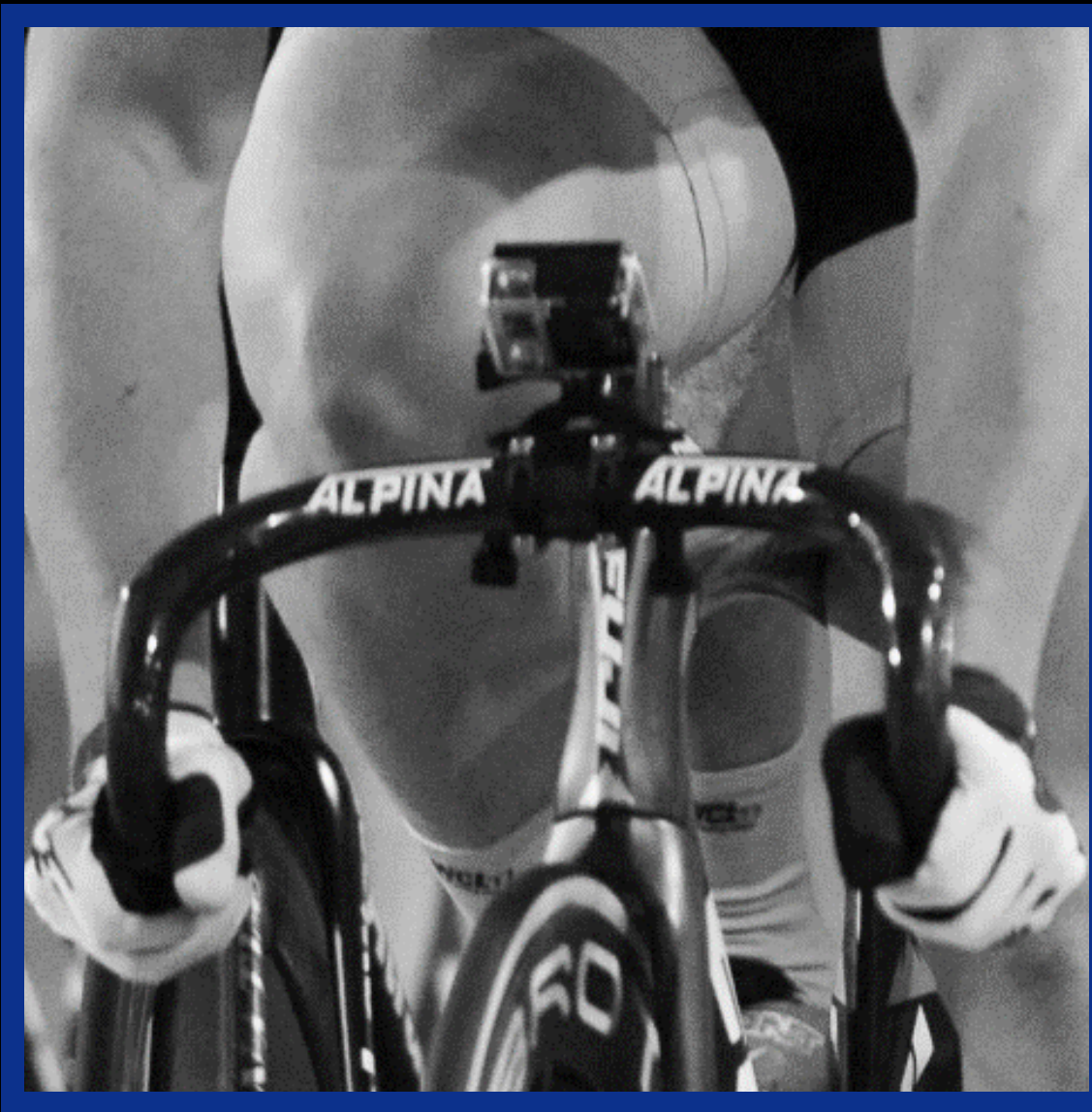
### CORE-TO-MORE FUN FOR ALL

From hardcore cyclists to casual fans, revelers and kids, TeamTrak's pre- and post-race parties, halftime shows, meet-and-greets, live bands and post-race concerts.



Media

# 3. CORE-TO-MORE SCALABLE MEDIA ENGAGEMENT



## INNOVATIVE CONTENT CAPTURE

On-bike cameras, real-time scoring, data downloads and big screen video enhance the TeamTrak fan experience at the velodrome and around the world.



## ALWAYS ON ENGAGEMENT

24/7 tweets and posts from riders, teams, officials and fans tell the inside story about the TeamTrak tribe. Who are the good guys and the bad guys, the heroes and the outlaws, the winners and the losers.



## OMNICHANNEL DISTRIBUTION SYSTEM

Every TeamTrak event will be live-streamed around the world and enhanced with traditional TV coverage and edited specials. Plus enhanced pre- and post-event content will be screen-agnostic and made available via VOD and OTT channels.

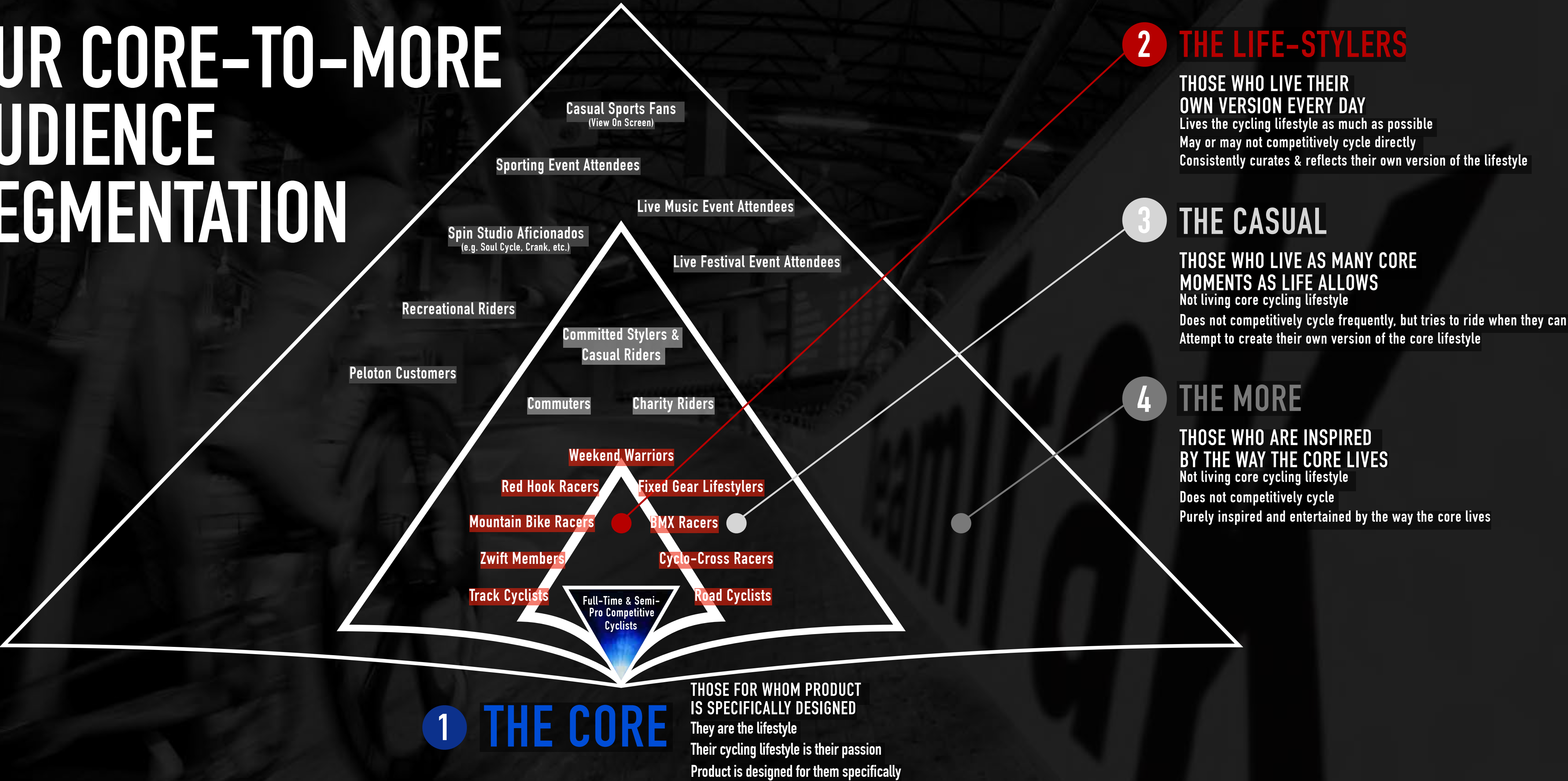


## CONTENT SYNDICATION ENGINE

Systemized Content Syndication Engine with tiered engagement for fans ensures our ability to scale from core-to-more, creating irresistibly sharable content.



# OUR CORE-TO-MORE AUDIENCE SEGMENTATION

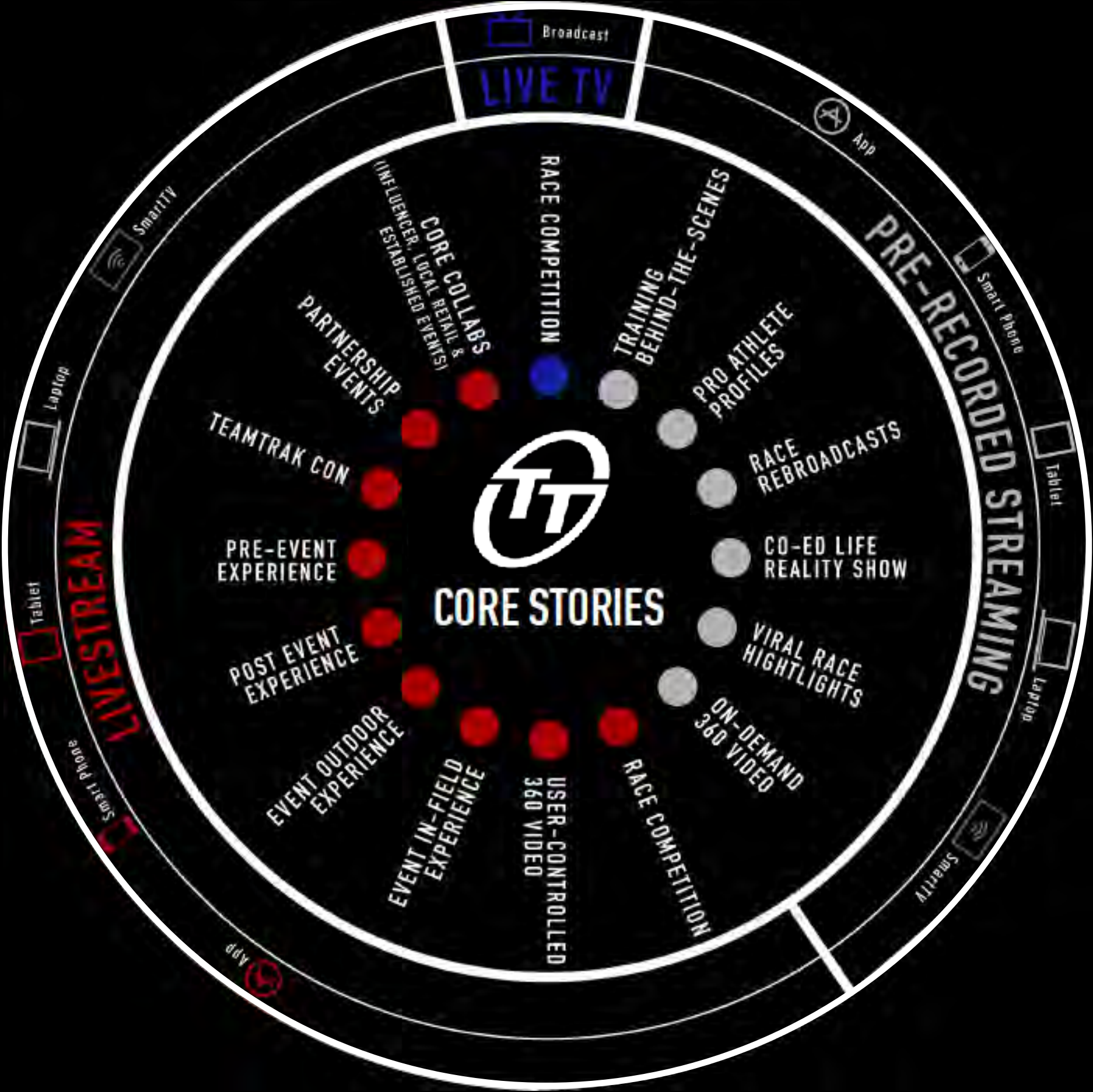




# CORE-TO-MORE CONTENT SYNDICATION ENGINE

Our Content Syndication Engine is grounded by our Core Stories and has been optimized for delivery across all media devices.

Each individual story is designed to attract a specific audience and leverages either our Livestreaming, Pre-Recorded Streaming and/or Live TV platforms.

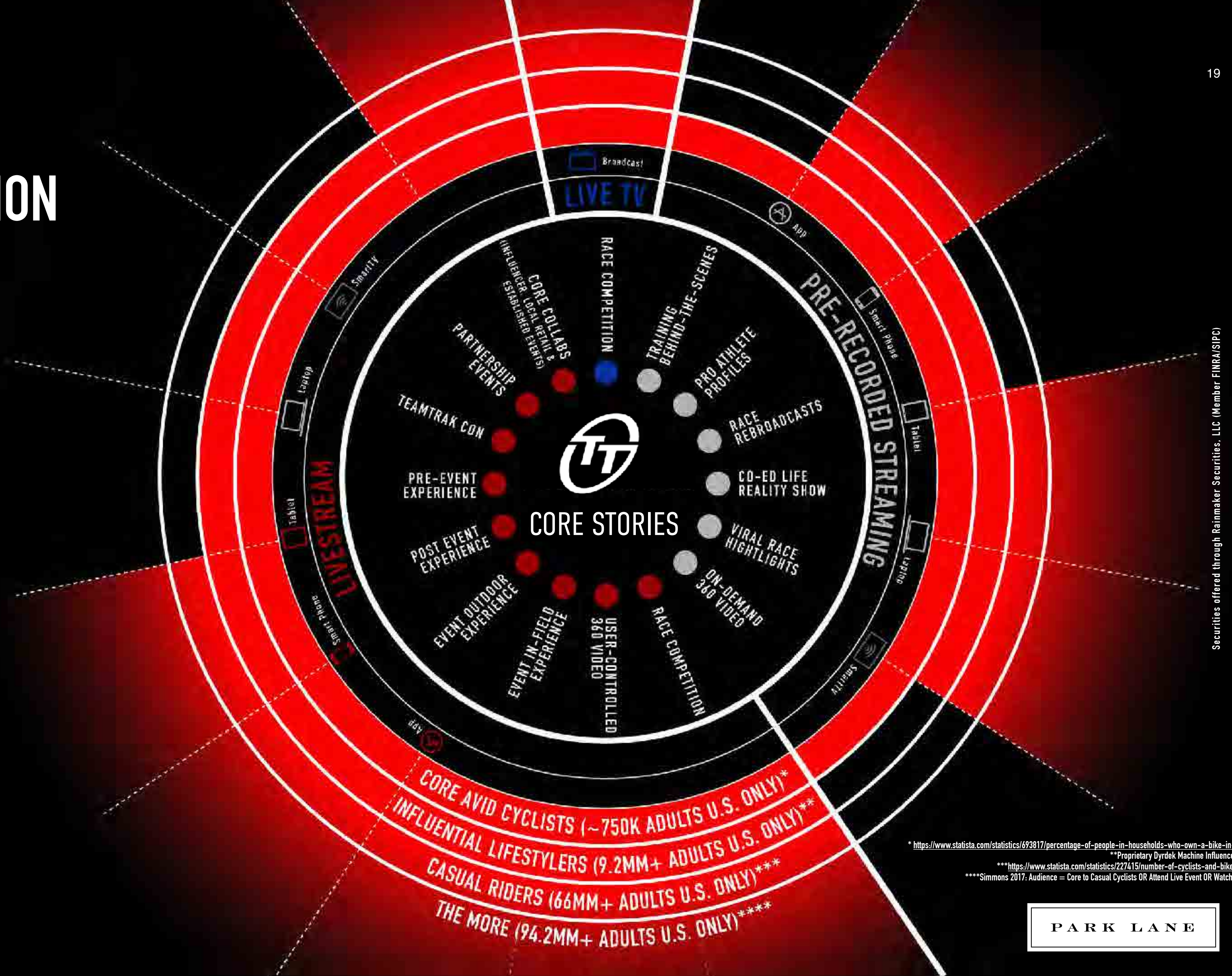




# CORE-TO-MORE CONTENT SYNDICATION ENGINE

TeamTrak success requires expansion beyond core cyclists to a more mass audience. In the same way UFC exploded from core martial arts to mainstream media after the introduction of *The Ultimate Fighter*.

We hope to reach the masses without alienating our core audience via our Core-to-More Content Syndication Engine. The Engine's comprehensive design ensures we're able to deliver Always On entertainment and span beyond our Core audiences to the Influencers, the Casuals and the More audiences.



Securities offered through Rainmaker Securities, LLC (Member FINRA/SIPC)

\* <https://www.statista.com/statistics/693817/percentage-of-people-in-households-who-own-a-bike-in-us-by-type/>  
\*\*Proprietary Dyrdek Machine Influencer Study 2015  
\*\*\*<https://www.statista.com/statistics/227415/number-of-cyclists-and-bike-riders-usa/>  
\*\*\*\*Simmons 2017: Audience = Core to Casual Cyclists OR Attend Live Event OR Watch Sports Event



# EXAMPLES OF EMERGING SPORTS VALUATIONS

Great Content + Top Athletes + Omnichannel Media Strategy + Continuity + Passionate Tribe



**f** 2.4MM Followers  
**@** 1.5MM Followers  
**t** 365K Followers  
**You Tube** 376K Subscribers

**\$11MM Valuation**



**f** 635K Followers  
**@** 171K Followers  
**t** 70.4K Followers  
**You Tube** 89K Subscribers

**\$40-60MM Valuation**



**f** 2.6MM Followers  
**@** 5K Followers  
**t** 144K Followers  
**You Tube** 118K Subscribers

**\$100MM Valuation**



**f** 22MM Followers  
**@** 9MM Followers  
**t** 6.4MM Followers  
**You Tube** 4MM Subscribers

**\$4B Valuation**



# WHY WE'RE UNLIKE ANY OTHER CYCLING COMPETITION:

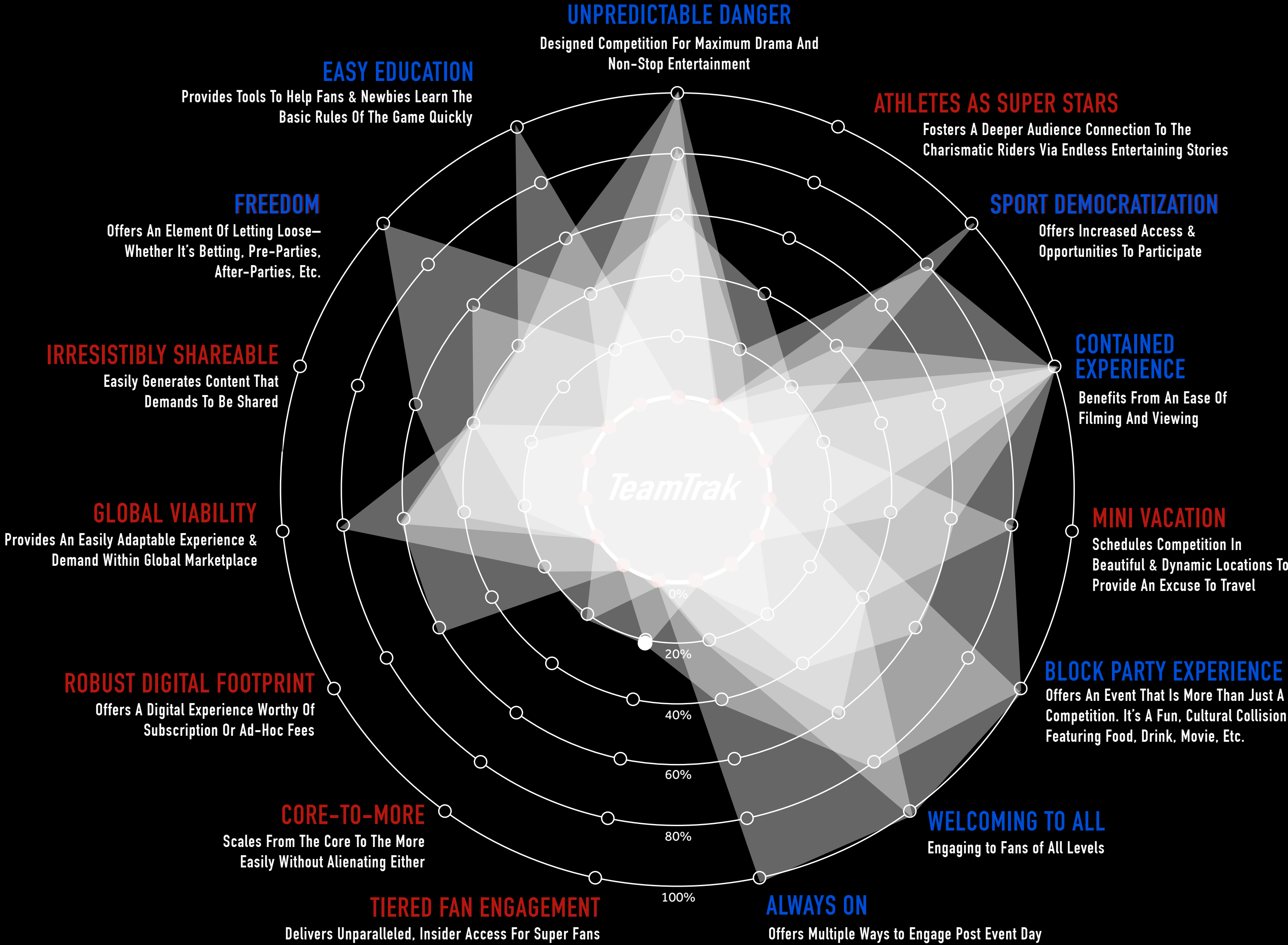
- 1 CONFLUENCE OF LEGITIMATE SPORT & FAN-FOCUSED ENTERTAINMENT
- 2 PRIVATELY OWNED & OPERATED
- 3 CO-ED LEAGUE STRUCTURE
- 4 TOTALLY UNIQUE PRESENTATION VENUE WITH BLOCK PARTY ATMOSPHERE
- 5 GLOBAL VIABILITY
- 6 ANALYTIC CONNECTION TO CORE TRIBE



# COMPETITIVE CYCLING LANDSCAPE

The cycling world tends to be a hyper-core, hyper-traditional racing competition with every event platform failing to deliver an experience modern fans demand.

We analyzed the primary cycling events and mapped out how each delivers across these fifteen **conventional** or **disruptive** approaches within the industry.





# OUR COMPETITIVE LANDSCAPE

With over one billion participants worldwide, cycling is a unique, multi-faceted sport that attracts casual participants to world class athletes. Despite its huge core and a century old Olympic and professional tradition, cycling has no well-recognized league and easy to understand structure. Below are the current, most well known events. We have designed TeamTrak to take advantage of what works, while at the same time solving the limitations most of these events encounter.



## Tour de France

Holy Grail of road racing with 115-year tradition and a two billion worldwide audience. Held over a period of three weeks.

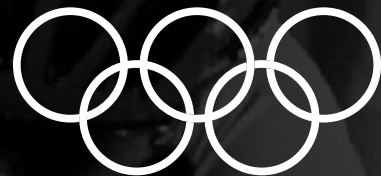
Limitations: Hard to watch, inconvenient duration, difficult to understand.



## UCI World Tour

Thirty-seven of the World's top road races including the three week Tours of Italy, France and Spain and featuring most of the Division One pro road teams. Twenty-eight races in Europe, three in North America, three in the Mid-East, two in Australia and one in Asia.

Limitations: Difficult events to cover and not well known outside Europe.



## Olympic Games

Every four years with various events in road, track, mountain bike, and BMX.

Limitations: Once every four years, confusing number of classes and events fighting for airtime, hard to follow and not designed for entertainment.



## UCI Track World Cup

Four annual meets each year around the world to qualify Olympic participation in each of the ten Olympic track events.

Limitations: Long drawn out events with inconsistent participation by riders and nations.



## Six Day Racing

Four to seven indoor series in Europe. High entertainment value, can be exciting and spectacular.

Limitations: Difficult format to understand, no domestic U.S. presence to grow audience.



## Revolution Series

Five to six fan friendly track races including a mix of events for men and women meeting each year in Great Britain.

Limitations: Relies heavily on well-known Olympic riders with format adjusted accordingly, no domestic U.S. presence to grow audience.



## Red Hook Series

International series of four to six "fixed gear" Criteriums in the U.S. and abroad that grew out of the urban bike messenger tribe, but now includes more traditional track and road cyclists. Focus is on entertainment and attracts good crowds.

Limitations: Niche appeal with revenue challenges.

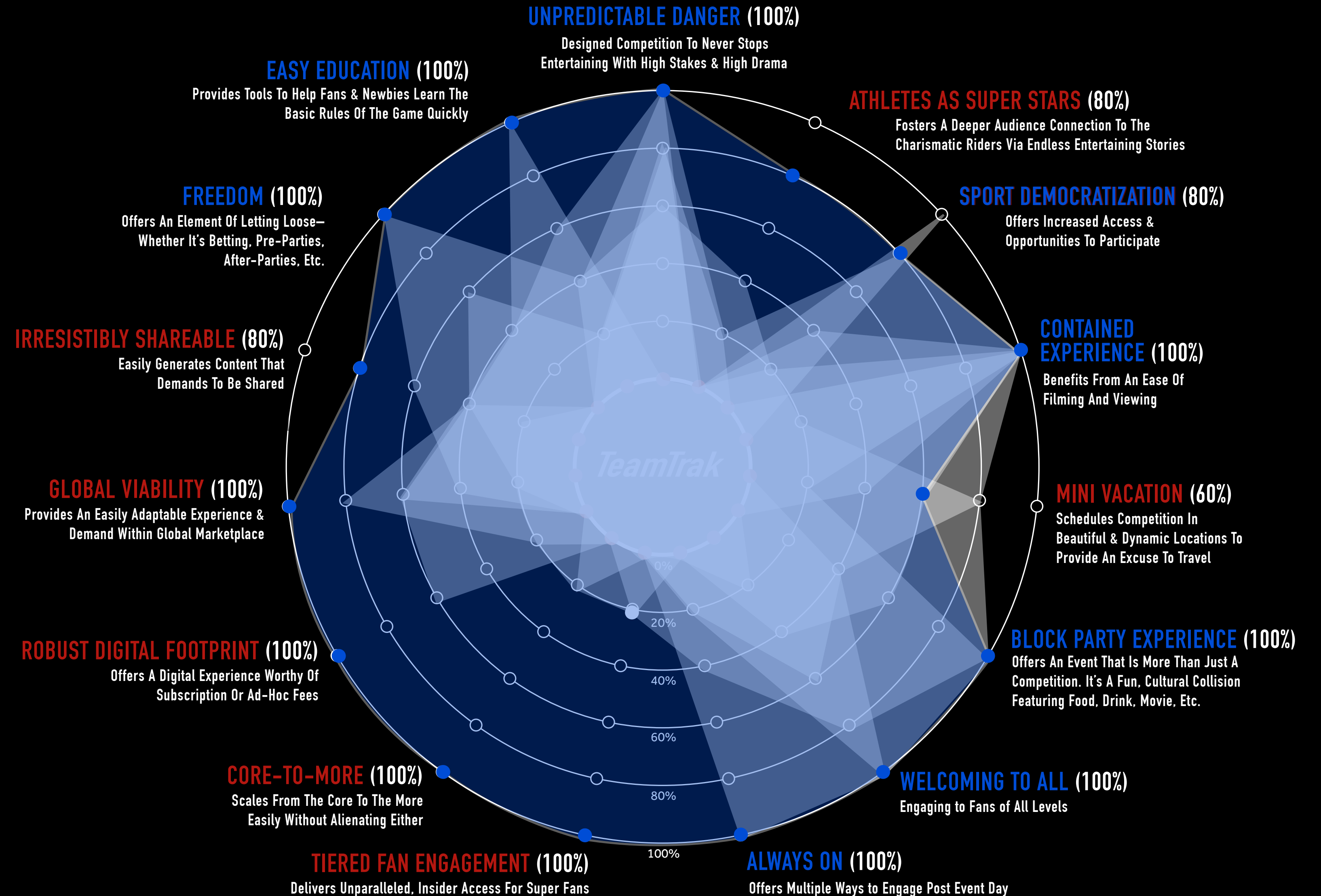


# OUR UNIQUE OFFERING

We then mapped out how TeamTrak stands up against the competition. As you can see, not only do we intend to leverage the learnings from the best of the best, but we also aim to disrupt and take advantage of the pockets of opportunity.

## WHITESPACE OPPORTUNITIES WE PLAN TO TAKE ADVANTAGE OF:

- FREEDOM
- EASY EDUCATION
- UNPREDICTABLE DANGER
- SPORT DEMOCRATIZATION
- CONTAINED EXPERIENCE
- BLOCK PARTY EXPERIENCE
- WELCOMING TO ALL
- ALWAYS ON





# OUR LEADERSHIP TEAM

WE ARE EXPERTS WITHIN THE INDUSTRY AND ARE POISED TO GROW THE BUSINESS



**DAVID CHAUNER**  
CHIEF EXECUTIVE OFFICER

Responsible for overseeing all facets of WCL, from sponsorship sales to financing to event planning and implementation. Dave has over 30 years of experience creating, developing and managing event properties and business units in the sport of cycling. As one of the sport's leading entrepreneurs, he has created and managed over 70 large scale events throughout the U.S., including securing over \$50 million in corporate sponsorships from companies including Citibank, CoreStates Financial Corp, BMC Software, Kmart, T-Mobile, TD Bank, United States Postal Service and others; negotiating media relationships with ABC, Comcast, ESPN, OLN and others; and public/private partnerships with major cities including New York, Philadelphia, Atlanta, Boston, Chicago, Minneapolis and San Francisco. He was instrumental in developing an elite competition and grass roots program that established Pennsylvania's Lehigh County Velodrome as the best outdoor velodrome in the world. For 28 years, he ran the nation's top-ranked professional cycling race on the international cycling calendar in Philadelphia. From 1998 to 2000, Dave was a group director for Octagon, one of the world's largest sports marketing agencies. He is a former Olympic cyclist (1968, 1972) and inductee into the U.S. Bicycling Hall of Fame (1998) and the Lehigh County Velodrome Hall of Fame (2005).



**JOHN NELSON**  
CHIEF OPERATING OFFICER

Responsible for the overall operation of the league, coordinating the various operational aspects and making sure the business runs smoothly. This includes a wide array of responsibilities, from sponsorship sales to finance to event planning logistics. John is a business entrepreneur who has been part of the senior management team in over eight successful start-up ventures, including Montague Corporation (a full-sized folding bicycle), Smartleaf, Placemark Investments, F-Squared Investments, UAM Investment Services, and other ventures. John has extensive knowledge of the cycling industry from his tenure at Montague, but also brings the operational background to grow and manage a business in a high-growth environment. He is a graduate of Brown University and earned an MS, Management from MIT Sloan School of Management.



**RICK MAYER**  
DIRECTOR

Has spent three decades as a business executive, entrepreneur, investor and philanthropist. His diverse business career includes working in finance at Morgan Guarantee Trust; running scrap steel, shipping and oil refining businesses in Barbados, Turks & Caicos, Belize and Costa Rica; and running an international trade and investment development program in Yemen, Guatemala and Panama. Throughout his career he has been an advisor and private equity investor in a variety of businesses including bio fuels, high tech irrigation systems, internet media, entertainment and sports. He is president of the MFUNd Foundation, a family philanthropic trust and a founder and partner in Everybody Plays Foundation, a Connecticut based non-profit focused on developing the Centric Cycling and Sports Center, an indoor velodrome and sports complex being planned for the New Haven area. Rick is graduate of Yale University, a lifelong cyclist and dedicated proponent of sustainable agriculture.



**CHARLES BAKER**  
OUTSIDE COUNSEL

A partner in the law firm of O'Melveny and Myers, Sports, Entertainment and Media. He specializes in mergers and acquisitions, private equity, corporate finance and restructurings, with a core focus in the sports, media and consumer sectors. Chuck has represented buyers and sellers of sports franchises in the National Football League, National Basketball Association, National Hockey League, Major League Baseball, Major League Soccer and many of the European football leagues and is recognized in both Chambers USA and The Legal 500 United States for his work in mergers and acquisitions, and sports law. He is a graduate of Cornell University Law School. An avid cyclist and triathlete, Chuck has served USA Triathlon as an Independent Director, Board of Directors.



# ADVISORS



**BRETT WEINROTH**

PARTNER AND MANAGING DIRECTOR, LINK STRATEGY GROUP

Brett leads the firm’s naming rights, sponsorship and consulting practice out of Washington, DC. His experience includes more than 20 years of generating revenue growth and developing strategic partnership platforms for prestigious sports & entertainment properties, leadership organizations, CEO networks, luxury brands, non-profits and Fortune 500 corporations. His career accomplishments include management roles in securing several high profile team, league, event and venue sponsorships; representing some of Octagon’s most visible talent and properties; building the worldwide senior tennis circuit with Jimmy Connors, John McEnroe and Bjorn Borg; and contributing to the early growth of Revolution portfolio company, Exclusive Resorts. He is an active board member for the Jr. Tennis Champions Center in College Park, MD and strategic advisor to numerous entrepreneurial ventures and start-ups. Brett received his bachelor’s degree from the Mark H. McCormack Department of Sport Management at the University of Massachusetts-Amherst.



**GREG LEMON**

FOUNDER, LEMON COMPOSITES

Greg LeMond’s professional cycling career includes three Tour de France victories, multiple world championships and a track record of innovative ideas for the sport and leading edge products. He was the first racer to win the Tour de France on a carbon fiber bicycle and his branded bicycles and exercise equipment have been recognized for their quality and innovation. LeMond is founder and principal of LeMond Composites in Oak Ridge, Tennessee, the world’s newest carbon fiber manufacturing company that is expected to revolutionize the lightweight composites industry throughout the world. LeMond remains active in cycling as an anti-doping advocate and Tour de France commentator for Eurosport.



**STEPHEN WHISNANT**

FOUNDER AND MANAGING DIRECTOR, WHISNANT STRATEGIES

Stephen has had almost thirty years of experience in nonprofit management, having spent the first twelve years working in higher education. He served in a number of senior roles at Harvard University. In the mid-1990’s he co-founded an international sports charity called World T.E.A.M. Sports and for eleven years he served as its Executive Director, assisting with sports events and activities around the globe. Engaging educational outreach programs and accompanying documentary films enhanced these projects. In 1999 he won an Emmy Award as an executive producer of “Vietnam, Long Time Coming”—a highly acclaimed film about a bicycle ride in Vietnam with an integrated team of war veterans from both the US and Vietnam. Following a period of service for Paul Allen and the Paul G. Allen Family Foundation, Stephen and his family relocated to Washington D.C. where he has served in a number of philanthropic advisory roles, including overseeing an expansive campaign for the US Institute of Peace, and working for Secretary Madeleine Albright at the National Democratic Institute. He also served as a managing director for the US Olympic Committee, just prior to the Summer Games in London. Whisnant Strategies is a philanthropic advisory firm, serving both institutional clients and individuals and families. Stephen serves on several national nonprofit boards.



**ANDREW KLINE**

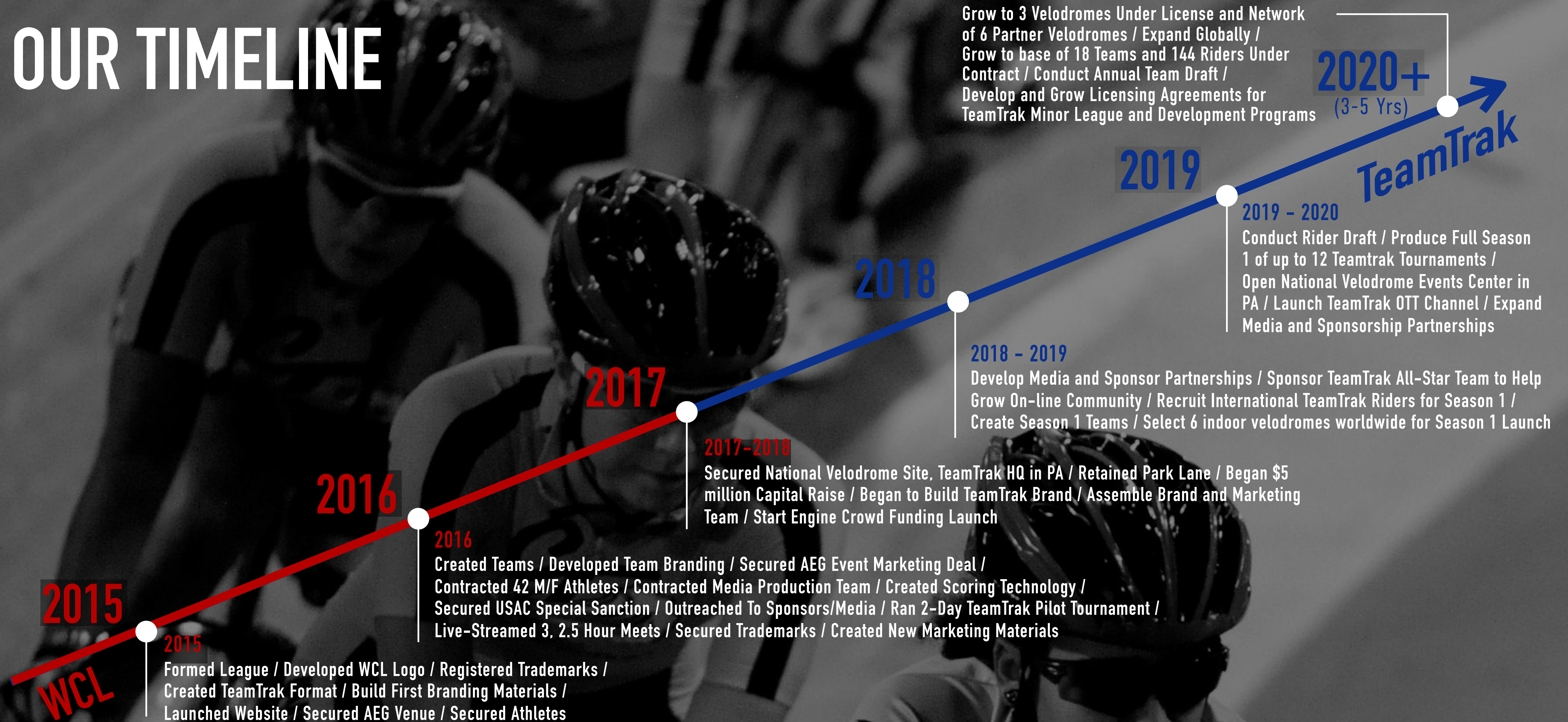
FOUNDER AND MANAGING DIRECTOR, PARK LANE

Andrew brings a broad background of professional sports experience, investment banking expertise, and industry knowledge to Park Lane. He has advised on M&A transactions in all of the major sports and also been fundamental in obtaining financing for many early stage sports-based businesses. Andrew is currently a member of the Stanford Executive Circle, Young Presidents Organization (YPO), the Association of Corporate Growth, the NFLPA, and the NFL Retired Players Association. In 2013, at the age of 36, he was named to The M&A Advisor’s 40 Under 40 list. Andrew was also named to SportsBusiness Journal’s 2016 Power Players List in the Advisory category and Los Angeles Business Journal’s 2017 edition of The Money Book celebrating the most influential people in Los Angeles finance.

Prior to founding Park Lane, Andrew was drafted by the NFL World Champion St. Louis Rams, for whom he played center and quick guard. After retiring from the NFL, he graduated from the Business Management & Entrepreneurship Program at the Stanford Graduate School of Business. Andrew has FINRA Series 7 and 63 registrations. He also serves on the Board of Directors of the Navy SEAL Family Foundation and is active in fundraising efforts for Special Forces and Special Operations Forces.



# OUR TIMELINE







# THANK YOU

**“TRACK CYCLING IS EVERYTHING PEOPLE, ESPECIALLY AMERICANS, LOVE ABOUT SPORT. IT HAS HIGH SPEED, HIGH INTENSITY AND THE CONSTANT THREAT OF A COLOSSAL PILE-UP IN RACES OFTEN DECIDED BY HUNDREDTHS OF A SECOND. WHY WOULD YOU MISS THAT?”**

**– WIRED**

For more information, please contact:

**ANDREW W. KLINE**  
Managing Director  
[awk@prkln.com](mailto:awk@prkln.com)

**SEAN CLEMENS**  
Senior Vice President  
[sclemens@prkln.com](mailto:sclemens@prkln.com)



Securities offered through Rainmaker Securities, LLC (Member FINRA/SIPC)

PARK LANE



# DISCLAIMER

The securities contemplated herein are offered through Rainmaker Securities, LLC, a registered broker-dealer, Member FINRA/SIPC, 2045 11390 W. OLYMPIC BLVD, SUITE 380, LOS ANGELES, CA 90064. These securities are speculative and involve a high degree of risk. The securities have not been approved or disapproved by either the SEC or any state agency, nor has either the SEC or any state securities commission endorsed the accuracy or adequacy of the offering documents. An investment in these securities should not be made by any person or entity that is not in a position to lose the entire amount of such investment or one who needs liquidity of the investment. Only individuals and entities qualifying as “accredited investors” or “qualified institutional buyers” as defined by the SEC are allowed to invest in these securities.

Potential investors in the Company should carefully consider the risk factors to evaluate the Company and its prospects before purchasing the securities. This document contains forward-looking statements that are not historical facts and are based on the Company’s attempt to describe the outcome if it executes well on its business plan. They are not guarantees of future performance and are subject to risks and uncertainties beyond the Company’s control or ability to predict. Potential investors are cautioned not to place undue reliance on these forward-looking statements, which reflect management’s view only, as of the date of this document. The Company will not update the statements made herein; however, it is likely that the Company will modify the intentions, expectations, plans, and beliefs represented by these forward-looking statements. Rainmaker/Park Lane may receive cash success fees of up to 6.0 percent of investment raised, as well as warrant success fees. RMS/Park Lane and/or their principals are equity holders in the Company.

The information herein should be treated in a confidential manner and may not be reproduced or used in whole or in part for any other purpose, nor may it be disclosed without the prior written consent of the Company. This document shall not constitute an offer to sell or the solicitation of any offer to buy interests, which may only be made at the time a qualified offeree receives offering documents describing the investment opportunity and related subscription agreement. The distribution of this document and the offer and sale of the interests in certain jurisdictions may be restricted by law. This document does not constitute an offer to sell or the solicitation of an offer to buy in any state or other jurisdiction to any person to whom it is unlawful to make such offer or solicitation in such state or jurisdiction.





# APPENDIX



# RAISE AMOUNT

\$5 MILLION FOR 18-24 MONTHS OF OPERATIONS

## USE OF PROCEEDS INCLUDE:

FULL LEAGUE LAUNCH

TEAM BUILD-OUT

MEDIA STRATEGY

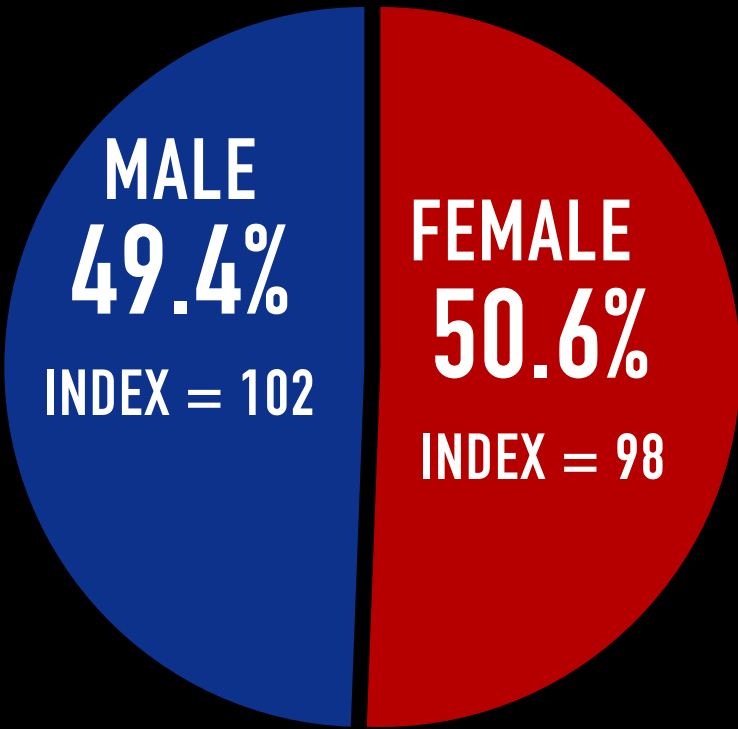
RIDER CONTRACTS

CLOSING COSTS



DEMO	TARGET GROUP %	INDEX	MARKET SIZE ESTIMATE	TOTAL UNIVERSE*	% OF TOTAL UNIVERSE*
A18-24	11.9%	102	3,670,414	30,843,811	12%
A25-34	19.2%	110	8,578,031	44,677,243	19%
A35-44	20%	121	6,879,927	40,470,156	20%
A45-54	18.1%	105	7,701,602	42,786,679	18%
A55-64	17.1%	101	7,463,366	41,463,144	17%
A65+	13.6%	68	9,848,839	49,244,195	14%
	99.9%		44,142,179	249,485,228	

How to read...  
20% of "Those Who Have Biked In The Last 12 Months" are age 35-44 (which is 20% of all A35-44)  
"Those Who Have Biked In The Last 12 Months" are 21% more likely to be Adults 35-44 than the national norm



Target #1: Those Who Have Biked In The Last 12 Months (U.S. Only)

ANNUAL HOUSEHOLD INCOME	TARGET GROUP %	INDEX
Less than \$10,000	5.2%	95
\$10,000 – \$19,999	5.6%	87
\$20,000 – \$29,999	7.2%	86
\$30,000 – \$39,999	8.2%	99
\$40,000 – \$49,999	6.9%	100
\$50,000 – \$59,999	8.2%	127
\$60,000 – \$74,999	8%	121
\$75,000 – \$99,999	7.1%	122
\$100,000 – \$149,999	6.4%	141
\$150,000 – \$249,999	2.8%	163
\$250,000 or more	*1%	*173

REGION	TARGET GROUP %	INDEX
Northeast	18.5%	103
Midwest	21.3%	105
South	34.1%	100
West	24.3%	95

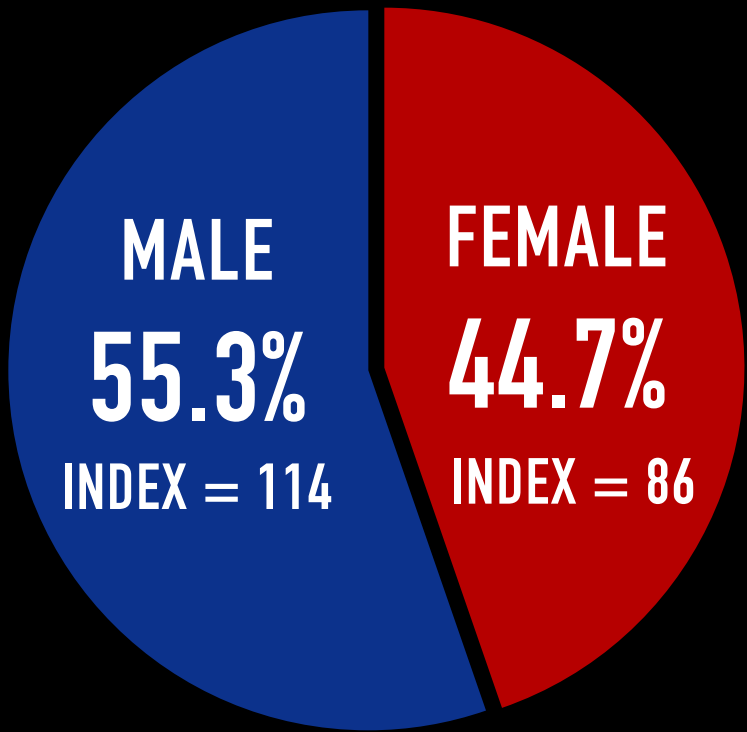
RACE	TARGET GROUP %	INDEX
White	74.8%	102
Black	11.5%	93
Asian	6.5%	108
Other	7.3%	83
Not White or Black	13.7%	93
Latino	13.9%	87

\* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.  
\*\* Indicates cell count below 31. Projections are likely unstable, use with caution.  
\*\*2000 U.S. Census Bureau (Age as of July 1st, 2016)  
2017 Simmons Research Spring 2017 NHCS Adult Study 12-month (Profiles: Cyclists & Livd Events )



DEMO	TARGET GROUP %	INDEX	MARKET SIZE ESTIMATE	TOTAL UNIVERSE*	% OF TOTAL UNIVERSE*
A18-24	9.3%	79	2,868,474	30,843,811	9%
A25-34	15.9%	91	7,103,682	44,677,243	16%
A35-44	16.8%	102	6,798,986	40,470,156	17%
A45-54	17.7%	102	7,573,242	42,786,679	18%
A55-64	18.6%	110	7,712,144	41,463,144	19%
A65+	21.7%	108	10,685,990	49,244,195	22%
	100%		42,742,518	249,485,228	

How to read...  
21.7% of “Those Who Regularly Watch Sports Events On Television” are age 65+ (which is 22% of all A65+)  
“Those Who Regularly Watch Sports Events On Television” are 8% more likely to be Adults 65+ than the national norm



Target #2: Those Who Regularly Watch Sports Events On Television (U.S. Only)

ANNUAL HOUSEHOLD INCOME	TARGET GROUP %	INDEX
Less than \$10,000	4.4%	80
\$10,000 – \$19,999	5.4%	83
\$20,000 – \$29,999	7.3%	88
\$30,000 – \$39,999	8.0%	96
\$40,000 – \$49,999	7.3%	106
\$50,000 – \$59,999	6.8%	106
\$60,000 – \$74,999	7.7%	115
\$75,000 – \$99,999	6.5%	112
\$100,000 – \$149,999	5.6%	123
\$150,000 – \$249,999	2.1%	126
\$250,000 or more	0.7%	118

REGION	TARGET GROUP %	INDEX
Northeast	18%	101
Midwest	22.9%	108
South	37.3%	99
West	21.8%	94

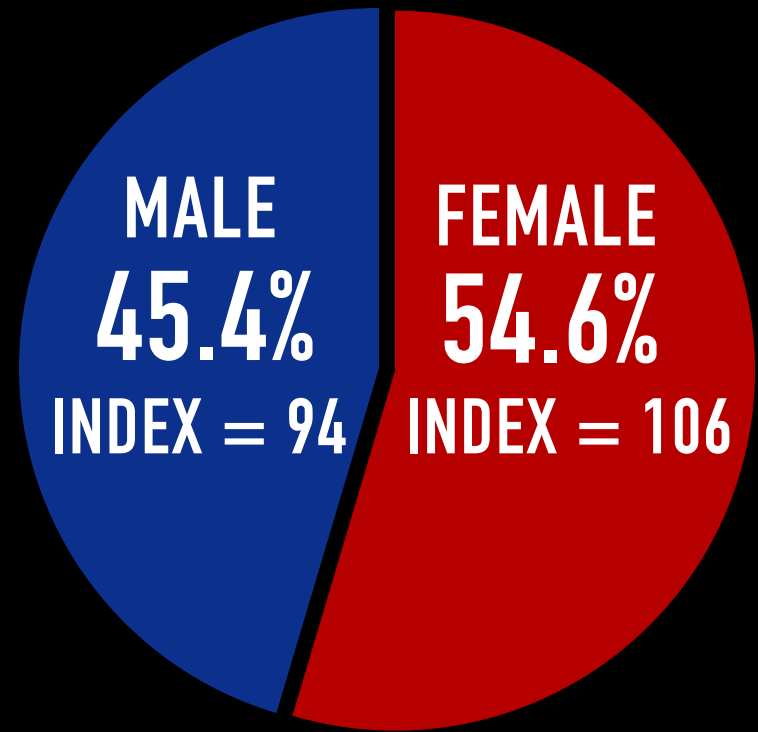
RACE	TARGET GROUP %	INDEX
White	74.8%	102
Black	11.5%	93
Asian	6.5%	108
Other	7.3%	83
Not White or Black	13.7%	93
Latino	13.9%	87

\* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.  
\*\* Indicates cell count below 31. Projections are likely unstable, use with caution.  
\*\*2000 U.S. Census Bureau (Age as of July 1st, 2016)  
2017 Simmons Research Spring 2017 NHCS Adult Study 12-month (Profiles: Cyclists & Livd Events)



DEMO	TARGET GROUP %	INDEX	MARKET SIZE ESTIMATE	TOTAL UNIVERSE*	% OF TOTAL UNIVERSE*
A18-24	13%	111	4,009,695	30,843,811	13%
A25-34	19.3%	110	8,622,708	44,677,243	19%
A35-44	18.1%	110	7,325,098	40,470,156	18%
A45-54	17.2%	100	7,359,309	42,786,679	17%
A55-64	16.3%	96	6,758,492	41,463,144	16%
A65+	16.2%	81	7,977,560	49,244,195	16%
	100.1%		42,052,862	249,485,228	

How to read...  
19.3% of “Those Who Have Attended A Live Theater/Concert/Dance Show In The Last 12 Months” are age 25-34 (which is 19% of all A25-35)  
“Those Who Have Attended A Live Theater/Concert/Dance Show In The Last 12 Months” are 10% more likely to be Adults 25-35 than the national norm



Target #3: Those Who Have Attended A Live Theatre/Concert/Dance Show In The Last 12 Months (U.S. Only)

ANNUAL HOUSEHOLD INCOME	TARGET GROUP %	INDEX
Less than \$10,000	5.8%	106
\$10,000 – \$19,999	6.2%	95
\$20,000 – \$29,999	8.3%	100
\$30,000 – \$39,999	8.1%	97
\$40,000 – \$49,999	8.2%	119
\$50,000 – \$59,999	7.7%	119
\$60,000 – \$74,999	8.2%	124
\$75,000 – \$99,999	7.5%	130
\$100,000 – \$149,999	5.9%	130
\$150,000 – \$249,999	2.4%	142
\$250,000 or more	0.7%	111

REGION	TARGET GROUP %	INDEX
Northeast	20.7%	115
Midwest	21.5%	102
South	33.6%	89
West	24.2%	105

RACE	TARGET GROUP %	INDEX
White	75%	103
Black	12.1%	98
Asian	5.9%	98
Other	7%	81
Not White or Black	12.9%	88
Latino	14.4%	90

\* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.  
\*\* Indicates cell count below 31. Projections are likely unstable, use with caution.  
\*\*2000 U.S. Census Bureau (Age as of July 1st, 2016)  
2017 Simmons Research Spring 2017 NHCS Adult Study 12-month (Profiles: Cyclists & Livd Events )

