

A S T E R . F O R B R A N D P A R T N E R S

# WHERE THE RIDERS ARE WATCHED.

Live tracking + an editorial home for endurance cycling.

Year 1: display placements and GPS-facilitated challenges.

T H E L I V E E X P E R I E N C E F O R C Y C L I N G .

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# YOU SPONSOR RIDERS.

**We are the platform people use to follow them.**

The proposal: editorial alignment with the riders, the events, and the audience already watching live races. Year 1 keeps it deliberately simple — display placements and GPS-facilitated challenges. Editorial co-production grows from Year 2.

## **LIVE RIDES ARE OUR UNIQUE SOURCE OF CONTENT.**

No competitor surfaces what's happening on a race RIGHT NOW with this depth. Your brand sits next to the moments fans care about most — the gap closing, the breakaway, the bivvy.



# WHY WE WON'T TAKE YOUR MONEY FOR BANNER ADS.

- Banner ads erode the watcher experience. The race is the audience's drama; we will not interrupt it.
- Programmatic placement reads as "we couldn't earn the audience." Your brand and ours both lose.
- Once watchers learn to ignore ads, the inventory is dead anyway.
- The brands you sit next to in editorial — Maap, Rapha, Apidura — don't buy banner ads. They buy alignment.



# YEAR 1: KEPT SIMPLE.

Two placement types we can deliver well from day one. Pricing built per-deal – talk to us.

0 1

## Display placements on the tracker

Sponsor-branded strips on the live tracker page during a specific event you co-present. Designed by us, approved by you. Not banner ads – editorial-grade placements.

0 2

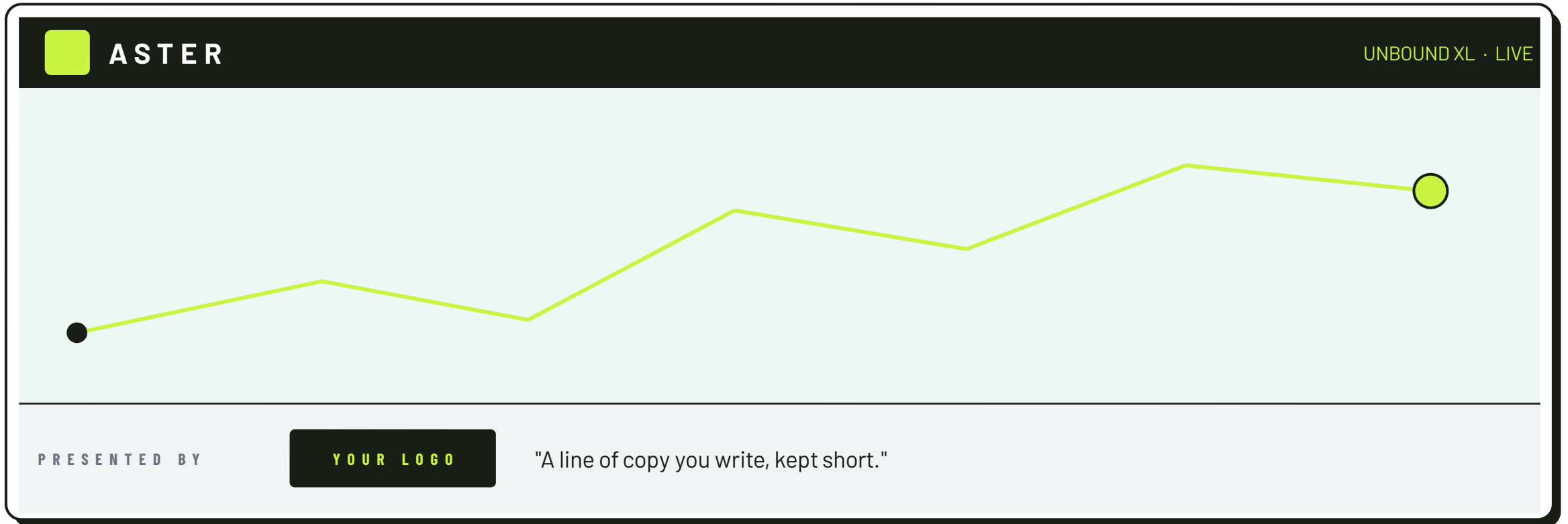
## GPS challenges (Strava-style)

Time-limited challenges – climb a route, ride X kilometres in a window, complete a segment – backed by your brand. We provide the GPS, the leaderboard, the editorial wrap. You provide the prize and the brief.

Editorial co-production grows from Year 2 once we have published events to co-produce around.



# A DISPLAY PLACEMENT ON THE TRACKER PAGE.



Designed by us, approved by you. One line of copy, your wordmark, hairline above. No banners, no interstitials, no pop-ups.



# A CHALLENGE, SPONSORED BY YOU.

Strava-style mechanic, hosted on Aster, branded by you, played by riders during a defined window.

## Climb

Ride a named climb fastest within a four-week window. Leaderboard live on the brand's landing page.

## Distance

Complete 500 km in a defined month. Every finisher gets the brand's discount code; top 10 get product.

## Segment

Crack a specific segment time. The brand owns the segment for the season.

Aster brings the GPS, the leaderboard, the rider community. You bring the brief, the prize, the brand frame.



# WHO'S WATCHING.

We are early — these are the audience properties we are building toward, not figures we report.

## Endurance

### CYCLING AUDIENCE

Gravel-first, expanding into road, triathlon, MTB, ultra running.

## Active

### DURING RACE WEEKS

Family, friends, fans — checking the live page multiple times per day.

## Premium






### BUYING HABITS

Already buys Maap, Rapha, Apidura, Pas Normal. Pays for taste.

We will report real watcher numbers from Year 1 events as soon as we have them. Until then, this deck is honest about being early.



# WHEN WE TAKE YOUR MONEY, THIS IS WHAT WE DELIVER.

-  **Pre-event activation** In the agreed channels, on the agreed dates
-  **Race-week real-time delivery** Live placement, live leaderboard, live coverage on the day
-  **Initial post-event report (within 14 days)** Watcher numbers, finisher numbers, social pickup – what we measured, framed honestly. Year-1 reporting is maturing alongside Year-1 events.
-  **Quarterly check-in calls** During the season
-  **Honest renewal conversation at year-end** Including walking away if it didn't work for you

N E X T   S T E P S

# WANT TO TALK?

30-minute call. We'll show you what we're building, and what an Aster x [your brand] partnership could look like for 2027.