

**Highway 1 Tourism Alliance (H1TA)**  
**Local Area Fund Application - TOURISM EVENTS**

**Event Information** (Emphasis will be placed on events that occur in the off-season, Oct-June)

Event Title: \_\_\_\_\_

Event Dates: \_\_\_\_\_

Amount of Funding Requested: \_\_\_\_\_ Overall Budget: \_\_\_\_\_

**Organization Information**

Local Fund Area: \_\_\_\_\_

Submitted by: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Organization Receiving Funds: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Event Description, including website: \_\_\_\_\_

**Event Details**

	<u>Last Year</u>	<u>Current Year (Projected)</u>
Total Revenue		
Total Expenditures		
# of Attendees		
% Out of Area Attendees		
# of Room Nights*		
Describe how event will support overnight stays:		

\*please consider a vacation rental as 1 room/unit

*Room night calculation: Grant funding \$\_\_\_\_\_/\$200 (average ADR) = \_\_\_\_\_ (number of room nights that must be secured in order for event sponsorship to break even)*

As part of your application submission, please include financials (revenue and expenditures). Funds requested should not be used for overhead or maintenance.

Keep in mind that a percentage of the requested event sponsorship funds need to be attributed to out-of-area marketing. A detailed marketing plan should be part of your application submission.

Note if your organization has received funding in previous years, include the follow-up report as part of your application submission. If funded, a Follow-up Report will need to be submitted 60 days following the conclusion of your event.

Please acknowledge that the following will be provided by initialing each:

\_\_\_\_\_ **Visibility of lodging messaging:** Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the local fund tourism site

\_\_\_\_\_ **Inclusion in promotions:** Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable).

\_\_\_\_\_ **Database acquisition:** A mechanism must be implemented to gather email addresses from attendees, with the agreement that these emails will be shared for inclusion in the local fund email database.

\_\_\_\_\_ **Tickets for promotional purposes:** Ticketed events are requested to provide 4 tickets to be used by the tourism board for promotional purposes.

\_\_\_\_\_ **Program ad:** If the event includes a program, ad space is required.

If you did not initial the sponsorship criteria above, please provide an explanation of why this criterion is unable to be met:

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Before signing the statement below, please confirm that each of the following is included within your submission:

\_\_\_\_\_ Completed & signed Application

\_\_\_\_\_ Completed & signed W-9

\_\_\_\_\_ Financials, including income and expenditures

\_\_\_\_\_ Marketing Plan

\_\_\_\_\_ Prior Year Follow-Up Report (if local monies have been provided in the past)  
Submitting 120 days prior to event date, and 14 business days prior to LFA board meeting

**APPLICANT'S STATEMENT** I have reviewed the foregoing application submitted by \_\_\_\_\_ proposing a contractual project to the Highway 1 Tourism Alliance (H1TA). I understand that by signing the contract with the H1TA, that the organization will be responsible for any damage claims or other liabilities arising out of the performance of the contract. Additionally, the applicant understands that he/she is entering into a contract with the H1TA for a specific program/project and/or event and the H1TA is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at, \_\_\_\_\_, California, on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

By (Signature): Shannon Marang Cox  
Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Greg Pacheco, CTB Chair: \_\_\_\_\_ Date: 3/10/2026

### **Follow-up Report**

**A final report must be received within 60 days of the conclusion of the event, and will be required if future funding is sought.**

The report must include the following:

1. **Overview:** A brief synopsis of the event or project. Please include a statement describing activities/services/programs and how it met the goal to increase overnight stays.
2. **Visitor Data:** Include the number of participants overall, and the percentage of out-of-area attendees. Please provide email addresses (Excel format) that will be imported into the existing tourism database.
3. **Brand Support:** Provide proof of the tourism logo usage in promotional materials, and how the “stay” message was integrated into the overall campaign.
4. **Marketing:** Please summarize the results of the marketing efforts by illustrating engagement, click-throughs and web page views.
5. **Financial Report:** A financial statement that details how the funds were expended.



**2026 Arthritis Foundation Agency Budget**

(\$000)

**Operating Income**

Direct Response Marketing Contributions	8,708
Corporate contributions	9,381
Personal contributions	4,470
Foundations	2,600
Other direct contributions	201
<b>Total contributions</b>	<b>\$ 25,360</b>
Special events - gross income	17,216
Less direct donor benefit costs	3,741
<b>Special events - adjusted gross</b>	<b>\$ 13,475</b>
<b>Total direct public support w/o bequests</b>	<b>\$ 38,835</b>
<b>Total indirect public support</b>	<b>\$ 425</b>
Government grants	211
Investment and royalty Income	6,750
Sales and services fees	1,764
<b>Total Operating income w/o bequests</b>	<b>\$ 47,985</b>
Bequests/planned giving revenue	19,750
<b>Total Revenue</b>	<b>\$ 67,735</b>
<b>Operating Expense</b>	
Salaries, Payroll taxes & Benefits	30,577
Professional fees	8,214
Supplies	317
Printing, publications, and artwork	468
Direct Response Marketing expenses	7,435
Postage, shipping, and delivery	200
Telephone	299
Occupancy	619
Staff & Volunteer Travel	1,213
Meeting and Conferences	2,055
Equipment lease and maintenance	416
Advertising	903
Depreciation and amortization	1,079
All other expenses	3,381
<b>Total operating expenses</b>	<b>\$ 57,175</b>
Research awards and grants	12,870
<b>Total Income Over/(Under) Expenses</b>	<b>\$ (2,310)</b>

# 2026 California Coast Classic

Marketing & Communications Plan  
October 2025



# Overview/Key Insight

After a successful 25<sup>th</sup> celebration, the 525-mile California Coast Classic Bike Tour has launched registration for 2026. The ride fully supported ride invites all experience levels, and various bicycle formats to ride the Pacific Coast Highway from San Francisco, to Los Angeles, with 7 stops along the way over 8 days. The event aims to register and ride **225 attendees**, including veteran riders, new riders, Ride Your Way (virtual), and volunteers.

Boasting a **70%+ retention rate**, promotion for this event prioritizes registering past participants and growing a pipeline of potential new riders, through up-selling ride your way participants or volunteers, providing educational material and information to new members of the community and engaging potential audiences through endemic channels.

As we continue to build momentum in the awareness of the event to new audiences, the Arthritis Foundation Cycling Experience umbrella allows us to package both coast's events to our target audiences.



# Reasons to Believe (or do the action we're asking audience to do)

***Participants of the California Coast Classic tout the tour as just tough enough, meaningful, and one that they want to keep coming back for.***

## **Testimonial**

"This is an experience that provides not only a significant impact on the arthritis community but also creates lifelong bonds with riders and volunteers alike."

## **Testimonial**

"I finished this event on such a high, I have never been so overcome by positive emotions. While the rides were challenging, they were not so difficult that it was not "fun". All the riders and volunteers were available to help on and off the course. If you are looking for a positive life changing experience look no further."

## **Testimonial**

"This was my 5th CCC. When I first read about it in Bicycling Magazine as the 'Ride of a Lifetime', I would have to agree, although now I'm beginning to feel like a cat with multiple lives!"



# Marketing Objectives

## Secondary Objectives

Messaging on how this experience is fully supported.

Awareness and re-engagement of new and past riders.

Messaging around Ride Your Way participation.



### Awareness

Generate awareness and display how this event could be an experience of a lifetime.

## Secondary Objective

Recapture a +70% retention rate among returning riders.

Due to the high intensity of the experience, riders will need adequate time for training prior to the event. Securing early engagement will ensure less riders drop out closer to the event.



### Engagement & Early Commitment

Engage people in ways that nudge them to register early.

## Primary Objective

**226 registered riders**, including veteran riders, new riders, Ride Your Way (virtual), and volunteers



### Retention Rates

Leverage marketing strategy and supporting tactics to improve retention rates.



# Target Audiences

1. Past participants
2. New to AF (can be patient, caregiver, friend, sponsor/partner, or even through specific programs like Arthritis@Work).
3. Cycling affinity



# Marketing Strategy/Message

Messaging focuses on the experience first, the community, and the legacy of the California Coast Classic over 25+ years.

Supporting messaging should be included about the impact, general arthritis awareness generated by the tour on patient impact, and programming such as patient education, advocacy and scientific initiatives in longer format pieces (i.e. articles, press releases, web).

**Value Proposition:** Ride Without Limits

**CTA Direction:** CTA Direction: Overall, CTAs should be around registering, the challenge, and the impact individuals can have. The exact words used will vary by channel and sub-audience.



# Key Print/ Social Assets

Join us in helping the nearly 60 million adults and hundreds of thousands of children in the U.S. who have arthritis. Ride with us —fully supported along unparalleled routes in California or the Carolinas—to fuel the Arthritis Foundation's advocacy, scientific research and life-changing programs. Join us and discover why you'll call it the ride of a lifetime!

**All cycling experiences include:**

- Fully supported rides
- E-bike-friendly
- Catered meals and nightly social gatherings
- Comradery and community
- Training and fundraising support

*Scan to Explore More*

**Choose Your Ride:**

**CALIFORNIA COAST CLASSIC**  
 California Coast Classic Bike Tour —  
 • Sept. 6-13, 2025 | San Francisco  
 • Mileage: 325  
 • Climbing: 26,500 elevation gain  
 • Registration is limited

**CAROLINA HILLS CLASSIC**  
 Carolina Hills Classic Bike Tour — In  
 • June 12-15, 2025 | Blue Ridge Foot  
 • Mileage: 247  
 • Climbing: 17,119 elevation gain  
 • Registration is limited



We're riding for a world where people with arthritis live a life without limits! Ride with us, fully supported along incomparable routes on the California Coast and the Blue Ridge Foothills in the Carolinas to fuel the Arthritis Foundation's advocacy, scientific research and life-changing programs.

**RIDE WITHOUT LIMITS IN 2026!**



# Marketing Deliverables

## Video Content

- Promo Video
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## Print Materials (Customizable Templates)

- Flyer (8.5x11)
- Endurance Postcard

## Graphics

## Web

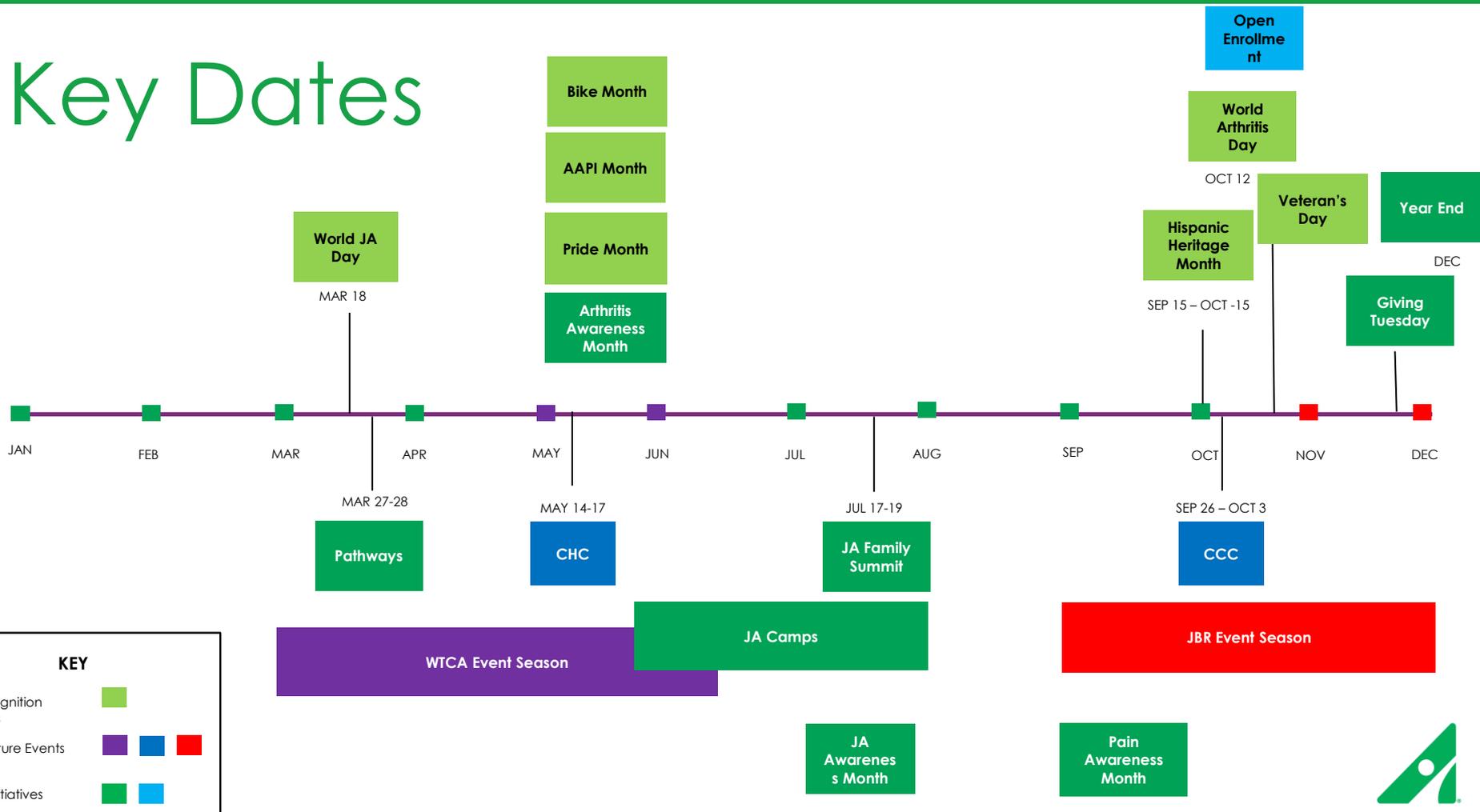
- Landing Page Updates (no major wireframe changes)
- Social Press Kit – Staff & Volunteer Campaign
- Social Press Kit – Participant Toolkit
- Homepage Slider, Generic & Custom
- Feature Content Module(s)
- 2027 Save the Date Landing Page Update

## Other

- QR Codes (For 2026 & 2027)
- Photography
- 2026 Press Release and Distribution
- Segmented audience recommendations and development
- Honoree Articles (~4)
- Radio PSA Script & PSA Director's Letter
- PR/Media Toolkit
- WTCA Sponsorship Deck for Prospects (Needed on-site)



# Key Dates



# Arthritis.org

Continue building momentum and awareness around the California Coast Classic event, promoting the rider experience, community and registration among new and returning riders.

Examples	DEC	JAN '26	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
Home Page Slider		***General CCC/CHC Combo Register 1/7-1/18	***General CCC//CHC Combo Register 2/16-2/23		***General CCC//CHC Combo Register 4/14-4/30				**Personalized/ Register 8/1-8/15 (Calif)		
News & Stories		AF Cycling Experience Celebrates Milestones 1/20 – 1/30				Jenn McGinnis Story 5/15 – 5/30	Nancy Travis Story 6/1-6/15		Carlos Camara Story 8/1-8/15		
AFCE Landing Page		Update CCC content and register info / and add cycling SPEC newsletter request 1/20			Add Gary Ho or Anna Droge Video Story (ICM) 4/15						

**Top 5 (Performing) Related Pages:** These pages will be identified within 2 weeks of the AFCE landing page update. All related pages will be updated at the same time and will have a featured content module (FCM) added to the page to bring awareness to the California Coast Classic.

State/Local Pages					3 Across Module 3/1-5/31						
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# Social Media: Platform(s)

Instagram Collabs with AFCE will focus on:

- Rider stories
- Sponsors (if promised national post)
- Community partners such as tourism, cities

Leverage social channels to spotlight our mission in action and demonstrate how participation directly supports the arthritis community.

(Examples)	NOV	DEC	JAN '26	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT
Facebook		Join us in 2026	Training Tips Register	Register	Register	Rest Stop Volunteers Inspirational Statement		Meet the Riders Series Inspirational Statement	Meet the Riders Series Inspirational Statement	Meet the Riders Series Planning Committee TY Carousel Inspirational Statement	Meet the Riders Series Starting Line (26) Postcards from the Coast	Postcards from the Coast Finish Line (3)
FB State	SPK in Local Plan	Join us in 2026 SPK in Local Plan	SPK in Local Plan	SPK in Local Plan	SPK in Local Plan	SPK in Local Plan	SPK in Local Plan	SPK in Local Plan	SPK in Local Plan	SPK in Local Plan	Local Plan: Reminder to highlight riders from their local markets	
Instagram		Collab with AFCE CHC vs. CCC (Erin video)	Training Tips for First Year Rider with Arthritis	Collab with AFCE	Collab with AFCE	Collab with AFCE		Meet the Riders Series Collab with AFCE Inspirational Statement	Meet the Riders Series Collab with AFCE Inspirational Statement	Meet the Riders Series Collab with AFCE Inspirational Statement	Let's Do the Wave Meet the Riders Series Starting Line (26) Postcards from the Coast	Postcards from the Coast Finish Line (3) UGC in Stories



# Social Media: Platform(s)

Leverage social channels to spotlight our mission in action and demonstrate how participation directly supports the arthritis community.

(Examples)	NOV	DEC	JAN '26	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT
X		Register	Register	Register	Register	Register	Register	Register			Starting Line (26)	Finish Line (3)
LinkedIn		Join us in 2026	Meet the AFCE Team: Shannon Laurel	Meet the AFCE Team: Erin Debbie		Rest Stop Volunteers				Planning Committee	Starting Line (26)	Finish Line (3)
TikTok		CHC vs. CCC (Erin video)	Training Tips for First Year Rider with Arthritis	Rest Stop Themes				Meet the Riders Series Inspirational Statement	Meet the Riders Series Inspirational Statement	Meet the Riders Series Inspirational Statement	Let's Do the Wave for CCC Meet the Riders Series Recaps throughout Ride	



# Email Marketing

Build excitement around the CCC and cycling as a participation sport to drive registration among past participants and new riders.

(Examples)	JAN	APR	MAY	JUNE
What's Happening Enewsletter	Announcement & Register CCC & CHC & virtual 1/6 (landing page with SPEC newsletter registration)			
Arthritis Today Enewsletter		Cycling or endurance- related article (add CCC, CHC, & virtual to landing page) 4/20		
Triggered Email	Engager email with training guide 1/8	Engager email with training guide 4/22		
Other				<b>Volunteer Voice:</b> AFCE Call for Volunteers (Video)



# Community Engagement

Use coordinated internal updates and storytelling across owned channels while amplifying the event's excitement through real-time engagement from potential celebrity riders and cycling influencers.

(Examples)	NOV	DEC	JAN '26	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
AF Insider Enewsletter	Crew applications  Orthopedic Paceline	Registration	Paceline  Registration	Registration		Mission Moment	National Bike Month	Mission Moment				Event Recap
Influencer Engagement	Influencer conversation		Finalize influencers  Schedules/contracts finalized	Influencer content per contract/schedules								
Celebrity Engagement	Celebrity Conversation		Send appeals for participation to selected celebrities	Check in with appeals			Send out appeals for startline/finishline participation					
Other			Talking Points for Celebrities/Influencers							Invitations for governor/mayors startline/finishline		



# Earned Media

Highlight the California Coast Classic as the premier charity cycling tour uniting adventure with impact—raising awareness and funds for arthritis research and patient resources.

(Examples)	NOV	DEC	JAN '26	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
Press Release			Draft nat'l PR	Post to .org			Sponsor round-up PR (tbd)					
National Media Relations	Collect rider story leads, spokespeople	Develop media pitch angles (RYW, cycling with arthritis, etc)			Nat'l media pitching		Nat'l Bike Month		Arrange, confirm media asset delivery during tour*	Draft tour market media alert(s)	Distribute media alerts	Provide media relations impact report
Talking Points			Draft/update talking points	Distribute to spokespeople								
Template Rider Release					Draft template release	Distribute template to markets						



# Measuring Success

Primary Objective: Recruit & Retain

## KPIs

Total Registrations > DonorDrive

Registrations Attribution Source > Google Analytics

## Benchmark

289 total registered in 2025

305 total registered in 2024

318 total registered in 2023

## Applicable Media Channels

All owned and earned media channels

**Reporting Cadence** | Kickoff Date: November 2025

Quarterly check-ins with final report after event

## Goals

Checkpoint 1: 39% of total registrations (Nov-Jan) **\*\*PEAK**

Checkpoint 2: 49% of total registrations (Feb-Apr)

Checkpoint 3: 60% of total registrations (Feb-Apr)

Checkpoint 4: <100% of total registrations (Full Campaign)

**\*\*Registrations surged again in early September**

[California Coast Classic Campaign Report 2025](#)



# Measuring Success

Secondary Objective: Interest & Engagement

KPIs	Benchmarks > 2025 Results
National Email CTR > SFMC	CCC-dedicated Email      38% Open Rate
National Email Opt-out > SFMC	.91% Unsubscribe Rate
Registrations from Email > SFMC/DonorDrive	Site Traffic from Email      376 Sessions
Traffic Volume from Email > Google Analytics	152 Total Users
<b>Email Types for Link Inclusion</b>	5 Registrations
Triggered Email (April & May)	
What's Happening (Feb)	
Arthritis Today (May)	
Volunteer Voices (June)	



# Measuring Success

Secondary Objective: Interest & Engagement

KPIs	Benchmarks > 2025 Results	
Organic social Impressions > Sprout Social	X/Twiiter / 3 posts	1094 impressions
Organic social Engagement Rate > SFMC		2.7% engagement rate
Registrations from Organic Social > Google Analytics	National Facebook	32750 impressions
Traffic Volume from Organic Social > Google Analytics	/ 8 posts	3.8% engagement rate
<b>Applicable Channels to track in 2026</b>	TikTok / 1 post	731 impressions
National & State Facebook		.5% engagement rate
X/Twitter	Instagram / 12 posts	38022 impressions
Instagram		2.8% engagement rate
TikTok	LinkedIn / 10 posts	10296 impressions
LinkedIn		8.5% engagement rate





# 2026 California Coast Classic Bike Tour SPEC PR AGENCY PLAN

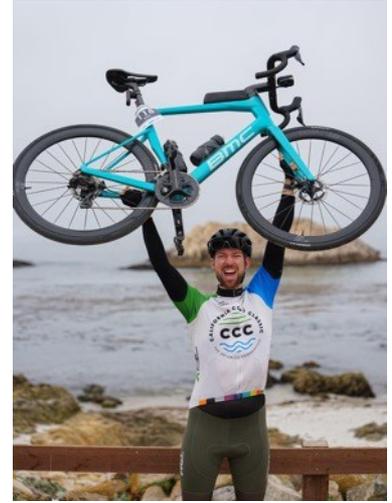


Created by SPEC PR  
January 2026

# Strategic Activations - 2026

## Marketing and PR Plans for California Coast Classic

- Paid Advertising Campaigns
- Email Marketing Campaigns
- Social Media Campaigns
- PR & Media Relations
- Promotional Videos
- Press Releases
- Travel Planner – special activation for Cycle Central Coast/Visit Cambria



# CCC26 Paid Advertising Campaigns Summary

## *Primary Campaigns*

Meta - Conversion

Meta - Lead Generation

*Ancillary Campaigns* IHeartRadio, Gran Fondo Guide,

LinkedIn

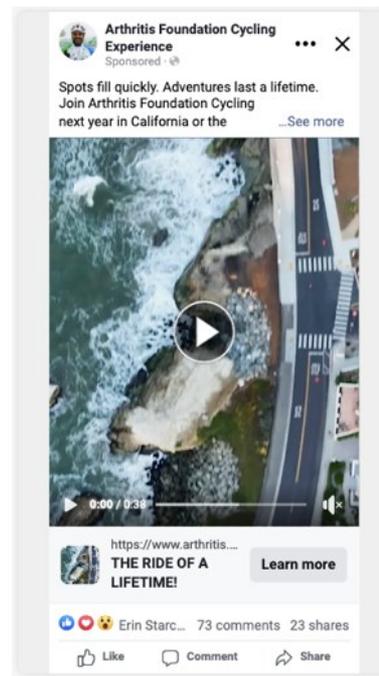
Cycle California!

# Lead Gen Campaign Sept 2025 – Jan 2026 (ongoing)

Lead Gen Campaign Impressions \*

# 161.5k

- Reach: 60.4k
- Link Clicks: 4,553
- Video views: 126.3k
- Emails Captured: 316
- Cost Per Lead: \$7.91



# CCC 26 Paid Advertising Overview

Produce a series of **bike-endemic advertising** campaigns to create **awareness** and drive **registration** for the **California Coast Classic**.

Continue our additional series of ads to drive **registration** for **CCC26** and **lead generation** for **AFCE**.

Advertising channels:

- **Meta** (included in this report)
- LinkedIn \*
- IHeartRadio
- Gran Fondo Guide \*
- Cycle California! \*



# CCC Email Marketing

AFCE Monthly Newsletter Communications  
& On-Tour Newsletter Performance

Lapsed Rider Appeals  
Lead Generation Campaign

# AFCE and CCC Newsletter Marketing

**Summary:** CCC communications, and newsletter **average open rate** is an exceptional **58%**.

**12 monthly AFCE newsletters\***, **3 Gearing Up To Ride** pre-tour newsletters, **9 CCC on-tour** newsletters, and **Lapsed Rider** communications.

## CCC Newsletter Stats:

**Avg Audience Size:** 1,716

**Avg Open Rate:** 58%



# AFCE and CCC Newsletter Marketing, continued

## Campaign Details and Insights:

- AFCE Newsletters continue to produce **exceptional open rates**. As of 10/2025, the standard open rate for medical nonprofits is 36%; the **AFCE open rate has a multi-year average open rate of 58%**.
- **Click rates of 6%** are **above average** and the **unsubscribe rate of 0.096%** is **also remarkably low**.
- The engaged newsletter audience is comprised primarily of **Returning CCC Riders located in the state of California**.
- Riders, Mission Ambassadors, and volunteers consistently **utilize newsletter content in their social media** and donor communications.
- The majority of our emails, **91.3%** on average, are **opened on desktop** versus mobile devices.

# CCC Lapsed Rider Appeals

**Summary:** Planned 3 unique communications to Lapsed CCC Riders, defined as past participants not yet registered for 2026.

## Lapsed Rider Email Stats:

<b>Total Sent:</b>	3,636
<b>Total Opened:</b>	1,856
<b>Open Rate:</b>	51%
<b>Avg Audience Size:</b>	1,212



# AFCE Lead Generation Emails

**Summary:** distribute a welcome message to new subscribers from the Meta lead generation campaign and follow up with an invite for an info session to learn more. This outreach is ongoing, but preliminary engagement numbers are strong:

## Lead Gen Email Stats:

Total Sent:	303
Total Opened:	184
Open Rate:	61%
Unsubscribed:	6



# CCC Owned Social Media

Channel Management Overview

LinkedIn Page

Collaboration Posts

CCC On-Tour Content

CCC Boosted Posts

# AFCE & CCC Owned Social Media Overview

**Summary:** Arthritis Foundation Cycling on Facebook and Instagram goal of posting **2.5 times per week on average, and multiple times per day while on tour.**

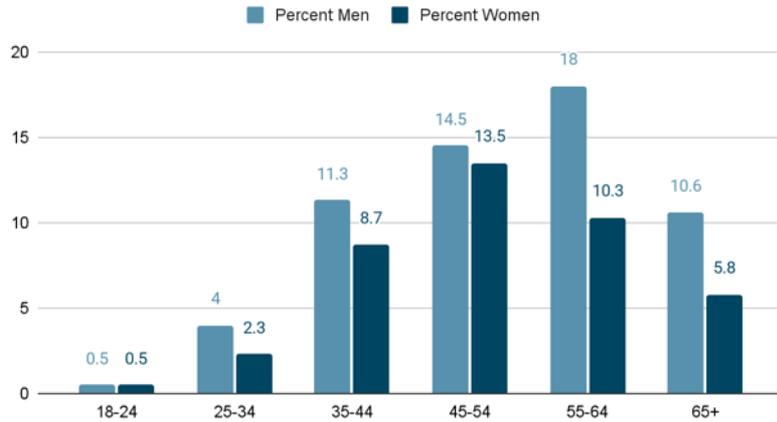
We also **monitor, engage, and collaborate on posts** with the Arthritis Foundation, AFCE Riders, Partners, Mission and Celebrity Ambassadors. Additionally, SPEC produces “AF Staff” content for the **Arthritis Foundation Cycling Facebook Group** 2.5 times per week on average.



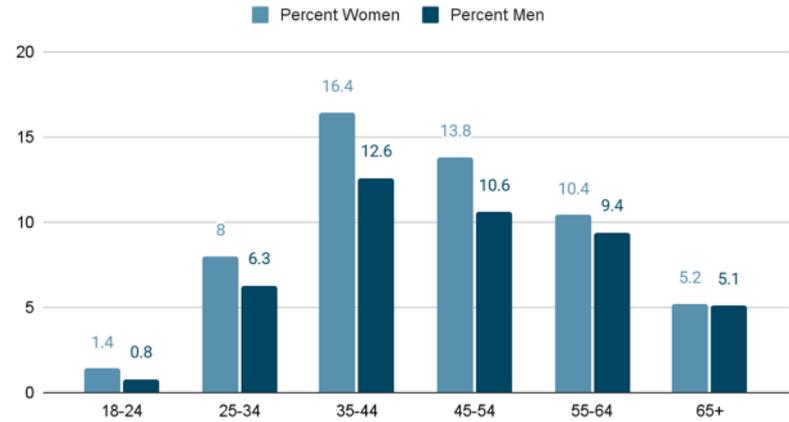
# AFCE Owned Social Media Overview, cont.

The AFCE **Facebook Page** audience is **59% male**, and 41% female, whereas The AFCE **Instagram** audience is **55% female** and 45% male. Following expected trends, the AFCE Facebook audience trends older.

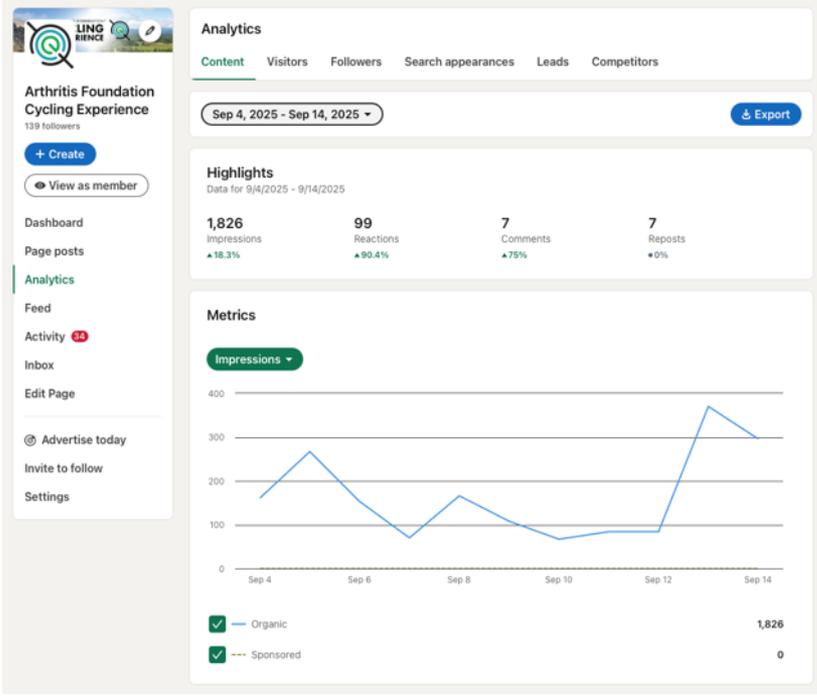
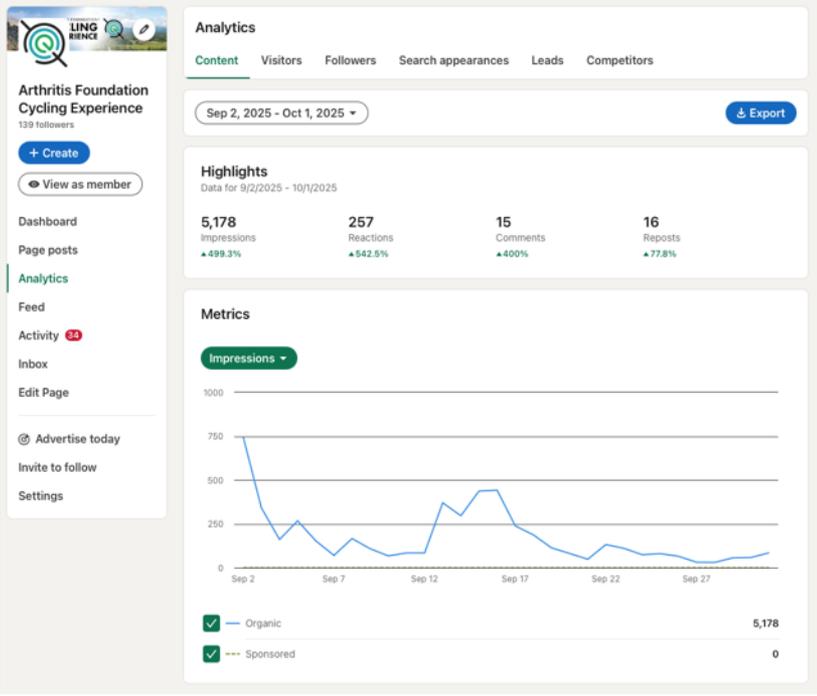
AFCE Facebook Page Audience



AFCE Instagram Audience



# AFCE LinkedIn Page Stats, September 2025



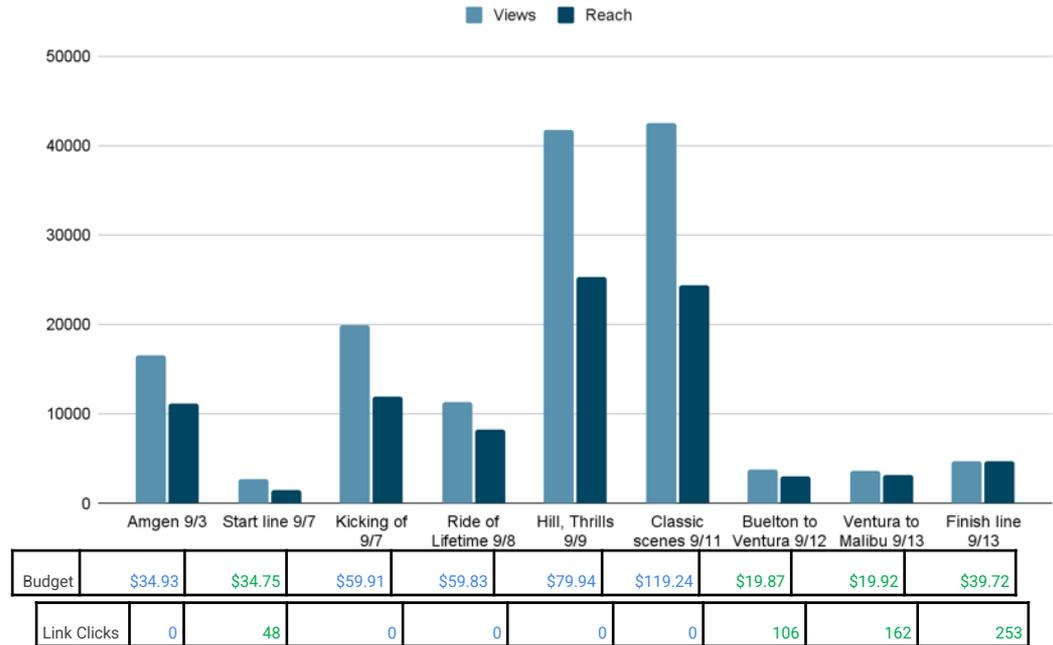
# CCC On-Tour Boosted Post Campaign

**Summary:** We will **boost selected posts** to significantly increase reach and clicks to AFCE, CCC26 websites.

## Boosted Posts Stats:

- Total Budget: \$468.11
- # Boosted Posts: 9
- Total Views: 147,295
- Total Reach: 93,542
- Total Link Clicks: 569
- Boost Goal:
  - Reach goal = Higher reach
  - Link click goal = More clicks

Views and Reach



# CCC PR & Media Relations

Outreach  
Media Attendees  
On-Tour Collaboration with Mower PR

# CCC25 PR & Media Relations

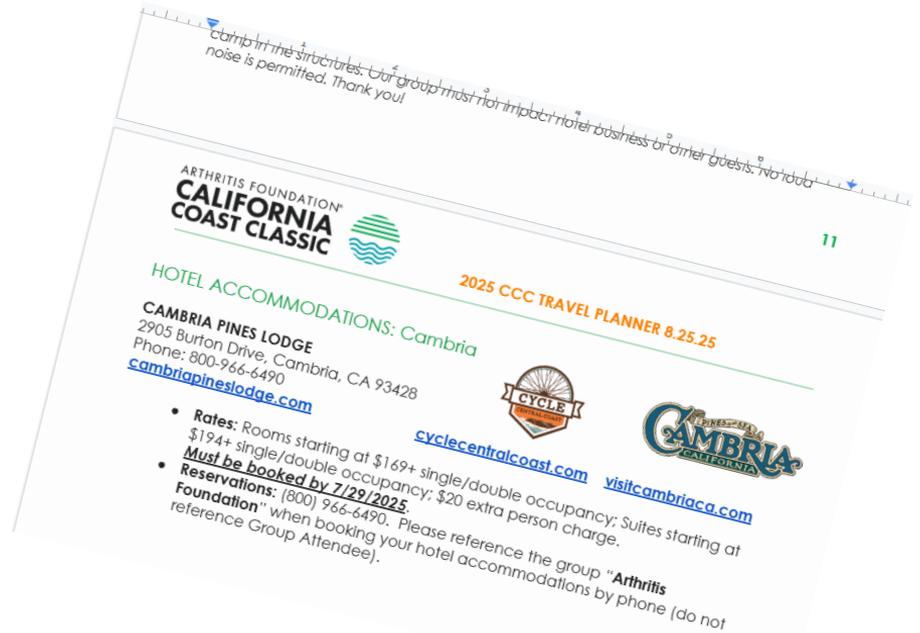
**Summary:** We will **pitch endemic bike industry media, identified journalists to attend CCC** , and **collaborate with Mower PR** to drive media coverage of the bike tour and Arthritis Foundation Cycling, including:

- 4 planned Press Releases (approx. 1 per quarter) for 2026
- Media Alerts for all 9 days/locations for the California Tour (reaching from San Francisco to Los Angeles)
- Additional Media outreach tbd



# EXCLUSIVE CCC Travel Planner Placement

- We will again proudly include the Cycle Central Coast and Visit Cambria logos on our Official 2026 CCC Travel Planner Document
- Screen shot of page 12 (right) and [link](#) to 2025 CCC Travel Planner included for reference
- This widely-used document is published in 20+ email communications to our database and linked on our Rider Resources Hub



# Appendix + References

CCC Registration & Attrition Data

CCC25 Meta Advertising Campaign Detail

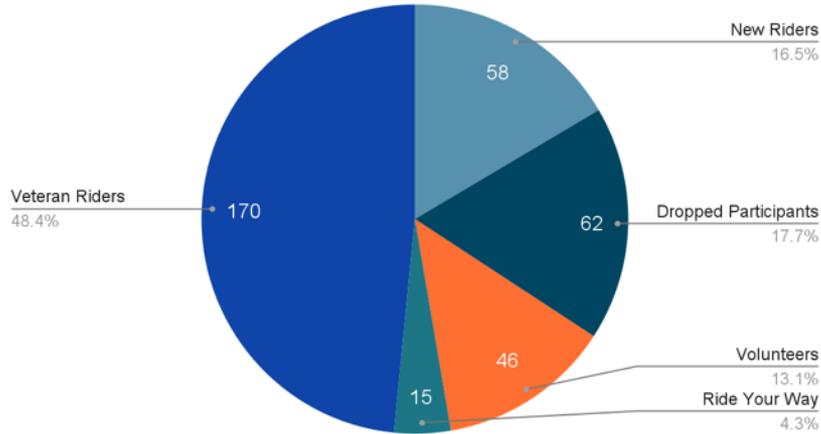
Newsletter Performance Detail

Owned Social Media Detail

Previously Reported CHC Paid Advertising Detail

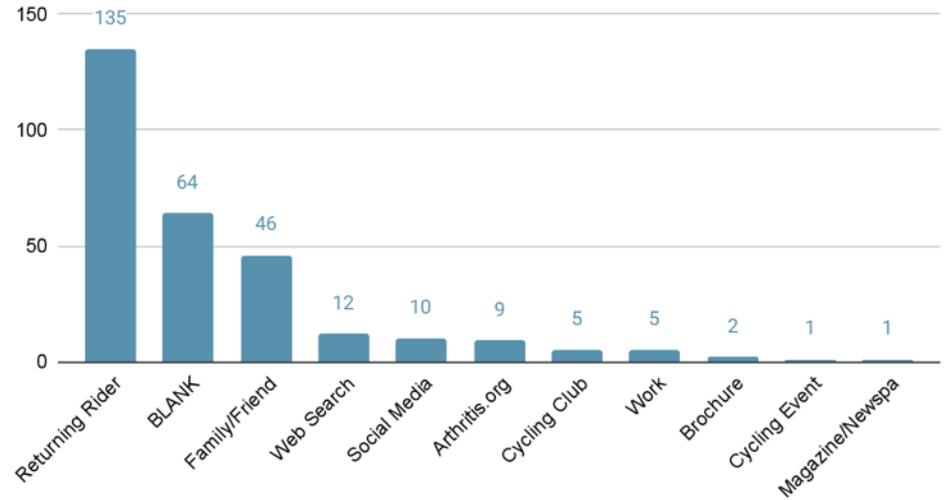
# Appendix: Registration Data for CCC25

CCC25 Registration Types



Total Registrations: **351**  
Total Riders On-Tour: **228**  
Total Dropped Participants: **62**

"How Did You Hear About CCC?"

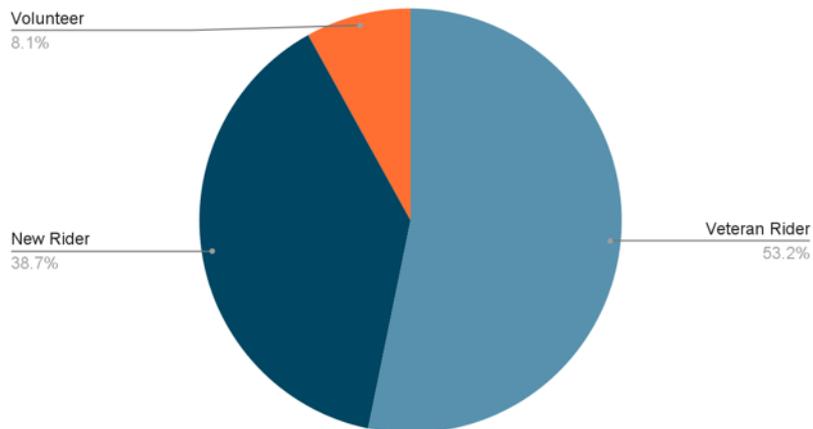


# Appendix: Attrition Data for CCC25

Total Registrations: **351**

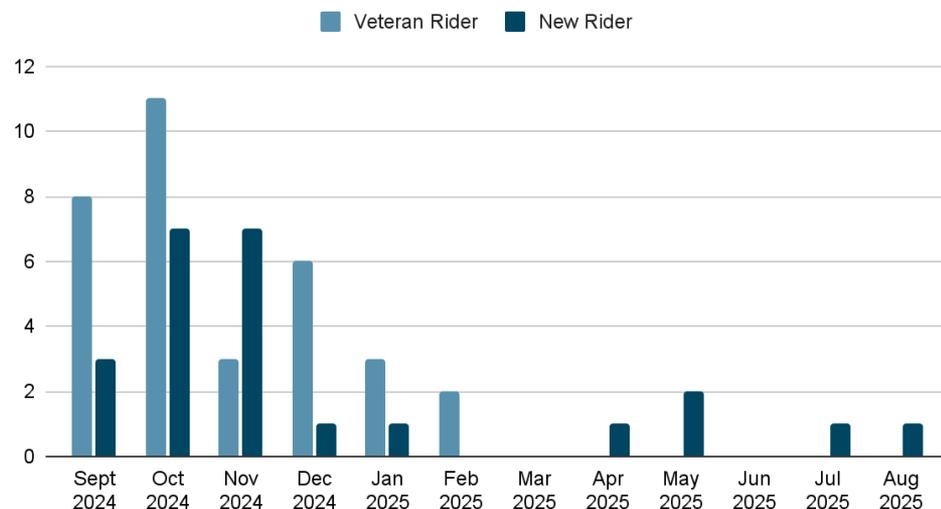
Total Riders On-Tour: **228**

### CCC25 Attrition by Participant Type



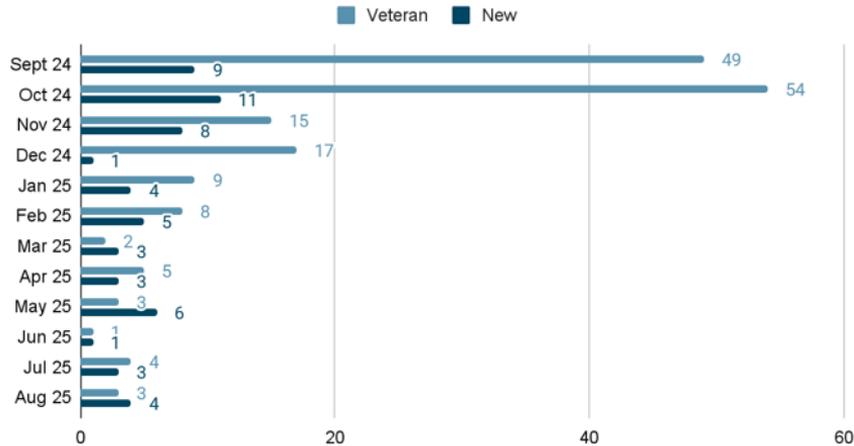
Total Dropped Participants: **62**  
Dropped Veteran Rider: **33**  
Dropped New Rider: **24**  
Dropped Volunteer: **5**

### CCC25 Rider Attrition by Type & Month of Registration

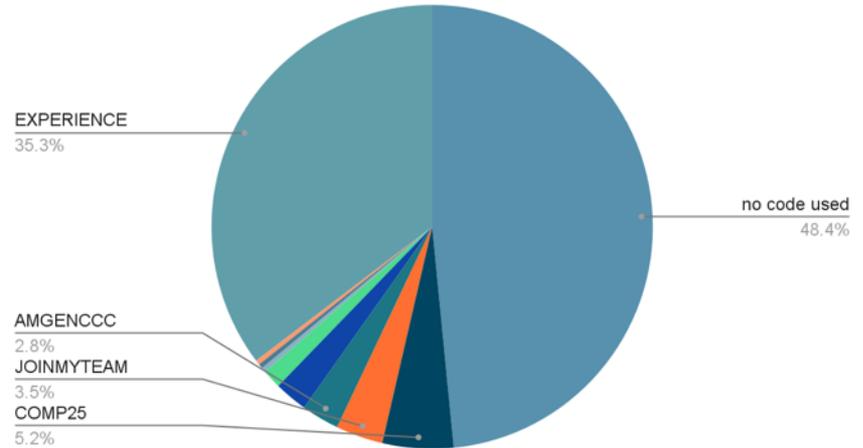


# Appendix: Registration Data for CCC25

CCC25: Rider Registration by Month



CCC25: Promo Code Redemptions



**Note:** This chart does not include 62 registrations of people who dropped after registering.

**Not Shown Above:**

- 3 Promo Codes (BIKEMONTH, MOVEMENT25, SWEETHEART) with only 1 redemption each.
- Promo Codes with 0 redemptions.

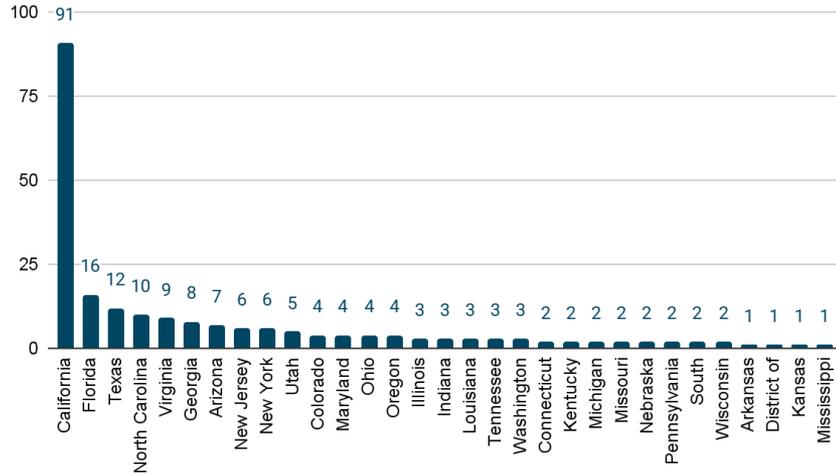


# Appendix: CCC25 Social Media Ads by Phase

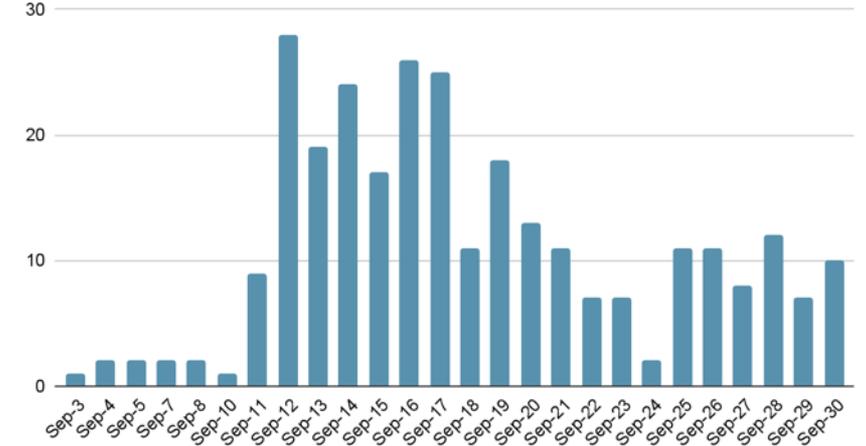
CCC25 Social Media Ads	Dates	Duration	Budget	Reach	Impressions	Link Clicks	Video Plays	Reactions	Comments	Shares	Reg Clicks
Phase 1 AFCE Combo Video *	11/27/24 - 1/8/25	6 weeks	\$5,600	73,898	294,112	1,817	212,245	263	7	25	62
Phase 2 CCC Spring Campaign	4/9 - 5/31/25	7 weeks	\$4,000	107,052	329,581	2,719	224,124	955	23	58	216
Phase 3 AFCE Lead Generation	9/2 - 9/30/25	4 weeks	\$2,500	60,423	161,507	4,553	126,285	1,024	31	49	n/a
	<b>TOTALS:</b>	<b>13 weeks</b>	<b>\$12,100</b>	<b>241,373</b>	<b>785,200</b>	<b>9,089</b>	<b>562,654</b>	<b>2,242</b>	<b>61</b>	<b>132</b>	<b>278</b>
* <b>NOTE</b> , Phase 1 also included CHC-specific advertising which is not included in this report. The CHC Recap does include the Phase 1 figures above.											

# Appendix: Lead Generation Campaign Detail

## Sign Ups by State

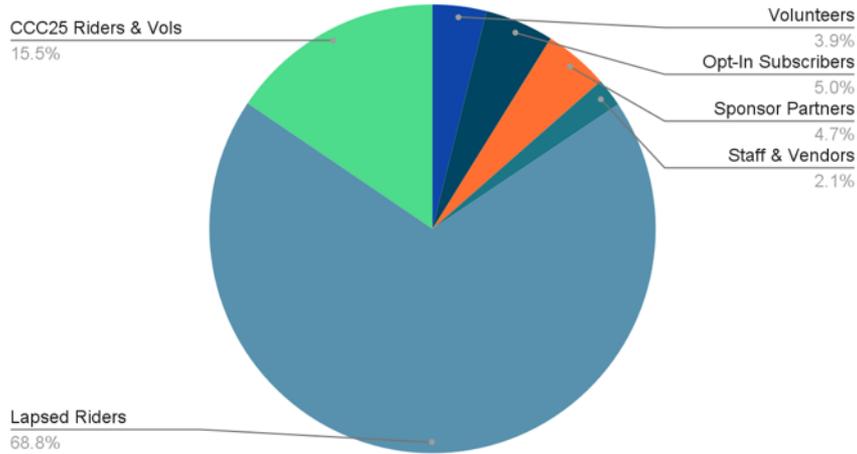


## Sign Ups by Date

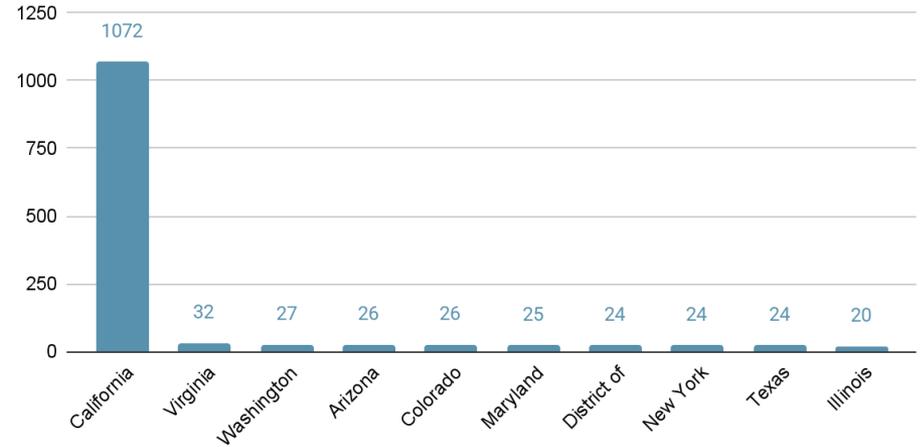


# Appendix: Newsletter Audience Insights

Newsletter Audience by Group



Newsletter Audience: Top Ten States of Residence, Ranked

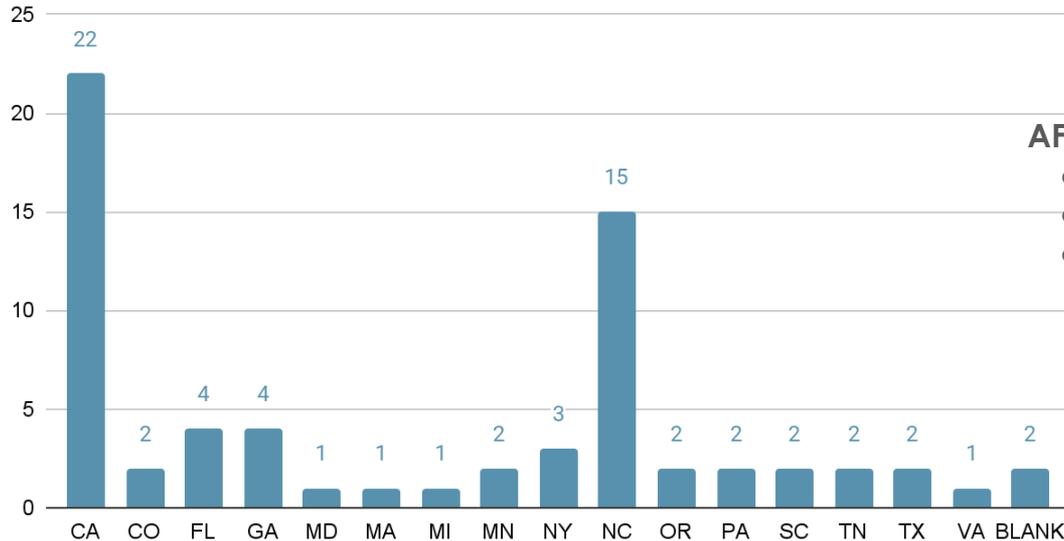


# Appendix: Email Marketing Detail

Date	Campaign Name	Sends	Opens	Open R	Mobile	Desktop	Clicks	Click R	Bounces	Bounce	Unsub	Unsub R
1/18/25	AFCE January 2025 Newsletter	1756	1007	59%	3%	97%	26	1.50%	42	2.40%	1	0.10%
2/11/25	AFCE February 2025 Newsletter	1764	1011	59%	4%	96%	42	2.40%	41	2.30%	5	0.30%
3/20/25	AFCE March 2025 Newsletter	1769	881	51%	8%	92%	68	3.90%	38	2.10%	2	0.10%
4/17/25	AFCE April 2025 Newsletter	1785	1060	61%	6%	94%	68	3.90%	46	2.60%	0	0.00%
4/23/25	CCC25 Lapsed Rider # 1	1220	585	49%	3%	97%	23	1.90%	22	1.80%	1	0.10%
5/15/25	AFCE May 2025 Newsletter	1792	1014	58%	5%	95%	49	2.80%	47	2.60%	0	0.00%
6/18/25	AFCE June Newsletter with CHC wr	1831	1044	59%	6%	94%	78	4.40%	54	2.90%	4	0.20%
7/10/25	AFCE July Newsletter	1831	1044	59%	6%	94%	84	4.70%	56	3.10%	0	0.00%
8/7/25	AFCE August Newsletter	1816	1120	63%	10%	90%	139	7.80%	30	1.70%	1	0.10%
8/14/25	CCC25 Gearing Up To Ride # 1	1799	1070	61%	11%	89%	159	9.00%	35	1.90%	0	0.00%
8/21/25	CCC25 Gearing Up To Ride #2	1805	1061	60%	10%	90%	162	9.20%	35	1.90%	2	0.10%
8/29/25	CCC25 Gearing Up To Ride #3	1792	1054	60%	11%	89%	159	9.10%	39	2.20%	2	0.10%
9/1/25	CCC 25th Anniversary Appeal # 1	1216	631	53%	3%	97%	36	3.00%	19	1.60%	1	0.10%
9/4/25	CCC25 Day 0 newsletter	1787	1083	62%	8%	92%	136	7.80%	44	2.50%	2	0.10%
9/5/25	CCC25 Day 1 newsletter	1785	1053	61%	14%	87%	154	8.80%	44	2.50%	0	0.00%
9/6/25	CCC25 Day 2 newsletter	1782	1078	62%	11%	89%	122	7.00%	44	2.50%	0	0.00%
9/7/25	CCC25 Day 3 newsletter	1784	1062	61%	12%	89%	142	8.20%	45	2.50%	2	0.10%
9/8/25	CCC25 Day 4 newsletter	1784	1007	58%	12%	88%	114	6.60%	46	2.60%	1	0.10%
9/9/25	CCC25 Day 5 newsletter	1783	1047	60%	8%	92%	103	5.90%	45	2.50%	4	0.20%
9/10/25	CCC25 Day 6 newsletter	1778	1016	59%	12%	88%	114	6.60%	45	2.50%	2	0.10%
9/11/25	CCC25 Day 7 newsletter	1777	1019	59%	14%	86%	131	7.60%	46	2.60%	1	0.10%
9/12/25	CCC25 Day 8 newsletter	1773	1029	60%	19%	81%	204	11.80%	47	2.70%	0	0.00%
9/13/25	CCC 25th Anniversary Appeal #2	1200	640	54%	4%	96%	5	0.40%	21	1.80%	3	0.30%
9/19/25	CCC25 Wrap Up	1767	1073	62%	11%	89%	138	8.00%	44	2.50%	1	0.10%
	<b>Totals / Averages:</b>	<b>41,176</b>	<b>23,689</b>	<b>58%</b>	<b>9%</b>	<b>91%</b>	<b>2,456</b>	<b>5.93%</b>	<b>975</b>	<b>2.35%</b>	<b>35</b>	<b>0.10%</b>

# Appendix: Newsletter Opt-in Subscribers

States of Residence of Opt-In Subscribers to AFCE Newsletters

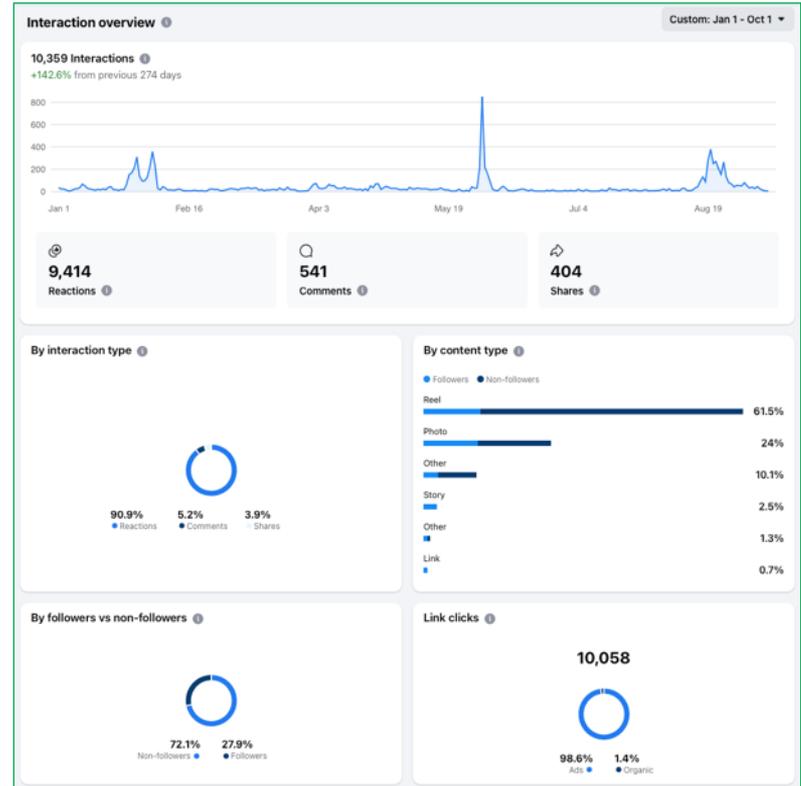


**AFCE Newsletter sign-ups increased organically:**

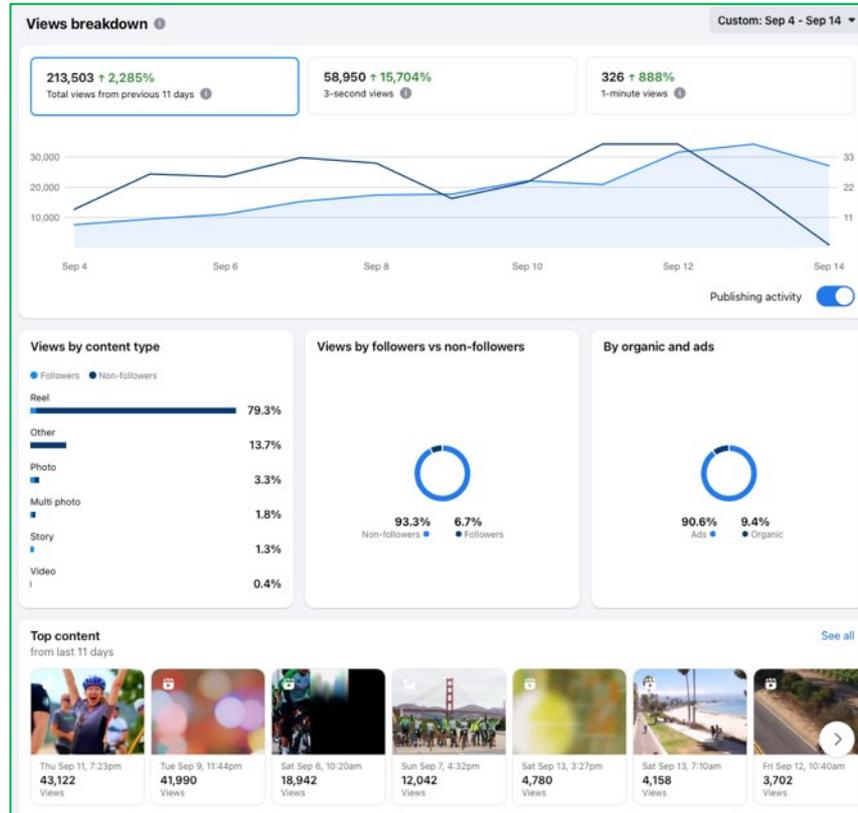
- in geographic areas where ads ran
- during advertising timeframes
- in states where CCC Founders Committee members reside



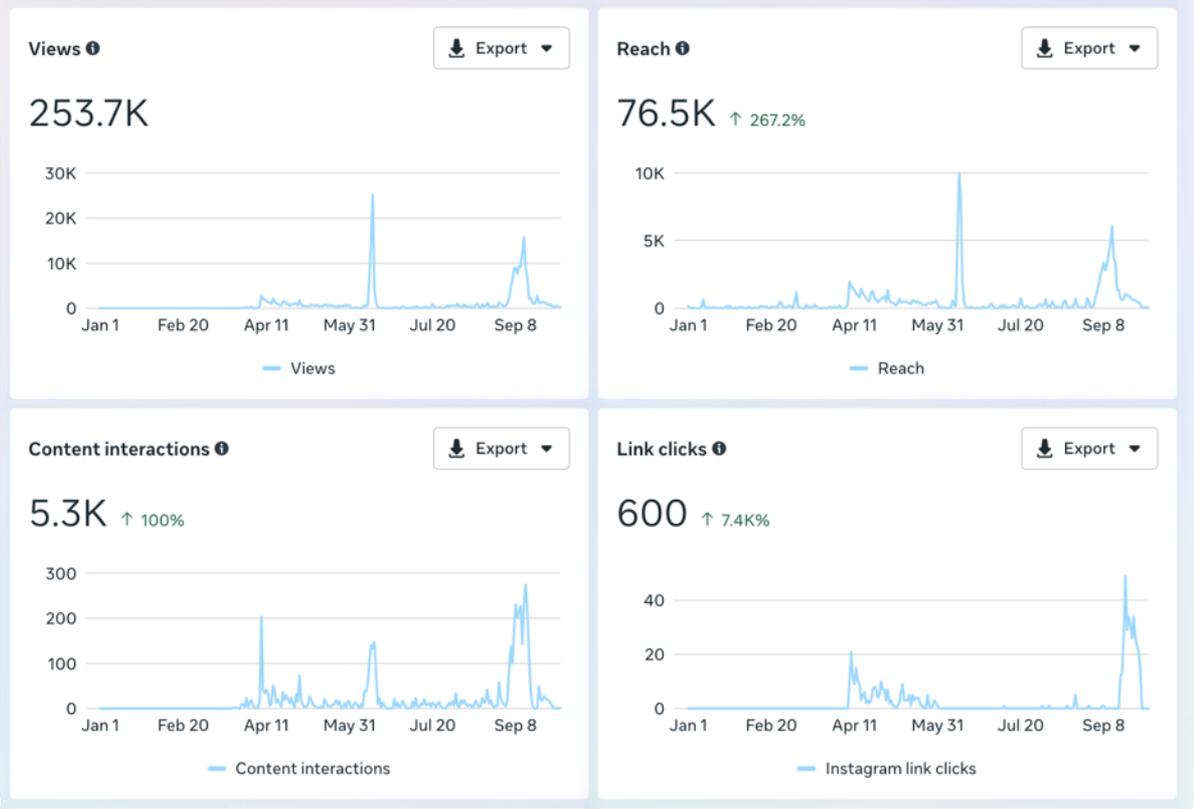
# Appendix: AFCE Year-to-Date Facebook Overview



# Appendix: AFCE Facebook - On-Tour Page Stats



# Appendix: AFCE Year-to-Date Instagram Overview



Thank you for choosing Cambria Pines Lodge for your gathering. We are looking forward to welcoming your group to our property.

Please review, sign and return this contract by 06/23/2025.

**GENERAL GROUP DETAILS**

<b>Primary Contact</b>	<b>Email Address</b>	<b>Contract Date</b>
Mertens, Perri	perri@cadencesports.com	06/12/2025
<b>Address</b>	<b>Contact Phone Number</b>	<b>Salesperson</b>
172 Trademark Drive Buda, TX 78610	(617) 669-3324	May, Michelle

**EVENT DETAILS**

<b>The Arthritis Foundation, Inc.</b>					
<b>Date</b>	<b>Time</b>	<b>Location</b>	<b>Setup Style</b>	<b>Function</b>	<b>#</b>
Mon, 09/28/2026	9:30am-11:00pm	Sycamore Room Market Area & Sycamore Room		Luggage Storage	250
Mon, 09/28/2026	9:00pm-10:00pm	Christmas Market Lot / Main Parking Lot Main Parking Lot to be blocked off for group arrival on 9/28/2025 AM. Peacock Room side of main parking lot. Peacock side/pool side.  Ramiro to order a dumpster one month prior to event. Group will need to rent outhouse/s for campers.		The Arthritis Foundation	250

Mon, 09/28/2026	9:00pm-10:00pm	Christmas Market Lot / Main Parking Lot Use of half of the parking lot on the Peacock Room side - blocked off exclusively for Arthritis Foundation bikers and supply trucks. Peacock side/pool side		Setup - 9:00pm - Main Parking Lot	250
Tue, 09/29/2026	10:00am-6:00pm	Treetop Room Massage Area		Massage	250
Tue, 09/29/2026	10:00am-4:00pm	Christmas Market Lot Christmas Market Lot Market Lot, Parking Lot, Garden, Peacock Room		Camping - 10:00am - Christmas Market Lot	250
Tue, 09/29/2026	11:00am-8:00pm	Sycamore Room Market Area & Sycamore Room		Luggage Storage	250
Tue, 09/29/2026	4:00pm-6:00pm	Gazebo Garden	Cocktail Tables	Cocktail Hour	250
Tue, 09/29/2026	6:30pm-8:30pm	Peacock Room Peacock Room & Gazebo Garden	Rounds of 10	Dinner	250
Wed, 09/30/2026	6:30am-8:30am	Peacock Room		Breakfast	250

**PAYMENTS:**

**Payment Type**

**Due Date**

Booking Deposit Payment: \$1,500.00

06/23/2025

Food & Beverage Minimum: \$16,352.00

07/01/2026

- Final Payment will be due 14 days prior to arrival date (9/14/2026) by written check AND for individual incidental expenses, should group participants fail to provide their personal credit card at check in.
- The authorized credit card will be used to hold the group room block at the signing of this agreement.

**To more effectively host your group, the following one-time charges will be applied to this group:**

- \$1500 Market Lot camper space rental.

- \$600 Dempsey Dumpster rental.
- \$100 charge for the use of the water hose.
- \$100 labor charge for 100-150 glasses to be provided by CPL for donated beer and wine.
- \$15 corkage fee for donated wine and a \$2 per donated beer
- CPL Banquet staff will be required to serve the donated alcoholic beverages.
- Cambria Pines Lodge reserves the right to assess water and electricity charges, should it arise.

**All banquet/meeting space rentals waived.**

- \$600 nominal labor fee for setup and breakdown of:
- Peacock Room
- Treetop Room
- Sycamore Room
- Market Tent
- Market Lot
- Gazebo Garden
- Use of half of the parking lot on the Peacock Room side - blocked off exclusively for the Arthritis Foundation bikers and supply trucks.
- **The Sycamore Room** will be used for luggage storage for all Hotel Guests on 9/28/26 & 9/29/26.

The **Market area** will be used for luggage storage for all Tent Campers on 9/28/26 & 9/29/26. Group leaders will be responsible for dividing up the luggage into the appropriate storage places.

**SERVICE CHARGE & TAX:** A 22% service charge will be added to all food, beverage and bar provided by Cambria Pines Lodge. A 7.25% tax will be added to all food, beverage, bar, and event related charges.

**BANQUET EVENT ORDER:** Room set-up, menu details, and additionally ordered items will be outlined along with their pricing in the Banquet Event Order (BEO).

**VENUE CHANGES:** Cambria Pines Lodge reserves the right to change venues based on attendance and other events that are happening at the time of the event.

**ROOM BLOCK DETAILS**

**ARRIVAL DATE: 09/29/2026**

**DEPARTURE DATE: 09/30/2026**

The Arthritis Foundation, Inc.		
Room Type	09/29/2026	Total
Accessible Two Queen Superior Room	1 \$211.65 Single/\$211.65 Double	1
Fireside Cabin	3 \$177.65 Single/\$177.65 Double	3

King Fireplace Room with Forest View	3 \$177.65 Single/\$177.65 Double	3
Two Queen Deluxe	8 \$194.65 Single/\$194.65 Double	8
Two Queen Patio Deluxe	2 \$203.15 Single/\$203.15 Double	2
Two Queen Superior Room	17 \$211.65 Single/\$211.65 Double	17
Two Queen with Forest View	26 \$177.65 Single/\$177.65 Double	26
King Deluxe Suite	1 \$271.15 Single/\$271.15 Double	1
King Junior Suite	4 \$203.15 Single/\$203.15 Double	4
King Large Suite	21 \$228.65 Single/\$228.65 Double	21
Two Queen Junior Suite (small suite)	11 \$203.15 Single/\$203.15 Double	11
<b>Total</b>	97	97

Room Total: \$19,578.05

**RATES:** Above rates are net, non-commissionable, but are subject to current tax rates which at the time of booking is 12.5%. An extra-person charge is \$15, rollaway beds not available. Unless otherwise stated, all Saturday night stays carry a two-night minimum.

**PETS:** Pet-friendly rooms are available on a first-come first serve basis and must be reserved in advance. Guests must call the front desk to inquire prior to arrival.

**CHECK-IN TIME: 3:00pm CHECK-OUT TIME: 11:00am**  
Early check-ins and late departures are not guaranteed.

**PAYMENT GUARANTEE & RESERVATION METHOD DETAILS**

Item	Payment Method
Room	Individual Pay
Tax	Individual Pay
Incidentals	Individual Pay
Food & Beverage	All Charges to Master Bill
Placing Reservations	Individual

**INDIVIDUAL PAYS ALL:** It is our understanding that the INDIVIDUAL will be responsible for the ROOM, TAX, INCIDENTALS, & FOOD & BEVERAGE charges for the duration of their stay. Individuals must present a valid credit card and I.D. upon check-in. The hotel requires a pre-authorized security deposit of \$100 for each room upon check-in. If at the time of check-in, a guest from your group does not have a valid credit card for the pre-authorized deposit, the guest will be unable to check-in. Should there be no additional charges, the deposit will be released upon check-out.

**CUT OFF DATE:** Rooms in your block will be held until **07/20/2026**. After this date, rooms will automatically be released to hotel inventory for general sale at the hotel's prevailing rate.

**CANCELLATION POLICY:** Rooms and arrangements are held on a guarantee basis only. Payment is accepted in the form of a credit card or cashier's check. Should group cancellation occur in part or in full, the following percentage scales will be utilized in assessing cancellation charges. This is designed to compensate the hotel for lost revenue incurred by holding these arrangements on a definite basis.

<b>Number of Days</b>	<b>Percentage</b>
60 days prior to arrival	60%
30 days prior to arrival	80%
72 hours or less prior to arrival	100%

**RESERVATION METHOD:** Attendees may call our toll-free reservations number **800-966-6490** anytime after signing a contract and deposit is received to reserve rooms for the event. They will be given a choice of the rooms we have blocked for the group after they say they are with **The Arthritis Foundation**. Each room is to be guaranteed with a credit card by the person who makes the reservation. A travel click link will be provided as another method of making an individual reservation.

Please make sure everyone calls or uses the provided link to book their room by July 20, 2026 to ensure selection and availability. **CUT OFF DATE 7/20/2026.**

**Specific meeting room names and menus will be outlined on the banquet event order. Signed banquet event orders are due 14 days prior (9/14/2026) to arrival and should be sent to michellem@moonstonehotels.com or judys@moonstonehotels.com**

**Please be aware due to the health dept. regulations, we cannot allow outside food or catering trays in any of the banquet spaces. All food must be provided by Cambria Pines Lodge.**

**Menu options and price can change closer to the event due to the market conditions or by group request.**

#### **CAMPERS ADDENDUM**

- Tent camping will be at a flat low rate of \$1500 for Market Lot rental, and will be added to the Master Bill.
- **We ask that there is a ration of 1 hotel room booked for each tent set up in the camping area.**
- **The Arthritis Foundation will provide their own water, portable restrooms, and showers for the campers.**
- Group will bring their own generators for lighting and electrical needs.
- Please advise your campers of the following guidelines:

1. The ground will not be grass, we do have some wood chips and other tiny gravel-like material on the ground, so please be sure to advise campers they might want to bring a mat.
  2. Campers cannot use the pool.
  3. Campers MUST clean up their camping grounds area after the event.
  4. The fenced in area behind the restaurant will be used for luggage and storage for Tent Campers.
  5. Campers must not disturb paying guests, i.e. noise issues, loud music, etc. Please remind them we are in a residential neighborhood.
  6. No open flames.
  7. CPL will not provide towels or hygiene items for campers.
  8. CPL Staff will not be able to assist Campers as we do for hotel guests. Please advise Campers that short of a medical emergency, they must reach out to the Arthritis Foundation Group Leaders and Staff to assist them with any needs or special requests.
- Thank you in advance for sharing these guidelines with your attendees, and to help us make the overnight camping portion of the trip a great success!

### **Group Rooms and Event Terms and Conditions**

Cambria Pines Lodge is committed to providing outstanding service to ensure the success of your event. To uphold these service standards, we have detailed our guidelines below. Please review these policies and contact our sales department if you have any questions.

- **Deposits & Cancellation:** All space-rental and room block deposits, due at time of booking to reserve a space and/or the rooms and date, are non-refundable and non-transferable to a different date or different event.
  - All deposits are due as scheduled on the invoice/banquet event order, and are non-refundable and non-transferable upon payment.
  - If the event is canceled by the client within 30 days of the event date, all outstanding payments are due including full payment for contracted food and beverage plus tax and gratuity.
- **Payment:** All charges will be on a credit card or cashier's check basis. Pre-payment of all charges is due and payable as indicated on your contract. If a cashier's check is the final form of payment, it must be physically at Cambria Pines Lodge on the day of departure. Make all checks payable to: Cambria Pines Lodge. Should a check be the desired form of payment, a valid credit card must also be placed on file.
- **Additional Fees:**
  - **Service Charge:** All food, beverage and bar charges related to an event are subject to a service charge of 22 (twenty-two) percent.
  - **Tax:** The Hotel will apply applicable sales taxes to the price of all food, beverage, space rentals, venue, and service charge which represent a location where food and beverage are consumed. Amounts designated as service charges added to the price of all food and beverage are part of the selling price of the food and beverage and must be included in the retailer's gross receipts subject to

tax, even though such service charges are made in lieu of tips.

- **Payment Schedule and Guarantees:** Event, catering and bar guarantees and policies are as follows:
  - A deposit is due at signing to secure your date and arrangements.
  - We require full payment of the Food and Beverage minimum 90 days prior to your event.
  - We require final food and beverage selections 30 days prior to the event to ensure availability.
  - We will request an updated guest count 30 days prior to your event.
  - We require final food and beverage payment 14 days prior to your event.
  - A final guaranteed number of guests (including vendors and any person requiring food and/or beverage) for catering functions must be received by our catering office 14 days prior to the event.
  - Final payment is due on the day of departure. We will keep your credit card on file. All additional charges incurred prior to and during the day of your event, including but not limited to, more attendees than expected and consumption, will be charged to the card on file.
- **Food and Beverage Minimums and Menu Policy:**
  - The guaranteed count cannot fall below the contracted minimum, and the guaranteed number is what will be billed regardless if fewer attend. Additional meals added within the final 14 days prior to the event will be subject to availability and will incur an additional \$5.00 per meal charge above and beyond the meal price. Meals added on the day of the event are also subject to availability and will incur a \$20.00 per meal charge above and beyond the meal price.
    - If a final guaranteed number of guests is not provided on the date required, we will use your preliminary number as your guarantee and charge for overages as necessary.
    - If total food and beverage purchase is below contracted minimum purchase, the Hotel will add the dollar amount representing the balance to the banquet bill with no food or beverage to be provided representing this dollar amount.
  - Bar guarantee/minimum beyond the charge for any hosted beverages (unless the entire bar is hosted), or the client will be charged the difference between the amount of sales and the bar minimum.
  - Plated Meals: In the event that your group requires a split menu, entree selections are limited to a maximum of two (2) selections not including a vegetarian option. The higher priced entree charge will apply to all selections. Cambria Pines Lodge requires the client to produce place cards or meal tickets identifying the entree selected and placed at each guest's seat.
- **Facility Location Hotel Discretion:** Banquet or meeting facilities will be assigned by the Hotel to accommodate the needs and requests of the group; however, the Hotel may substitute suitable, alternate space within the Hotel's grounds as it deems necessary, or if the number of guests deviates from the number originally indicated.
- **Inclement Weather:** In case of inclement weather, Cambria Pines Lodge will not refund deposit(s) for unused space (e.g., Gazebo rental in case of rain). Instead, we will provide an alternate location for the function and retain all contracted space rentals.

- **Event Timeline, Rentals, and Arrangement:** To assure the success of any given function, all products/rentals and services or requirements, including meeting and meal times, must be determined prior to the date of the function, with final arrangements due 14 days from the event.
  - Changes in contracted set-up after arrival will be made at the rate of \$150 per hour (plus applicable service charge and tax) for labor. Likewise, if meal time is delayed by the client more than 30 minutes on the day of the event, a labor charge of \$150 per 30 minutes (plus applicable service charge and tax), will be added to the banquet bill.
  - All events must conclude by the agreed upon and contracted time. In the event that contracted hours are exceeded, a late fee of \$500 per hour (plus applicable service charge and tax) will be added to the banquet bill
  - All decorating/client setup, loading and unloading must be completed between the arrival and departure times noted on the contract.
    - Additional decorating hours must be pre-arranged, are based on space availability, and are subject to an additional fee of \$100/hour.
  - Set-Up Guidelines: Cambria Pines Lodge will require complete information on the physical set-up of your event a minimum of 30 days prior to your event. If a change from the confirmed room set-up is required on the day of the function, a \$500.00 charge will be applied. Clients are required to bring their own tools, hand trucks, ladders, extension cords and other items required for approved set-up. Cambria Pines Lodge staff will have your tables and linens set up at the event access time listed on this contract.
    - Room set-up must comply with all fire safety regulations and actual event attendance may not exceed the posted maximum occupancy. Cambria Pines Lodge reserves the right to limit occupancy to less than the posted maximum occupancy when it is in the best interest of Cambria Pines Lodge or is deemed necessary for public safety.
  - Wedding Rehearsal Times: The client is allowed one hour for rehearsal time. Any time spent past the scheduled one hour time frame will result in a charge of \$100 per half hour. Rehearsal days and times will depend on site availability. Rehearsal days and times will be locked in no more than 8 weeks prior to your event.
  - Items made available for rent through Cambria Pines Lodge must be returned in the condition they were rented. Fees will be assessed for any damaged or unreturned rented equipment and goods. There will be a fee of up to \$60 applied for each damaged table linen and \$5 for each damaged linen napkin.
  - While Cambria Pines Lodge is a pet-friendly hotel, non-service animals are not permitted in indoor event venues. Violation of this policy is subject to fine.
- **Smoking:** Cambria Pines Lodge is a non-smoking hotel. A \$250 cleaning charge will be added for smoking of any kind, including vaping, in guest rooms and public areas (for each room occurrence). The room recovery fee is charged for guests who do not comply in order to cover the extensive cost of restoring guest rooms to a smoke-free condition. The card on file for the guest room will be charged directly if provided (whether the responsible party or not). All cleaning charges for public areas and event spaces will be charged to the event guarantor.
- **Decorations:** Some venue structures at Cambria Pines Lodge and Cambria Nursery may be decorated (if rented) with fabric or floral arrangements using ONLY zip ties or floral

wire threaded through metal eyelets provided on the wood doorway. NO STAPLES, NAILS, PUSH-PINS, TAPE, GLUE, or anything else that might cause a hole, permanent mark, or residue may be used while decorating or using any venue structures at the Cambria Pines Lodge or Cambria Nursery. The Hotel and/or Nursery will add \$1000 to group's final banquet bill if any vendor or group member damages any venue structures by leaving a hole or other permanent mark. All decorations must be discussed in advance with the sales department for approvals.

- Candles are permitted indoors or outdoors, as long as all flames are surrounded by glass (i.e., a votive holder, hurricane glass, or bowl).
- **Naturally Occurring Elements:** The Hotel does not allow on its premises (indoors or outdoors) rice, birdseed, confetti or glitter. We do not allow loose silk flower petals, or any other paper, ribbon, or netting products, on outdoor tables if such products or wrappings are likely to blow off the tables onto the ground. We do allow live-flower petals on tables indoors and outdoors, and on the ground outdoors. We allow bubbles outdoors only, with the express condition that any damages to the Hotel's water features by such bubbles will be charged to the client. Any of these items must be discussed in advance with the sales department for approvals.
- **Child Supervision:** All children under the age of ten years must be under the constant supervision of an adult while outdoors in our Gardens. Any damage to water features, plants, or flowers will be charged to the client whose group was in the Garden when the damage occurred subject to the amount deemed appropriate by the hotel.
- **Security:** The Hotel may, in its sole judgement, require security for groups whose size, program, or nature indicates such a need. The acquisition of security personnel is at the expense of the group, and must be a reputable, licensed guard or security agency approved by the hotel's catering department.
- **Food and Beverage Exclusivity:** The Hotel does not allow clients' or guests' alcohol or food (with the exception of special-event cakes) in banquet rooms without express written permission. Any unauthorized alcohol or food will be removed without compensation. We do not allow alcohol to be given as "favors."
  - Corkage Fee: Clients may pre-arrange to bring their own wine and beer. Fees are as follows: \$15 per bottle of wine, and \$100 per keg of beer.
- **Entertainment & Noise Ordinance:** Cambria Pines Lodge staff will control the volume of music and other activities at all times in order to ensure the comfort of all our guests. For Nursery events, due to noise ordinances, amplified music at nursery events needs to end at 9:00pm.
- **Photography:** Cambria Pines Lodge and Cambria Nursery & Florist reserves the right to use images taken from weddings and group events on property for marketing purposes specifically related to Cambria Pines Lodge, Cambria Nursery & Florist and Moonstone Hotel Properties. The hotel will receive copyright privileges directly from photographer/videographer.
- **Nursery Weddings & Events:**
  - **Parking:** Parking can be limited at nursery and overflow will need to park at lodge.
  - **Bathroom Rental:** Weddings/events over 100 guests, it is mandatory that the client rent additional bathrooms for guest use. For weddings/events over 50 guests, we strongly suggest renting an additional bathroom for guest use.
- **On-Site Event Coordinator:** The on-site event coordinator role is to ensure the success of each event. This is a representative of the hotel and they will be on-site for all of the

event to ensure Cambria Pines Lodge is providing everything as promised. This is not a wedding coordinator or event planner. You are welcome to hire your own, dedicated wedding or event planner with whom our staff will work directly.

- **Third Party Vendors:** It is the responsibility of the client to work solely with fully licensed and insured vendors. The hotel will require all third party vendors to provide a copy of their business license and liability insurance at least 10 days prior to the scheduled event. Failure to do so will prohibit the vendor from working or providing services on the hotel property.
  - Vendors are allowed on property during allotted, prearranged times only.
  - Contracted Services/Deliveries: The event manager must be informed in advance of service personnel contracted by the client who needs access to the facilities for delivery or pick-up of items. Prior notification and scheduling is required in order to ensure and to facilitate smooth operation of your event. Cambria Pines Lodge will not provide storage of items unless specifically agreed to in advance.
- **Indemnification, Liability and Damages:**
  - The hotel reserves the right to inspect and control all private functions. The hotel cannot assume responsibility for personal property brought onto the premises. Items left behind after events will be discarded after 48 hours. Loss of or damage to a group's decorations or other property brought onto the Hotel premises will be the sole responsibility of the group's organization or contracted representative. The Hotel will assume no liability for any losses, theft, or damage to the client's property.
  - The group is responsible for the conduct of all persons in attendance and for any monetary damages (including court costs) incurred by the Hotel or its guests due to the actions of individuals associated with or representing the group's organization or contracted representative.
  - Indemnification: Client agrees to indemnify and hold harmless Cambria Pines Lodge, the town of Cambria, San Luis Obispo County and their respective officers, directors, agents, employees and volunteers from and against any and all liabilities, damages, actions, costs, losses, claims and expenses (including attorneys' fees), on account of personal injury, death or damage to or loss of property or profits arising out of or resulting in whole or in part from any act, omission, negligence, fault or violation of law or ordinance by the client or its employees, agents, sub-contractors, exhibitors or invitee's.
  - Non-Exclusive Use: Cambria Pines Lodge shall have the right to occupy or permit the use of any portion of the facility not granted to Licensee under this agreement to any person, firm or entity regardless of the nature of the use of such other space. This right shall be subject to Cambria Pines Lodge's prudent business judgment and any approved policy.
  - Safety: Client agrees not to allow any material, substance, equipment or object to be brought onto the property, which may be a hazard to the life of, or cause bodily injury to any person on the premises. Aisles and exits must be kept clear and free from obstruction. Access to utility controls, fire suppression equipment, heating and air conditioning controls and vents must not be covered or obstructed at any time by the client or exhibitors. Fire lanes must remain clear and unobstructed. Any accident, injury or unsafe condition must be immediately reported to a representative of Cambria Pines Lodge.
  - The client is liable for any and all damages incurred by the group or its

attendees. This includes but is not limited to any structure, decoration, product or surface on indoor or outdoor hotel property. The guaranteeing party will pay for the full extent of the damage as priced by management.

- **Group Room Blocks:** The following applies only to events and weddings which have an associated room block as set forth in their contract.
  - **Room Block Rates:** Guest room discount percentages are based on current rates at the time of booking the room. All rates are subject to change unless specifically quoted on contract.
  - **Rates:** The room rates set forth in your contract are net, non-commissionable and are based on single or double-occupancy. Subject to group size, complimentary breakfast is included in the room rate for each guest.
  - **Tax:** All guest rooms are subject to county, city and state taxes and assessments.
  - **Cut Off Date:** Rooms in your block will be held until dated on your contract. After this date, rooms will automatically be released back to hotel inventory for general sale at the hotel's prevailing rate.
  - **Check in & Check Out:** Check in time is 3:00pm on the day of arrival. Check out time is strictly required by 11:00am on the day of departure.
  - **Pets:** Pet-friendly rooms are available on a first-come first serve basis and must be reserved in advance. Guests must call the front desk to inquire prior to arrival.
- **Federal, State, and Local Laws, Restrictions and Guidelines:**
  - **Pandemic:** As applicable, all groups are expected to adhere to current CDC guidelines regarding social distancing and face mask use. In the event the Cambria Pines Lodge incurs a fine as a direct result of your event attendees violating regulations, any fine the Lodge incurs will be passed on to the client, as the responsible party for your event.
  - **Food and Beverage Purchases and Consumption:** Federal, State, and Local laws with regard to food and beverage purchases and consumption are strictly adhered to, with special emphasis on the following:
    - All food and beverage must be purchased through Cambria Pines Lodge for consumption on the premises.
    - Proper equipment and knowledge are essential in maintaining necessary temperature controls and sanitation; therefore, we are unable to allow food prepared in quantity to leave the banquet room in which the function takes place.
    - "Leftover" draft (keg) beer and other alcohol becomes the property of Cambria Pines Lodge and may not leave the banquet area after the conclusion of the event.
      - Unopened leftover wine/champagne that was purchased by the case is yours to keep and will be available to pick up at the front desk the morning following your event.
      - We do not purchase alcohol back from you.
    - The Cambria Pines Lodge does not permit the serving of alcoholic beverages to anyone under the age of 21 or visibly intoxicated persons. Anyone without proper photo identification will not be served. This includes bridal party attendees.
    - Outside vendors are not allowed to drink alcoholic beverages while performing services at Cambria Pines Lodge.

- The Hotel reserves the right to inspect and regulate all private meetings, banquets, and receptions in accordance with hotel policy and established laws. If the Hotel learns that such a party is in progress and has reasonable grounds to suspect the following:
  - Minors consuming alcoholic beverages
  - Recreational use of narcotics/drugs including cannabis
  - Any other illegal activity is taking place
  - Any disturbance, fighting, offensive language or harassment are observed by Moonstone Hotels staff (which includes Cambria Pines Lodge Staff or Cambria Nursery Staff).
  - Cambria Pines Lodge reserves the right to stop the party immediately and ask all occupants to leave without refund. If the Hotel has to stop the client's party for any of the above reasons, the client is responsible for payment of all requested and/or contracted food, beverage, and other services, even if said items have not been consumed or used.
- **Objectionable Uses or Persons:** Any use of the facilities which is not in the best interest of Cambria Pines Lodge, or is in violation of the laws of the United States, the State of California, San Luis Obispo County, or Town of Cambria, or refusal to adhere to the policies set forth in this document, shall be considered a violation of the lease agreement and shall be grounds for immediate revocation of the contract. Any person who is clearly intoxicated or impaired or whose conduct is objectionable, disorderly or disruptive to the facility's use or in violation of any laws shall be refused entrance or shall be immediately ejected from the premises. The client assumes full responsibility for the conduct of its attendees including but not limited to liability for damages incurred by the Lodge.
- **Force Majeure:**
  - Food pricing may vary due to issues that arise that are beyond our control and/or are considered acts of God, such as global pandemics, food shortages, etc. Please be advised food prices are subject to change based on how market pricing is affected by these issues. We are committed to being transparent with the client as such changes may occur.
  - If for reasons beyond the Hotel's reasonable control (including but not limited to government restrictions or regulations on travel, Act or Acts of God or Nature, accidents, accidental overbooking, strikes, fire), the Hotel is unable to perform its obligations, such non-performance is excused with no other liability upon return of any deposit.
- **Arbitration:** Any controversy or claim arising out of or relating to cancellation of this contract shall be settled by arbitration in accordance with the rules of the American Arbitration Association and judgement upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The site of arbitration shall be San Luis Obispo County, California.
- **Approval of Contract:** This Agreement is not binding until signed and the required deposit has been paid. The client's signature below signifies that they have read and understand the above policies and the policies set forth in the Cambria Pines Lodge Terms and Agreements, and that the client agrees to comply with all the conditions and provisions set forth in this document. The signed contract and deposit must be returned

by the recorded due date, or the space reservation will be released and the contract will be considered null and void.

- **Default:** The client shall be in default of the Agreement if client fails to pay any amounts due or to return the signed Facilities Rental Agreement by the due date. Upon such default by the client this Agreement will be considered null and void. In the event of default by the client, Cambria Pines Lodge reserves the right to retain any deposits paid, and to re-sell the reserved space to another party.

The above list of terms and conditions applies to all group events at Cambria Pines Lodge. No exceptions are made without express written permission. Since these terms and conditions are published publicly on our Web site, and are included with every Group Agreement contract, Cambria Pines Lodge will assume that all clients have read this information and agree to all terms and conditions contained within.

Thank you for your attention to and acceptance of these policies. We hope they will assist you in planning your event. Of course, specific details such as menu selection, room and table arrangements, entertainment, and other matters will be discussed and established prior to your event to meet your satisfaction and the Hotel's requirements. Our goal is to create an enjoyable and successful event that will become a pleasant memory for you and your guests, and these policies ensure we can achieve that goal.

#### ACCEPTANCE OF CONTRACT TERMS

All preceding arrangements outlined on this contract are deemed tentative until the contract is signed by both parties and the first deposit has been received. With this signed contract, a nonrefundable deposit is due in order to hold your arrangements on a definite basis. Any and all remaining balance will be due prior to arrival, and according to the invoice/BEO. Remaining balances may change based on event detail changes, thus the invoice/BEO may change after initial signature. This document remains contractually binding regardless of changes. The sales department will communicate any changes with the client.

As an authorized representative of the booking party, I have read, understood and agreed to the terms and conditions in this contract.

  
Digitally signed by Nicole M. M. Kloiber  
DN: cn=Nicole M. M. Kloiber, o=Cambria Pines Lodge

\_\_\_\_\_  
Client's Signature of Approval

Nicole M. M Kloiber  
\_\_\_\_\_  
Client's Printed Name

\_\_\_\_\_  
Date

June 27, 2025  
\_\_\_\_\_  
Date

*Michelle May*

Hotel Representative Signature

Michelle May

Hotel Representative Printed Name

7.8.25

Date

**Request for Taxpayer  
 Identification Number and Certification**  
 Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

**Give form to the  
 requester. Do not  
 send to the IRS.**

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

<b>Print or type.</b> See <i>Specific Instructions</i> on page 3.	<b>1</b>	Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)  Arthritis Foundation Inc.
	<b>2</b>	Business name/disregarded entity name, if different from above.
	<b>3a</b>	Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.  <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) . . . . . <b>Note:</b> Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) <span style="float:right">501(c)(3)</span>
	<b>4</b>	Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____  <i>(Applies to accounts maintained outside the United States.)</i>
	<b>3b</b>	If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions . . . . . <input type="checkbox"/>
	<b>5</b>	Address (number, street, and apt. or suite no.). See instructions. 1355 Peachtree St. NE, Suite 600
	<b>6</b>	City, state, and ZIP code Atlanta, GA 30309
	<b>7</b>	List account number(s) here (optional)
		Requester's name and address (optional)

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

<b>Social security number</b>									
<b>or</b>									
<b>Employer identification number</b>									
5	8	-	1	3	4	1	6	7	9

**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

**Part II Certification**

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person	Date <u>1/14/2026</u>
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**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

**What's New**

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

# Group Guest List

Cambria Pines Lodge  
 2905 Burton Drive  
 Cambria CA 93428 US

PROPERTY: CPL - Cambria Pines Lodge

USER: JSCHMIDT

CURRENCY: USD

DATE PRINTED: 08/25/2025 09:34

Group Name	Group Confirmation		Status	Start Date	Last Night Of Stay			
The Arthritis Foundation, Inc.	2107474		Definite	09/08/2025	09/09/2025			
Guest Name	Arrival	Confirmation	VIP	Guests	Share	Guarantee	Rate Plan	Room Type
Alternate Guest Name	Departure					Status	Rate	Room
Adamic, James	09/09/2025	58226804-1		2/0		Group Guarantee	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Anglin, Brian	09/09/2025	26614047-1		2/0		Credit Card	GROUP	QQPFA
	09/10/2025					Reserved	\$203.15	
Belisle, Peter	09/09/2025	39114586-1		2/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Berg, Meaghan	09/09/2025	57859086-1		1/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Blair, Christopher	09/09/2025	85074277-1		2/0		Credit Card	GROUP	QQJS
	09/10/2025					Reserved	\$194.65	
Bly, Nathaniel	09/09/2025	24916480-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Bode, Jeffery	09/09/2025	69913042-1		1/0		Credit Card	GROUP	KJS
	09/10/2025					Reserved	\$194.65	
Bombardier, Michelle	09/09/2025	61126746-1		2/0		Group Guarantee	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Bowen, Tom	09/09/2025	10901616-1		1/0		Credit Card	GROUP	KJS
	09/10/2025					Reserved	\$194.65	
Bronstein, John	09/09/2025	28086706-1		2/0		Credit Card	GROUP	QQJS
	09/10/2025					Reserved	\$194.65	
Bronstein, John	09/09/2025	85780756-1		2/0		Credit Card	GROUP	QQJS
	09/10/2025					Reserved	\$194.65	
Brownell, David	09/09/2025	19039381-1		1/0		Group Guarantee	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Camara, Carlos	09/09/2025	63469007-1		2/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Cheatam, Charlie	09/09/2025	85945483-1		2/0		Group Guarantee	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Cichowski, Elizabeth	09/09/2025	50815221-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	

Group Name		Group Confirmation		Status	Start Date	Last Night Of Stay		
The Arthritis Foundation, Inc.		2107474		Definite	09/08/2025	09/09/2025		
Guest Name	Arrival	Confirmation	VIP	Guests	Share	Guarantee	Rate Plan	Room Type
Alternate Guest Name	Departure					Status	Rate	Room
Clepper, Fran	09/09/2025	68525846-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Connolly, John	09/09/2025	54187216-1		1/0		Credit Card	GROUP	QQD
	09/10/2025					Reserved	\$186.15	
Contreras, Chad	09/09/2025	93376186-1		2/0		Group Guarantee	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Cox, Shannon Marang	09/09/2025	20339578-1		1/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Crosby, Daniel	09/09/2025	24059616-1		1/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Crosby, Laurel	09/09/2025	17225522-1		1/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Downes, Dennis	09/09/2025	49443659-1		1/0		Credit Card	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Edgar, Dawn	09/09/2025	43823641-1		3/0		Credit Card	GROUP	QQJS
	09/10/2025					Reserved	\$214.65	
Ehling, Dennis	09/09/2025	10103771-1		2/0		Credit Card	GROUP	KJS
	09/10/2025					Reserved	\$194.65	
Engfelt, Derek	09/09/2025	73051636-1		2/0		Credit Card	GROUP	QQJS
	09/10/2025					Reserved	\$194.65	
Fields, Ed	09/09/2025	63300773-1		2/0		Credit Card	GROUP	QQJS
	09/10/2025					Reserved	\$194.65	
Figari, Robert	09/09/2025	36677376-1		2/0		Credit Card	GROUP	QQD
	09/10/2025					Reserved	\$186.15	
Fitzpatrick, Cherie	09/09/2025	69744804-1		2/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	611
Frank, Ben	09/09/2025	66298656-1		2/0		Credit Card	GROUP	QQPD
	09/10/2025					Reserved	\$194.65	
Freeman, Ben	09/09/2025	82448476-1		1/0		Credit Card	GROUP	KFC
	09/10/2025					Reserved	\$169.15	
Freeman, Samuel	09/09/2025	15292900-1		1/0		Credit Card	GROUP	KFC
	09/10/2025					Reserved	\$169.15	
Froelich, Brittney	09/09/2025	33182673-1		2/0		Group Guarantee	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Garwood, Blaine	09/09/2025	21163989-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Gerli, Kevin	09/09/2025	62917540-1		2/0		Credit Card	GROUP	QQJS
	09/10/2025					Reserved	\$194.65	

Group Name		Group Confirmation		Status		Start Date	Last Night Of Stay	
The Arthritis Foundation, Inc.		2107474		Definite		09/08/2025	09/09/2025	
Guest Name	Arrival	Confirmation	VIP	Guests	Share	Guarantee	Rate Plan	Room Type
Alternate Guest Name	Departure					Status	Rate	Room
Gibson, Kathy	09/09/2025	91460711-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Gillen, Lexi	09/09/2025	44280905-1		2/0		Group Guarantee	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Glanville, Julie & Shawn	09/09/2025	63298096-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Goldstein, Charles	09/09/2025	80994493-1		1/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Gomez, Stephanie	09/09/2025	51530656-1		2/0		Group Guarantee	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Gonser, Mary	09/09/2025	42962011-1		2/0		Credit Card	GROUP	KFV
	09/10/2025					Reserved	\$169.15	
Gries, Cathy	09/09/2025	37519345-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Halseth, Erika	09/09/2025	86387615-1		1/0		Credit Card	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Harrel, Kelly	09/09/2025	98840030-1		1/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Herold, Geri	09/09/2025	92657706-1		2/0		Group Guarantee	GROUP	KFC
	09/10/2025					Reserved	\$169.15	
Herrera, Stew	09/09/2025	71921680-1		2/0		Credit Card	GROUP	QQJS
	09/10/2025					Reserved	\$194.65	
Holmes, Van	09/09/2025	90961161-1		1/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Ingerman, Alex	09/09/2025	86256047-1		1/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Jourley, Merry	09/09/2025	93940892-1		1/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Kalb, Jim	09/09/2025	64340693-1		2/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$203.15	
Kelly, Julie	09/09/2025	54813301-1		1/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Kennedy, Phillip	09/09/2025	44882723-1		2/0		Credit Card	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Lambie, Jamaica	09/09/2025	87847155-1		1/0		Group Guarantee	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Lee, Ronald Dana	09/09/2025	61389376-1		2/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	

Group Name		Group Confirmation		Status		Start Date	Last Night Of Stay	
The Arthritis Foundation, Inc.		2107474		Definite		09/08/2025	09/09/2025	
Guest Name	Arrival	Confirmation	VIP	Guests	Share	Guarantee	Rate Plan	Room Type
Alternate Guest Name	Departure					Status	Rate	Room
Lo, Jeff	09/09/2025	75135181-1		1/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Lomsdalen, Douglas	09/09/2025	35087329-1		1/0		Credit Card	GROUP	QQPD
	09/10/2025					Reserved	\$194.65	
Lucas, Christopher	09/09/2025	21935195-1		1/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Lucas, Jonathan	09/09/2025	99754413-1		1/0		Credit Card	GROUP	KJS
	09/10/2025					Reserved	\$194.65	
Mallett, Riley	09/09/2025	57809521-1		2/0		Group Guarantee	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Mathias, Michael & Meagan	09/09/2025	65143726-1		2/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
McCloskey, Lindsey	09/09/2025	77494671-1		2/0		Credit Card	GROUP	QQD
	09/10/2025					Reserved	\$186.15	
McGinnis, Jennifer & Ashley	09/09/2025	87460093-1		2/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
McIntyre, Wayne	09/09/2025	91015835-1		2/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Miller, Morgan	09/09/2025	93014702-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Missailidis, Robin	09/09/2025	15944096-1		2/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Morris, Shinju	09/09/2025	14978635-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Mullen, Thomas	09/09/2025	64690875-1		1/0		Credit Card	GROUP	KFV
	09/10/2025					Reserved	\$169.15	
Murnan, William	09/09/2025	84561594-1		1/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Norton, Mary	09/09/2025	34871335-1		2/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Pain, Elizabeth	09/09/2025	60819293-1		2/0		Credit Card	GROUP	KDS
	09/10/2025					Reserved	\$262.65	
Pandit, Adarsh	09/09/2025	87328635-1		1/0		Credit Card	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Patin, David	09/09/2025	21589145-1		1/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Pendley, Robert	09/09/2025	48506149-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	

Group Name		Group Confirmation		Status		Start Date	Last Night Of Stay	
The Arthritis Foundation, Inc.		2107474		Definite		09/08/2025	09/09/2025	
Guest Name	Arrival	Confirmation	VIP	Guests	Share	Guarantee	Rate Plan	Room Type
Alternate Guest Name	Departure					Status	Rate	Room
Price, Jack	09/09/2025	83558793-1		2/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Pumo, Richard	09/09/2025	85727829-1		1/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Rasmus, Kari	09/09/2025	25305748-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Reyes, Richard	09/09/2025	67488463-1		2/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Rivas, Kyle	09/09/2025	51070490-1		1/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Robertson, Amy	09/09/2025	12751898-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Rock, Steve	09/08/2025	11289799-1		1/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$184.00	
Rogers, Amy	09/09/2025	44228279-1		1/0		Credit Card	GROUP	QQD
	09/10/2025					Reserved	\$186.15	
Rogers, Richard	09/09/2025	81853875-1		2/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Rosoff, Marc	09/09/2025	17208946-1		1/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Rubin, Adrienne	09/09/2025	24711253-1		1/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Rubin, Ronald	09/09/2025	40571896-1		1/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Santiago, Robert	09/09/2025	77808281-1		1/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Scanlan, Daniel	09/09/2025	83521069-1		2/0		Credit Card	GROUP	QQD
	09/10/2025					Reserved	\$186.15	
Severson, Kurt	09/09/2025	20047152-1		1/0		Credit Card	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Showler, Stephen	09/09/2025	28192386-1		1/0		Credit Card	GROUP	QQD
	09/10/2025					Reserved	\$186.15	
Showler, Stephen	09/09/2025	93683047-1		1/0		Credit Card	GROUP	QQD
	09/10/2025					Reserved	\$186.15	
Starck, Erin & Ted	09/09/2025	36429622-1		2/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Stephens, David	09/09/2025	92317633-1		2/0		Group Guarantee	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	

Group Name		Group Confirmation		Status	Start Date	Last Night Of Stay		
The Arthritis Foundation, Inc.		2107474		Definite	09/08/2025	09/09/2025		
Guest Name	Arrival	Confirmation	VIP	Guests	Share	Guarantee	Rate Plan	Room Type
Alternate Guest Name	Departure					Status	Rate	Room
Stolshek, Bradley	09/09/2025	13680921-1		1/0		Credit Card	GROUP	QQJS
	09/10/2025					Reserved	\$194.65	
Stone, Suzy	09/09/2025	32253404-1		2/0		Credit Card	GROUP	QQJS
	09/10/2025					Reserved	\$194.65	
Taylor, Steven	09/09/2025	56667498-1		2/0		Group Guarantee	GROUP	KDS
	09/10/2025					Reserved	\$262.65	
Turner, Ken	09/09/2025	66755406-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Vanoudenhaegen, Lucas	09/09/2025	89023104-1		1/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Voet, Roger	09/09/2025	61390494-1		2/0		Credit Card	GROUP	KFV
	09/10/2025					Reserved	\$169.15	
Wassman, Chris	09/09/2025	86771966-1		2/0		Credit Card	GROUP	QQV
	09/10/2025					Reserved	\$169.15	
Weiss, Charles	09/09/2025	26683865-1		2/0		Credit Card	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Whelan, Carolyn	09/09/2025	37405006-1		1/0		Credit Card	GROUP	QQD
	09/10/2025					Reserved	\$186.15	
Whitley, Kenneth Drew	09/09/2025	33150447-1		2/0		Group Guarantee	GROUP	QQPF
	09/10/2025					Reserved	\$203.15	
Wright, Dave	09/09/2025	52170016-1		1/0		Credit Card	GROUP	KFV
	09/10/2025					Reserved	\$169.15	
Zager, Melissa	09/09/2025	76614192-1		1/0		Group Guarantee	GROUP	KLS
	09/10/2025					Reserved	\$220.15	
Zamel, Jim	09/09/2025	44958557-1		2/0		Credit Card	GROUP	QQJS
	09/10/2025					Reserved	\$194.65	
<b>Total Reservations</b>	<b>104</b>	<b>Total Room Nights</b>	<b>105</b>	<b>No. of Guests</b>	<b>166/0</b>	<b>Total Rate</b>	<b>\$20,269.95</b>	



## 2025 PARTNER COMPLETION REPORT



# 2025 California Coast Classic Tour Engagement

- **228** riders
- **525** miles over **8** days
- **9** mission ambassadors
- **46** volunteers
- **15** Ride Your Way participants
- **\$1,464,328** raised to support our vision of a world where all people with arthritis live life without limits



# Thank You, Cycle Central Coast and Visit Cambria!

"This arduous journey is **made with the power of sponsors** and volunteers who are so kind and dedicated. It really makes for a community working towards a common goal. It was a gift to witness how much kindness and commitment is ever present. The ongoing dedication makes for lighter days as we pedal down the coast. It is truly amazing, fun and remarkable. I have been back only one day from the ride, and I miss the experience already. See you next year!"

- California Coast Classic on-tour rider, 2025



## PR, Communications & Social Media KPIs

Total Potential Earned Media Reach

**48.2M**

- ❑ TV: 91,905 (79.17% Reporting)
- ❑ Web: 11,957,590 (79.17% Reporting)

Total Earned Media Ad Equivalency

**\$666K**

- ❑ TV: \$11,804.31 (79.17% Reporting)
- ❑ Web: \$110,637.91 (79.17% Reporting)

Total Media Placement

**14**

- ❑ TV Broadcasts: 38
- ❑ Web Articles: 89

Social Media Impressions  
AFCE Facebook and Instagram

**1.5M**

- ❑ AFCE Total Paid Ad Impressions: 1,200,535
- ❑ Organic Impressions: 300,781

Newsletter Reach

**23.7k**

- ❑ Number sent: 41,176
- ❑ Number Opened: 23,689
- ❑ Open Rate: 57.5%
- ❑ Click Rate: 5.9%

Total Advertising Impressions  
(CCC25 Campaigns)

**785.2k**

- ❑ Reach: 241.3k
- ❑ Link Clicks: 9,089
- ❑ Reactions: 2,242
- ❑ Video views: 562.7
- ❑ Registration Start Clicks: 278
- ❑ Registrations: 10

# Mission: Why We Ride

The Arthritis Foundation is boldly pursuing a cure for America's #1 cause of disability, while championing the fight against arthritis with life-changing resources, science, advocacy and community connections.

2025 California Coast Classic  
**Mission Ambassadors**

Celebrity Mission Ambassador



**Nancy Travis**, actress, advocate, CCC rider, and daughter whose mother had severe rheumatoid arthritis.

# California Coast Classic Mission Ambassadors

25TH EDITION  
CALIFORNIA COAST CLASSIC BIKE TOUR



Day 0 San Francisco  
Pete Staylor Riverside, California



25TH EDITION  
CALIFORNIA COAST CLASSIC BIKE TOUR



Day 2 Monterey  
Steve Taylor New Smyrna Beach, Florida



25TH EDITION  
CALIFORNIA COAST CLASSIC BIKE TOUR



Day 4 Cambria  
Elaine Brown Cochran, Texas



25TH EDITION  
CALIFORNIA COAST CLASSIC BIKE TOUR



Day 6 Guellon  
Robert Santiago Jamaica Plain, Massachusetts



25TH EDITION  
CALIFORNIA COAST CLASSIC BIKE TOUR



Jordan Ryan  
Seattle, Washington



25TH EDITION  
CALIFORNIA COAST CLASSIC BIKE TOUR



Day 1 Santa Cruz  
Reva Cupertino California



25TH EDITION  
CALIFORNIA COAST CLASSIC BIKE TOUR



Day 3 Big Sur  
Jonah Anaheim, California



25TH EDITION  
CALIFORNIA COAST CLASSIC BIKE TOUR



Day 5 Oceano  
Chrissy Livergood Syracuse, New York



25TH EDITION  
CALIFORNIA COAST CLASSIC BIKE TOUR



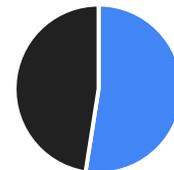
Day 7 Ventura  
The Billy Stone Volunteer Award



# Participant Demographics

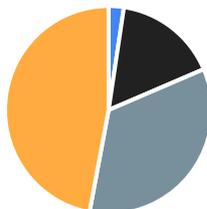
- 57% men, 43% women
- 32% of sign-ups live with a form of arthritis
- 44% have annual household incomes greater than \$200,000
- 95% have college/graduate school degrees
- Interest in cycling, outdoor adventure, endurance events & traveling
- CCC drew registrations from 22 states and England

## Gender



■ Men ■ Women

## Age



■ 18-27 ■ 28-44 ■ 45-59 ■ 60-77+

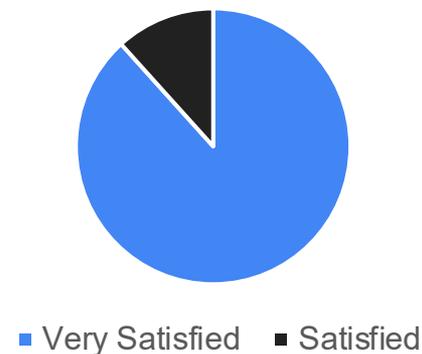
## Household income:

Less than \$49,999	0.00%
\$50,000 to \$74,999	10.81%
\$75,000 to \$99,999	6.76%
\$100,000 to \$149,999	18.92%
\$150,000 to \$199,999	17.57%
\$200,000 to \$274,999	14.86%
\$275,000 to \$349,999	9.46%
More than \$350,000	21.62%

## Participant Feedback

- 100% 'very satisfied' or 'satisfied'
- Majority of participants found ease in registration and fundraising, and supported pre-tour and on-tour with communications and tools
- Majority of participants plan to ride again

### Participant satisfaction



*"This ride has been a life changer for me. This event gives me a big goal to train for in the summer, and all of that training has made me a healthier and better person. Then the ride itself is beautiful, and the people feel like family."*

- California Coast Classic on-tour rider, 2025

# Activations



# Registration



Start Line





## On Tour





## On Tour





## On Tour





## On Tour





## Finish Line



# Printed Collateral

Thank you to our official partners. **Champions of Yes.**



BLANKROME



**HYPTE**  
BRANDED SOLUTIONS



**PRIMAL**



**nuun**



**GALLO**



BLANKROME



# Digital Collateral - Newsletter

## Cycle Central Coast & Visit Cambria

Thank you [Cycle Central Coast](#) and [Visit Cambria](#) for making the California Coast Classic possible! They know every mile of the world-renowned cycling routes California holds, and their generous sponsorship paves the way for our stunning ride down the coast.

Thanks to their passion and support, the Central Coast remains a vibrant and inspiring destination for cyclists of all levels, while also helping build a better world for people living with arthritis. We're grateful to have such dedicated partners fueling every mile. Their generous sponsorship makes the California Coast Classic possible!



Thank you to our official partners.  
**Champions of Yes.**

Sponsored by

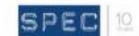


BLANKROME



PRIMAL

GALLO



HYPTE  
BRANDED SOLUTIONS



# Website and Newsletters

Sponsored By



Partners



Thank you to our official partners

SPONSORED BY



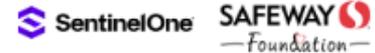
CHAMPION PARTNERS



PRESTIGE PARTNERS



REST-STOP & CHECK POINTS PARTNERS



OFFICIAL WINE PARTNER



# Media Relations

# Highlights

Santa Ynez  
**VALLEY NEWS**

**Cyclists pedal into Buellton for Arthritis Foundation's 25th California Coast Classic**



ARTHRITIS FOUNDATION

- September 6**  
San Francisco - Santa Cruz
- September 7**  
Santa Cruz - Monterey
- September 8**  
Monterey - Big Sur
- September 9**  
Big Sur - Cambria
- September 10**  
Cambria - Oceano
- September 11**  
Oceano - Buellton
- September 12**  
Buellton - Ventura
- September 13**  
Ventura - L.A.

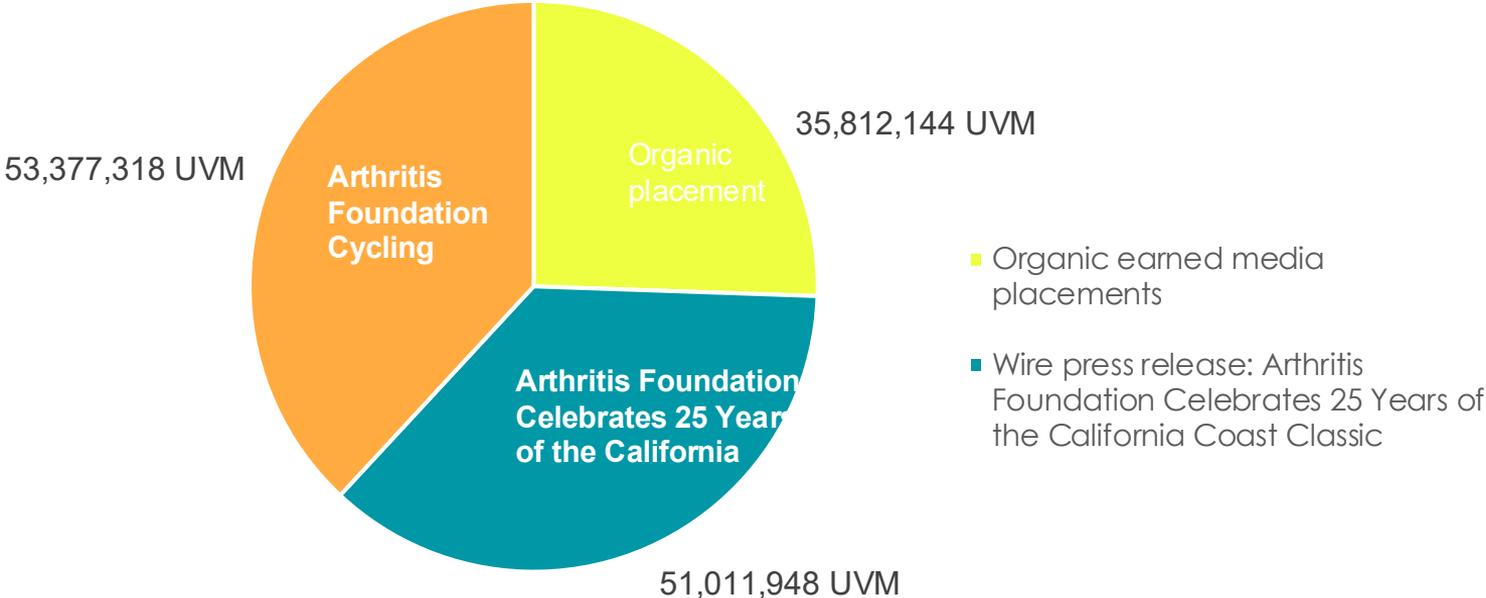
**CYCLING FOR ARTHRITIS AWARENESS**

NEWS CHANNEL 3 KEYT

**CYCLING FOR ARTHRITIS AWARENESS**

NEWS CHANNEL 3 KEYT

# AUDIENCE REACH



Audience reach is the sum of unique devices visiting the reporting publications' domain in a month + broadcast viewership.

## Regional Media List: AFCE/CCC

6AM City, SDtoday  
Arizona PBS  
Associated Press  
Border Report, KSWB-TV (San Diego, CA)  
CalMatters  
CalMatters, Freelance  
Chilkat Valley News  
Coronado Eagle & Journal, Coronado Magazine,  
Imperial Beach Eagle & Times  
County News Center  
Del Mar Times, Encinitas Advocate, The San Diego  
Union-Tribune  
East Valley Tribune  
Giving Back Magazine  
Gizmodo, Paleofuture  
Imperial Valley Press  
Investor Place, TipRanks  
KATY-FM (Temecula, CA), Temecula Valley News  
KCBX-FM (San Luis Obispo, CA)  
KCPR-FM (San Luis Obispo, CA)  
KEYT-TV (Santa Barbara, CA)  
KFMB-TV (San Diego, CA)  
KGB-AM (San Diego, CA)  
KGTV-TV (San Diego, CA)  
KJZZ-FM (Phoenix, AZ)  
KKAL-FM (San Luis Obispo, CA)  
KKFX-TV (San Luis Obispo, CA)  
KLSB-AM (San Diego, CA)  
KNSD-TV (San Diego, CA)  
KNXV-TV (Phoenix, AZ)  
KPBS-TV (San Diego, CA)  
KPHO-TV (Phoenix, AZ), KTVK-TV (Phoenix, AZ)  
KPNX-TV (Phoenix, AZ)

KSAZ-TV (Phoenix, AZ)  
KSAZ-TV (Phoenix, AZ), KUTP-TV (Phoenix, AZ)  
KSBY-TV (San Luis Obispo, CA)  
KSDS-FM (San Diego, CA)  
KSWB-TV (San Diego, CA)  
KTVK-TV (Phoenix, AZ)  
KUSI-TV (San Diego, CA)  
La Voz (Phoenix, AZ)  
LomaBeat, Times of San Diego  
Long Beach Post  
Pacific Coast Business Times  
Paso Robles Daily News  
Paso Robles Press  
Passport To San Diego  
Patch  
Phoenix New Times  
Rock Docs, Times of San Diego  
SDtoday  
San Diego Business Journal  
San Diego County News  
San Diego Downtown News, San Diego Uptown Ne  
San Diego Magazine  
San Diego Reader  
San Diego: Dialed In  
San Luis Obispo New Times  
San Luis Obispo Tribune  
Santa Maria Sun  
Santa Maria Times  
Santa Ynez Valley News  
Signal Tribune  
Spectrum News Southern California  
Spectrum News, Spectrum News 1 SoCal  
The Arizona Republic

## National Media List: AFCE/CHC/CCC

ABC News  
ABC World News Tonight  
CBS Mornings  
CBS News  
CBS The Dish  
CNBC Make It  
CNN  
Cool Hunting  
Daily Mail US  
Entertainment Tonight  
Everyday Health  
Experience Life  
Extra TV  
Forbes  
Fox & Friends  
Fox News  
Good Housekeeping  
Good Morning America  
Health  
HealthDay  
HuffPost  
Inside Edition  
~~LiveNOW~~ from FOX  
Men's Health  
Morning Joe  
NBC News  
News Nation  
Newsmax TV  
Oprah Daily  
Page Six  
Prevention  
SELF Magazine  
Sunday ~~Sitdown~~ with Willie Geist  
The Edge (Hone Health)  
The Healthy  
The Kelly Clarkson Show  
The National Desk  
The New York Times  
The View  
TODAY  
U.S. News and World Report  
USA Today  
WABC-TV (New York, NY)  
Woman's Day  
Yahoo Life

# AFCE and CCC25 Newsletter Marketing

**Summary:** From January to September 2025, we produced **9 monthly AFCE newsletters\***, **3 Gearing Up To Ride** pre-tour newsletters, **9 CCC on-tour** newsletters, and **3 Lapsed Rider** communications.

## CCC25 Newsletter Stats:

<b>AFCE Monthly Issues:</b>	9*
<b>Gearing Up To Ride Issues:</b>	3
<b>On-Tour Issues:</b>	9
<b>Lapsed Rider Emails:</b>	3
<b>Avg Audience Size:</b>	1,716
<b>Avg Open Rate:</b>	58%

\***Note**, 6 of these newsletters (Jan-June 2025) are also included in the CHC25 Recap Report



# Key Performance Indicators: CCC25 Email Marketing

Total Reach, All Emails  
(Jan - Sept 2025)

**23.7k**

- ❑ Number sent: 41,176
- ❑ Number Opened: 23,689
- ❑ Open Rate: 57.5%

AFCE Monthly Newsletter Reach  
(Jan - Sept 2025)

**9.3k**

- ❑ Number sent: 16,111
- ❑ Number Opened: 9,254
- ❑ Open Rate: 57.4%
- ❑ Ave Audience Size: 1,790

CCC On-Tour Newsletter Reach  
(Sept 2025)

**12.8k**

- ❑ Number sent: 21,429
- ❑ Number Opened: 12,579
- ❑ Open Rate: 58.7%
- ❑ Ave Audience Size: 1,786

Lapsed Rider Emails Reach  
(Apr - Sept 2025)

**1.9k**

- ❑ Number sent: 3,636
- ❑ Number Opened: 1,856
- ❑ Open Rate: 51.1%
- ❑ Ave Audience Size: 1,212

Lead Generation Campaign Reach  
(Sept 2025, ongoing)

**184**

- ❑ Number sent: 303
- ❑ Number Opened: 184
- ❑ Open Rate: 60.7%
- ❑ Ave Audience Size: 303



# Social Media

# Key Performance Indicators: CCC25 Owned Social

Views Across All Platforms  
(Jan - Sept 2025)

## 1.5M

- ❑ Facebook: 1,247,764
- ❑ Instagram: 300,781
- ❑ LinkedIn: 5,178

Total Meta Advertising Impressions  
(CCC25 Campaigns only)

## 785.2k

- ❑ Reach: 241.3k
- ❑ Link Clicks: 9,089
- ❑ Reactions: 2,242
- ❑ Video views: 562.7
- ❑ Registration Start Clicks: 278
- ❑ Registrations: 10

CCC25 On-Tour Total Reach  
(~Sept 5-13, 2025)

## 307k

- ❑ Facebook: 213,503
- ❑ Instagram: 91,614
- ❑ LinkedIn: 1,826

CCC25 On-Tour Boosted Impressions  
(~Sept 5-13, 2025)

## 147k

- ❑ Views: 147,295
- ❑ Reach: 93,542
- ❑ Link Clicks: 569



# AFCE Owned Social Media Overview

## Campaign Details and Insights:

- The **AFCE Facebook** Page audience has **grown 21% so far in 2025**, compared to December 2024.
- The **AFCE Instagram** audience has **grown 18.9% so far in 2025**, compared to December 2024.
- **Reach on Instagram is up 267%** versus January 1 - December 31, 2024; however it is down 11% on Facebook compared to the same period.
- **Content interactions** are up on both platforms, with **Facebook showing 53% gain** year-to-date, and **Instagram showing 100% gain** versus 2024.
- In late August, we launched a showcase page on **LinkedIn**, to engage with a more corporate and clinical audience.

# Key Performance Indicators: CCC25 Paid Ad Campaigns

Total Meta Advertising Impressions  
(CCC25 Campaigns only)

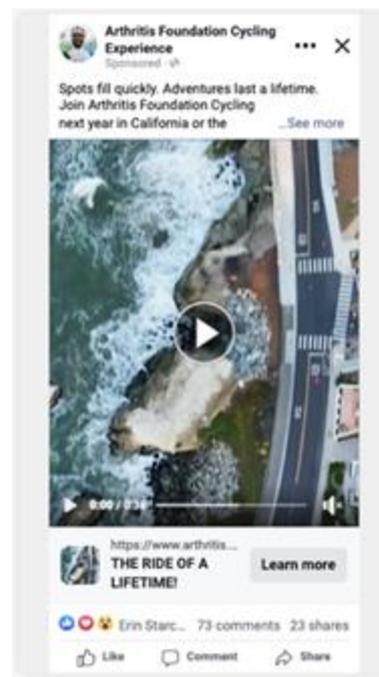
## 785.2k

- ❑ Reach: 241.3k
- ❑ Link Clicks: 9,089
- ❑ Reactions: 2,242
- ❑ Video views: 562.7
- ❑ Registration Start Clicks: 278
- ❑ Registrations: 10

Lead Gen Campaign Impressions \*

## 161.5k

- ❑ Reach: 60.4k
- ❑ Link Clicks: 4,553
- ❑ Video views: 126.3k
- ❑ Emails Captured: 316
- ❑ Cost Per Lead: \$7.91



\* **NOTE:** Lead Generation Campaign figures are included in Total Meta Advertising Impressions

# CCC25 Paid Advertising Overview

Between November 2024 and early 2025, a series of **bike-endemic advertising** campaigns ran to create **awareness** and drive **registration** for both the **Carolina Hills Classic** and the **California Coast Classic**.

Additionally, a series of ads was created to drive **registration for CCC25** and **lead generation for AFCE**.

2025 advertising appeared in:

- Meta
- LinkedIn
- Outside & VELO
- Gran Fondo Guide
- Cycle California!



# CCC Paid Advertising: Meta Conversion Campaign

## Campaign Details and Insights:

- **Social Media advertising was successful in producing at least 10 rider registrations.** Based on CCC25 registration data, **10 riders cite “social media”** as their referral source and an **additional 20 participants clicked a Facebook link** to access registration for CCC25. Another **Approximately 64 people (18%) registered without stating a Referral Source**, indicating the tally is likely higher than 10.
- Social Media helped attract **New Riders** to register: **6 new riders cite “social media”** as their referral source and an **additional 2 new riders** clicked a Facebook link to access registration for CCC25.
- The Meta Conversion Campaigns for CCC25 and CHC25 **drove organic interest in the AFCE newsletter**, generating **50 unsolicited subscriptions**.
- We continued to note a discrepancy between the number of completed registrations tracked by Meta versus actual registrations.

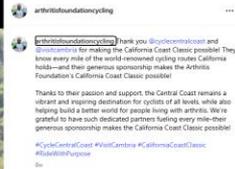
# Partner Social Shout Outs



Arthritis Foundation Cycling Exp...

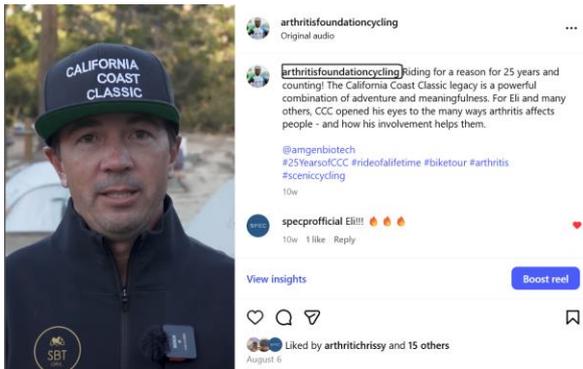
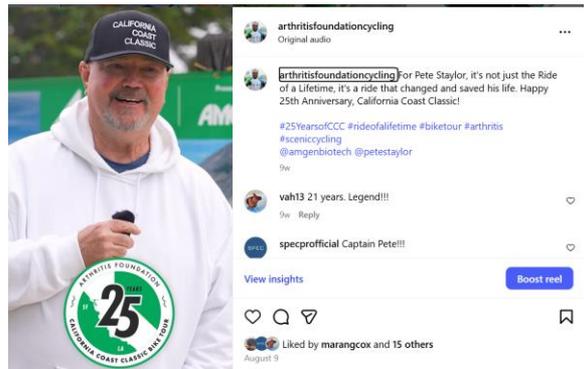
152 followers  
1mo •

Thank you Cycle Central Coast and Visit Cambria for making the California Coast Classic possible! They know every mile of the world-renowned cycling routes ...more



# Mission Moments on Social

A curated series of storytelling during pre-tour awareness



# Save the Dates

## 2026 Arthritis Foundation Cycling Experiences

ARTHRITIS FOUNDATION®  
**CAROLINA  
HILLS CLASSIC**



**May 14 –17, 2026**

Asheville, NC to Greenville, SC

ARTHRITIS FOUNDATION®  
**CALIFORNIA  
COAST CLASSIC**



**September 26-October 3, 2026**

San Francisco to Los Angeles

[events.arthritis.org/cyclingexperience](https://events.arthritis.org/cyclingexperience)

“Thank you,  
Cycle Central  
Coast  
and Visit  
Cambria!”

ARTHRITIS FOUNDATION®  
**CYCLING  
EXPERIENCE**

