

CREATIVE SERVICES

2026 SEASON





CONTENT DRIVES RESULTS



THE STORY

YOUR BRAND HAS A STORY, AND ATHLETES ARE YOUR STORYTELLERS.

Inspire Athlete Management represents some of the best professional cyclists in the world. We have worked with dozens of top brands, forging partnerships with our athletes resulting in tangible results. The IAM team has combined experience in partnerships as well as creative design, which allows us to create content that is both engaging and meaningful.



THE CHALLENGE

Brands face various barriers when it comes to creating meaningful content. Here are a few challenges your brand may be facing:

COST EFFECTIVENESS

With races and athletes spread across the US, it is very expensive to send or hire content creators to each location and for each athlete.

CONSISTENT QUALITY

Without using the same crew for each project or campaign, it is difficult to maintain a consistent tone throughout a season.

MANAGING SERVICES

Even small campaigns can require multiple services, including writing/storyboarding, videography and/or photography, and editing. Coordinating these three elements can be intensive.





GET
INSPIRED

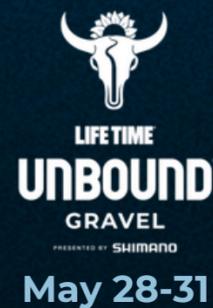
THE SOLUTION

CONSOLIDATE RESOURCES BY TARGETING KEY EVENTS

Having one creative team covering multiple athletes and multiple brands allows travel expenses and other fixed costs to be distributed, lowering the cost of production for each project. It also ensures consistent quality and tone.

Targeting the three biggest gravel races in the US ensures:

- Highest visibility for your brand
- Most athletes in attendance
- Most engagement on Social Media



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THE EXECUTION

IAM CREATIVE SERVICES IS YOUR ONE-STOP SHOP FOR CONTENT CREATION.

 Planning/Strategy

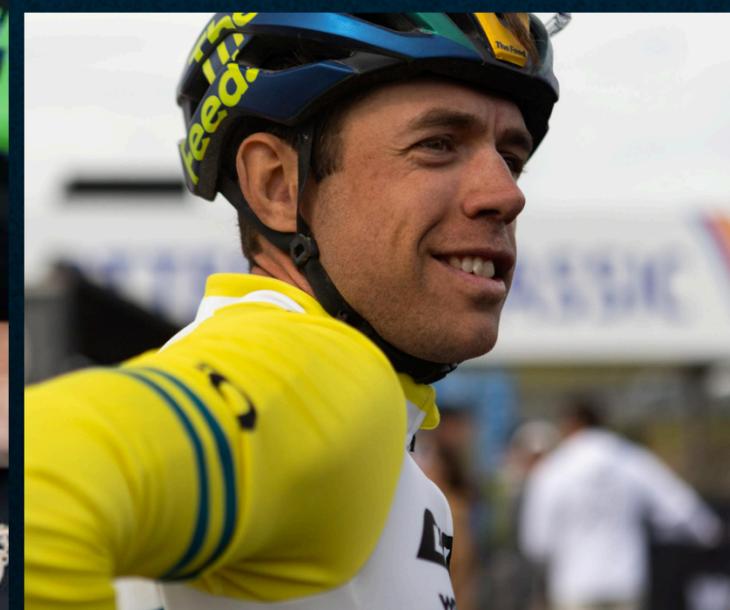
 Videography/Photography

 Creative Direction

 Editing

We build relationships between brands and athletes and manage these partnerships to ensure beneficial results on both sides.

- Decades of experience in sports marketing and creative design
- Proven track record
- We specialize in cycling - we understand the space
- Long-standing relationships with brands and athletes





TELL YOUR STORY



PACKAGE OPTIONS

BASIC

1 Race
\$1,500

 1 Custom Reel

 20 photos
of desired athlete
and/or product

RACE COVERAGE

1 Race
\$3,000

 3 Custom Reels:

- Race prep
- Product reel
- Race recap

 20 photos

LONG FORMAT *

1 Race
\$5,000

 1 Long-format video
(up to 20 minutes)

 1 Custom Reel

 20 photos

FULL-SEASON *

3 Races
\$12,000

 1 Long-format video
(up to 20 minutes)

 3 Reels per race
(9 total)

 20 photos per race
(60 total)

 Need something different? Have another event in mind? Just ask!

* ask about sharing costs with co-sponsors



THE TEAM



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