

welcome to

Beauty + Bikes

Meet our leaders



COREY WEISS
Founder & Director



DAVID JAMES GRAYE
Event Manager

What is Beauty+Bikes?

Beauty + Bikes aims to assist beauty industry firms in establishing valuable connections with our list of vetted micro-influencers.

Companies who have participated in our events



LARUCE

ALGENIST
Biotechnology from San Francisco

Whether emerging or established, Beauty + Bikes invites all beauty firms making positive strides in the beauty community

What's Different?

Beauty + Bikes is not your typical beauty industry event.

UNIQUE

With our "sweatworking" concept we invite our micro-influencers to work out in a state-of-the-art indoor cycling studio, sweat it out, have fun, and network with the representatives of the companies after class.

INTIMATE

"There's a stronger community feel than at other events where people will break off into cliques. People interact more openly with other creators and brands." - **Corey Weiss**

Our capacity for the class is around 30 people. We encourage all participants to loosen up, sweat, engage with the brands, connect with other influencers, and have fun!

NO ATTITUDE

This is not a typical beauty event, our event sparks sincerity and with a change in venue and activity, our micro-influencers come with minimal makeup and workout apparel. We foster a positive environment, free of judgement

Brand Involvement

The Beauty + Bikes event costs **\$700** for brands who wish to participate. This fee the brand to introduce itself to attendees, and participate in an on-site activation, network with the micro-influencers among others, and provide merchandise in gift bags.



Reviews

Curious to know what people are saying about our venue and events?



Awesome experience at DIG Cycle! Instructors are motivating, the facility is modern, and the workout is intense. Highly recommend it to anyone looking for a fun and challenging cycling class!

-- Ali P.

Took a class with David, young energetic instructor who knows his stuff. Place is sparkling clean and friendly.

-- Luc N.

Excellent class, enjoyed it very much!

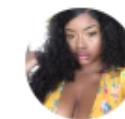
-- Angie Z.

I love attending beauty + bikes events, and my followers often use my codes after posting my gift bag

-- Kim O.



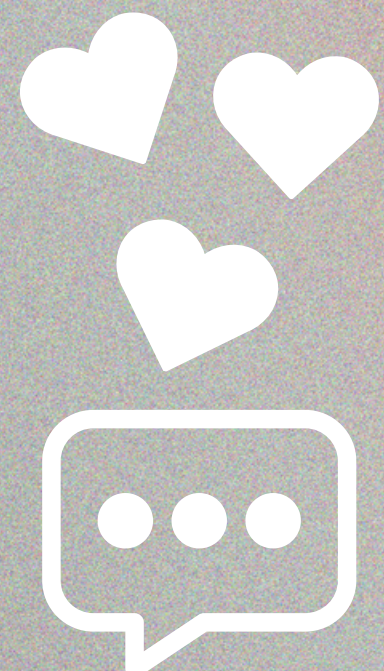
"David was great and so was the space." - Shyla J.



"This was amazing 🤍💚💛" - Kyyla W.



"This was such a cool spot for a gym themed film shoot!" - Bradley L.



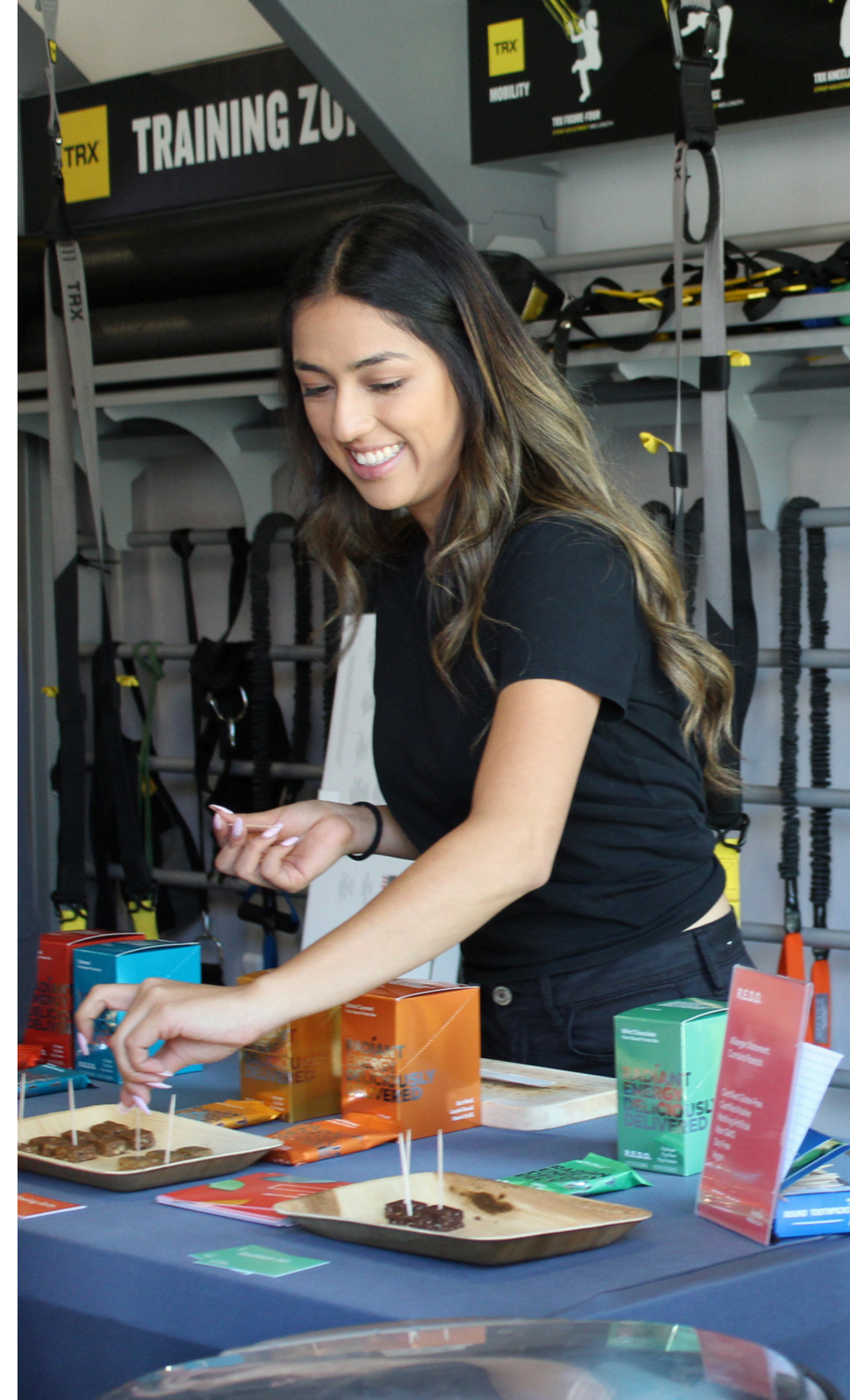
FAQs

WHAT KIND OF SOCIAL MEDIA COVERAGE CAN MY BRAND EXPECT FROM THE EVENT?

Influencers are encouraged to share their experiences throughout the event on platforms like Instagram, TikTok, and YouTube. This includes pre-event teasers, live stories during the workout, and post-event reviews or unboxings. Additionally, we provide professional photography and videography services, ensuring high-quality content featuring your brand is available for both influencers and your own marketing use.

HOW DOES MY BRAND BENEFIT FROM THE POST-EVENT SWEATWORKING SESSION?

The post-event networking session offers a unique opportunity for your brand representatives to interact directly with influencers in a casual setting. This allows you to build relationships, gain immediate feedback on your products, and discuss potential collaborations. Influencers who attend are likely to share their experiences on social media, providing immediate exposure for your brand.



Generate Leads

The following is what your brand receives

Value

| | |
|--|--------|
| Inclusion on the invite that goes out to over 500+ top beauty, lifestyle and fitness influencers | \$2000 |
| Inclusion in all event promotions | \$2000 |
| Inclusion on thank you email to all attendees | \$1500 |
| Pre-ride intro on-site to all attendees | \$1500 |
| Post-ride on-site activation in "sweatworking" room | \$2500 |
| Product (and any info) included in the gift bag to all influencer attendees | \$2500 |

Thank you

PLEASE CONTINUE READING



Press Release

The following is a sample press release which could be used for the next event

FOR IMMEDIATE RELEASE

Contact:

David Graye

Event Manager

Beauty + Bikes

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Beauty + Bikes Unveils "Summer Glow" as Theme for "Sweatworking" Event for Micro Influencers and Top Beauty Brands.

[Calabasas, CA] – [August, 4th 2023] – Beauty + Bikes, the premier platform for beauty influencers and brands to network and collaborate, is thrilled to announce its upcoming exclusive event designed to bring together micro influencers and well-respected beauty brands. This quarter, Beauty + Bikes announces "Summer Glow," a theme focusing on clean tanning products, sunscreens, and beauty products that create that stunning glow, shimmer, and sexy wet look.

Event Details:

Date: August 17th, 2024

Time: 10 AM

Location: DIG Cycle + Strength, 5727 Las Virgenes Rd. Calabasas, CA 91302

The "Summer Glow" event kicks off with an invigorating spin class, providing the perfect opportunity for influencers to bond over a shared love of fitness and wellness. Following the spin class, attendees will have the chance to network in a relaxed, friendly, and intimate environment, creating meaningful connections and collaborations.

Why Attend:

For Influencers: This is a unique opportunity to connect with some of the most respected brands in the beauty industry. Whether you're looking to discover new products, form partnerships, or simply expand your network, this event is designed to help you shine.

For Brands: Meet and mingle with a curated selection of passionate micro influencers who can help amplify your brand's message. Showcase your latest products aligned with the "Summer Glow" theme and discover potential collaborations that can take your brand to new heights.

Event Highlights:

- Interactive spin class led by a top fitness instructor
- "Sweatworking" with influential beauty personalities and brand representatives
- Exclusive product showcases and demonstrations
- Swag bags filled with the latest "Summer Glow" beauty products

Registration:

Spaces are limited for this exclusive event. To secure your spot, please RSVP by August 10th, 2024 via our event registration page, www.digcycle.com/bxb

Join us for an unforgettable experience celebrating beauty, wellness, and the power of connection. Let's glow together this summer!

Speech Sample

The following is a speech from a previous event, "Beauty Lab," held on August 15th, 2022.

Ladies and Gentlemen,

Good morning and welcome to Beauty + Bikes' "Beauty Lab" event! I am absolutely thrilled to see all of you here today. It's an honor to host this fantastic gathering once more and to witness the vibrant energy and enthusiasm that you all bring to the beauty industry.

As we gather here today for this exciting spin class and networking event, I want to take a moment to reflect on how much the beauty industry has evolved, especially in the wake of the pandemic. These past few years have been challenging for everyone, but they have also sparked incredible innovation and resilience within our community.

The pandemic has fundamentally shifted the way we perceive beauty and self-care. We've seen a tremendous rise in the demand for clean, sustainable products as consumers become more conscious about their health and the environment. This shift has paved the way for groundbreaking products that emphasize not just beauty, but also wellness and sustainability.

At Beauty + Bikes, our mission has always been to create meaningful connections between influencers and brands, fostering an environment where creativity and collaboration can flourish. Today's event is a testament to that mission. We have a fantastic lineup of brands that are at the forefront of this beauty revolution, ready to share their latest innovations and insights with you.

Now, before we dive into our energizing spin class, I am delighted to introduce a very special guest.

Representing one of the most innovative brands in the industry, Derma E, we have Olivia with us today. Derma E has been making waves with their line of products and they have some exciting announcements to share with us.

Please join me in giving a warm welcome to Olivia from Derma E!

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Thank you all, and let's enjoy the rest of this fantastic event!