



GRAND JUNCTION RIDES & VIBES

MOUNTAIN BIKE & MUSIC FESTIVAL

MAY 8-9, 2026

PRODUCED BY:

GRAND JUNCTION
SPORTS COMMISSION

SPONSORSHIP OPPORTUNITIES



EVENT OVERVIEW



- 800+ Riders
- 15,000+ Music Festival Attendees
- 20 Hours of Live Music
- Downtown Beer Garden
- Fat Tire Crit Racing
- Community & Kid Rides
- Pro & Amateur MTB Races
- Large Pro Cash Purse

FRIDAY LINEUP

Live Music & Beer Garden, Vendor Expo, Community & Kid Rides, Pro Fat Tire Crit

Kids Ride with a Doctor:

Kids of all ages kick it off with doctors while promoting bike safety and healthy lifestyles



Downtown Crit:

Community Crit ride with costume contest.
Men's & Women's Pro Fat Tire Crit
-Hot laps for cash

SATURDAY LINEUP

Amateur & Pro Race's, Live Music & Beer Garden, Vendor Expo, Awards Presentation

Pro & Amateur Races:

Pro and Amateur racers take off in a range of race distances in the Lunch Loops trail system. The finish is downtown where riders can enjoy music and beer after the race.

- Fresh 15 **15 Miles**
 - Dirty 30 **30 Miles**
- Filthy 40 **40 Miles**
 - Pro Race **40 Miles**

Up to 5,770' of elevation gain



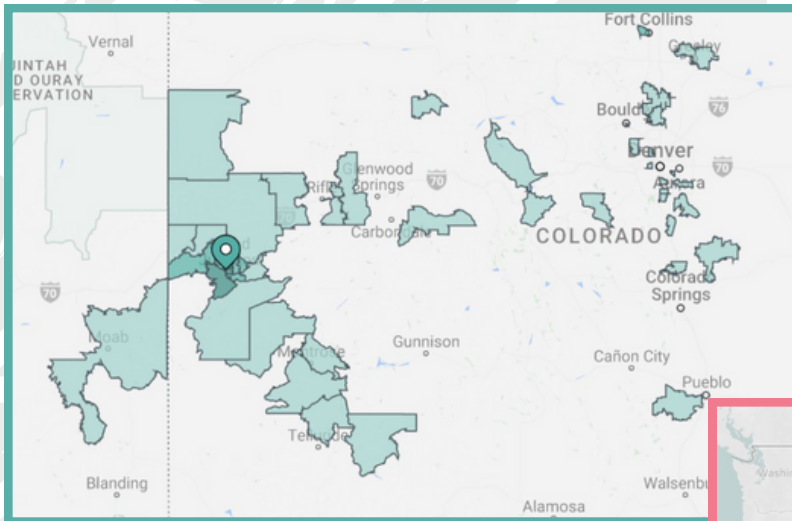
WHY SHOULD YOU GET INVOLVED?



- Brand awareness & support of outdoor recreation
- Pro field of top riders in the sport competing for a large cash purse
- Largest outdoor festival in Grand Junction (aka biggest party)
- Event proceeds support trail maintenance and building in western Colorado
- Friday community fundraiser, perfect for corporate involvement.
- Numerous cycling-focused nonprofit partners

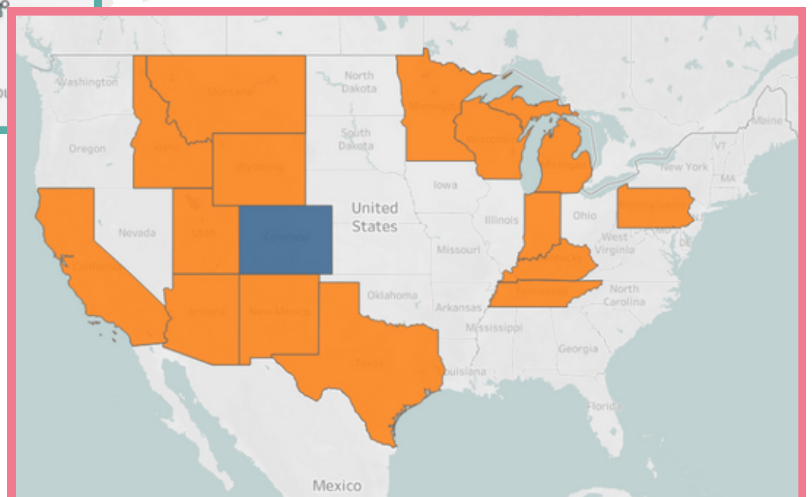
2025 EVENT DATA:

Music Festival and Vendor Expo Attendees from all over Colorado and western Utah. Estimated \$983,282 total economic impact, with \$756,371 in direct spending



- Music Festival Attendees and visitors to the downtown GJ area from all over Colorado and Western Utah.
- 17.1K attendees over 2 days
 - 16.3% under 25
 - 42.6% ages 25-40
 - 41.1% ages over 40
- 5,100+ Beers sold over 2 days

- 85.56% of participants were from Colorado
- 47.7% of those from Colorado were from Mesa County
- 77.7% Men, 22.3% Women
- 46.2% 25-40, 38.3% Over 40, 15.5% Under 25



SPONSORSHIP LEVELS

NOVICE - \$500

- Vendor Booth (10x10') in Zone 3
- One (1) race entry
- Social media recognition
- Logo on event website

PRO - \$4000

- Vendor Booth (10x20') in Zone 1
- Five (5) race entries
- Stage Signage
- Logo on athlete apparel, large
- Giveaway item in athlete bag*
- Individualized social media recognition
- Banners at start/finish (4)*

*Item/Banner to be provided by sponsor

**RIDES
& VIBES**

MASTER - \$1500

- Vendor Booth (10x20') in Zone 2
- Three (3) race entries
- Logo on athlete apparel, small
- Giveaway item in athlete bag*
- Social media recognition
- Logo on event website
- Banners at start/finish (2)*
- Industry Exclusivity
- Logo highlighted on website & athlete guide
- Course Activation Options
 - Hydration Station
 - Post Race Food
 - Aid Station

CONTACT

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RIDES & VIBES SPONSORSHIP

	PRO \$4,000	MASTER \$1,500	NOVICE \$500
Race Entries	FIVE	THREE	ONE
Social Media Recognition			
Festival Vendor	ZONE 1	ZONE 2	ZONE 3
Logo on Event Website			
Banners at Start & Finish	FOUR	TWO	
Item in Athlete Bag			
Logo on Athlete Shirt			
Stage Sponsor			
Logo and Recognition in Athlete Guide			
Industry Exclusivity			
Additional Sponsor Opportunities: Course Activation Individual Social Media Posts Logo on additional athlete item			

