



# GRAND JUNCTION RIDES & VIBES

## MOUNTAIN BIKE & MUSIC FESTIVAL

.....  
MAY 10-11, 2024

PRODUCED BY:

# SPONSORSHIP OPPORTUNITIES



# EVENT OVERVIEW

- 800+ Riders
  - 30,000+ Music Festival Attendees
  - 20 Hours of Live Music
  - Downtown Beer Garden
  - Fat Tire Crit Racing
  - Community & Kid Rides
  - Pro & Amateur MTB Races
  - \$30,000 Cash Purse
- Fresh 15 *15 Miles*
    - Dirty 30 *30 Miles*
  - Filthy 40 *40 Miles*
    - Pro Race *40 Miles*
- Up to 5,770' of elevation gain*



## Downtown Crit:

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



## FRIDAY LINEUP

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

## SATURDAY LINEUP

Amateur & Pro Race Starts  
Live Music & Beer Garden  
Vendor Expo  
Awards



## Kids Ride with a Doctor:

Kids of all ages kick off the Crit with doctors in the promotion of bike safety and healthy lifestyles



# GET INVOLVED

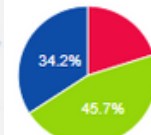
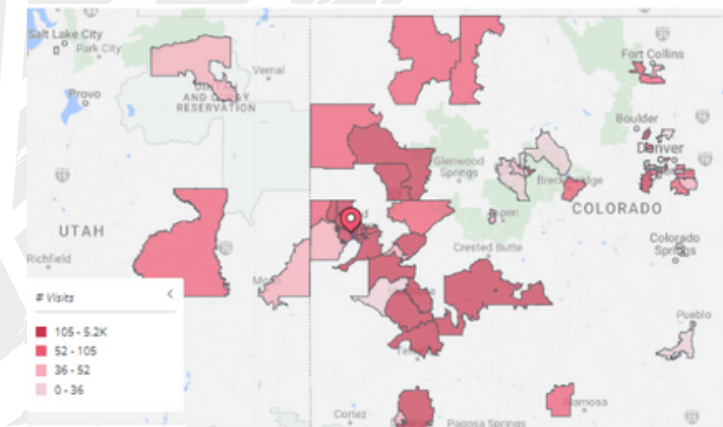
- Brand awareness & support of outdoor recreation
- Pro field of top riders in the sport competing for \$30,000 cash purse
- Largest outdoor festival in Grand Junction (aka biggest party)
- Event proceeds support trail maintenance and building in western Colorado
- Numerous cycling-focused nonprofit partners



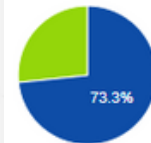
## 2023 EVENT DATA:

50% of participants traveled >60 miles

Estimated \$918,000 total economic impact



● Under 25  
● 25-40  
● Over 40



● Men  
● Women

# SPONSOR LEVELS

## NOVICE - \$500

- Vendor Booth (10x10')
- Two (2) race entries
- Social media recognition
- Logo on event website

## PRO - \$4000

- Vendor Booth (10x20')
- Five (5) race entries
- Stage Signage
- PA Recognition at event
- Start/Finish Line Signage
- Logo on event apparel
- Course Activation
- Giveaway item in athlete bag
- Individual social media recognition
- Logo on event website & athlete guide

## MASTER - \$1500

- Vendor Booth (10x20')
- Three (3) race entries
- PA Recognition at event
- Logo on event apparel
- Giveaway item in athlete bag
- Social media recognition
- Logo on event website



## CONTACT

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**PRO**  
**\$4,000**

**MASTER**  
**\$1,500**

**NOVICE**  
**\$500**

**Race Entries**

**Social Media Recognition**

**Festival Vendor**

**Logo on Event Website**

**PA Recognition at Race**

**Item in Athlete Bag**

**Logo on Athlete Shirt**

**Signage at Start & Finish**

**Logo and Recognition in  
Athlete Guide**

**Additional Sponsor Opportunities:**

Course Activation

Awards Presentation

Stage Signage

Individual Social Media Posts

Logo on Athlete Shirt and 1 Event Item



If you would like to be an exclusive sponsor in your industry please  
contact [Ben@grandjunctionsports.org](mailto:Ben@grandjunctionsports.org) or (970) 248-1469