

EPIC RIDES OFF-ROAD SERIES

...a good day on the bike



EPIC RIDES
**OFF-ROAD
SERIES**
...a good day on the bike

2018 BY THE NUMBERS



Four events / 5,000 registered athletes / 50,000 attendees / 70 + brand partners & expo vendors



\$11 million + in economic impact / \$121,000 + raised for event beneficiaries



17 million + media impressions from 50+ credentialed national, regional and local media partners | 12 million social media impressions

OUR MISSION

The Epic Rides Off-Road Series is a celebration of the bicycle, tailored to residents of host communities and surrounding metropolitan areas. Attendees are inspired by world-class mountain biking, support of the industry's leading brands, a lineup of nationally-acclaimed FREE live music, and a weekend well-spent among an inclusive community of outdoor enthusiasts.

Epic Rides sells the experience of escapism.

The goal of each Off-Road Series event is to create authentic experiences for youths, weekend warriors, top-tier pros, friends and families to drop their 'nine to fives' and travels in droves to our mountain bike themed hootenannies for an unforgettable weekend in the saddle.

Attendee: 60% male | 40% female
Rider: 80% male | 20% female



70% 30 – 50 years old
65% married | 65% have kids
51% HHI over \$100k
85% own a home



29 concerts between 3 events including headliners Ozomatli, Infamous Stringdusters, Barrington Levy, Rodger Clyne, Greta Van Fleet



89% consider event sponsors when making a purchase



www.epicrides.com receives 252,000+ unique visitors and 745,000 page views annually.



12,000+ eNews subscribers.
Organically built database
253,309 Impressions



PARTNERSHIP OPPORTUNITIES

Expanding to a national footprint in 2018, Epic Rides is looking for select sponsors who share our mission of creating a platform for our participants, host communities, and partners to achieve success together. Much more than throwing a banner up at a “bike race”, your brand is invited (and encouraged) to integrate with our properties in a meaningful way. Let our events become an extension of your existing marketing plan, leverage them to engage our passionate, loyal community to up-level their weekend experience.

With an untapped list experiential marketing opportunities, let’s have a conversation to understand priorities, define success, and ultimately develop a solution that will serve the participant, the event, and your brand through a unique and well-planned program.

For next steps, contact Todd Sadow: tsadow@epicrides.com | 520-991-8633



April 27-29



May 18-20



June 15-17



October 5-7

