



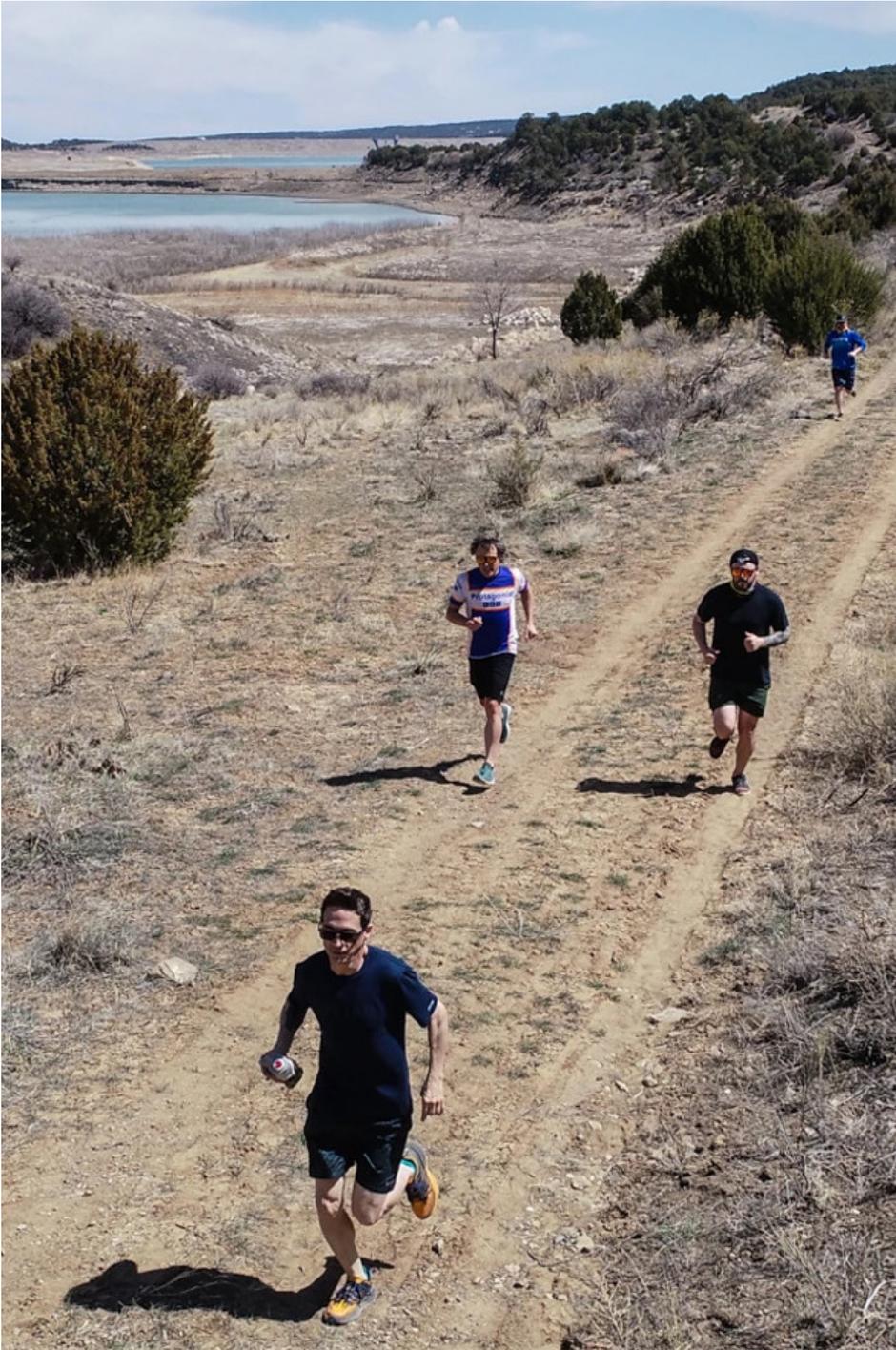
LIFETIME®
THE ROAD

DIRT FEST

PRESENTED BY **wahoo**

The 'Rad Dirt Fest begins at historic downtown Trinidad, traversing lowland champagne gravel, climbing towering mesas, and placing riders inside alpine forests.

Upon finishing, visitors are treated to a true historic, Colorado mountain town experience filled with rich architecture from the 1800s, eclectic artwork and shops, and local celebrations.





REGISTERED RIDERS

1,300

MEN

67%

AVERAGE AGE

43

IN STATE PARTICIPANTS

64%

REGISTERED RUNNERS

2,600

WOMEN

33%

STATES REPRESENTED

40

OUT OF STATE PARTICIPANTS

36%







MEANINGFULLY ACTIVATE

*Make your sponsorship memorable by incorporating a signature, branded activation strategy.
Here are just some examples of customizable experiences.*

Content

- How-to video series
- Ask a coach segment
- Pro athlete integration
- Gear recommendations
- Travel and tourism showcase
- Fuel & nutrition guidance
- Training programs
- Course tours & talks

Athlete and Spectator Services

- Transportation and shuttles
- Bike wash and valet
- Athlete rinse & changing station
- Host hotel, lodging, and camping
- Athlete bag check or bag drop
- Aid stations & on-course fuel
- Spectator refreshments
- Volunteer hospitality

Experiential

- Branded race photos
- Cheer zones and signs
- Branded swag/gear
- On-course entertainment
- Media/vip hospitality
- Post-race entertainment
- Executive or corporate challenge
- Athlete post-race food/beverages

wahoo


CANTU
CYCLING WHEELS

 **CHARLOTTE'S WEB**
STANLEY BROTHERS

CRAFT 


LA SPORTIVA®

MOOTS 

 **Panaracer**

 **RUDY**
PROJECT

STANS
NO TUBES®


tailwind
NUTRITION

The Feed.


veloSoul
cyclery

LIFETIME[®]
Partnership
Marketing

Connecting the right brands to the right audience at the right time.
To discuss brand, corporate, or media partnerships please email: ltmedia@lt.life