



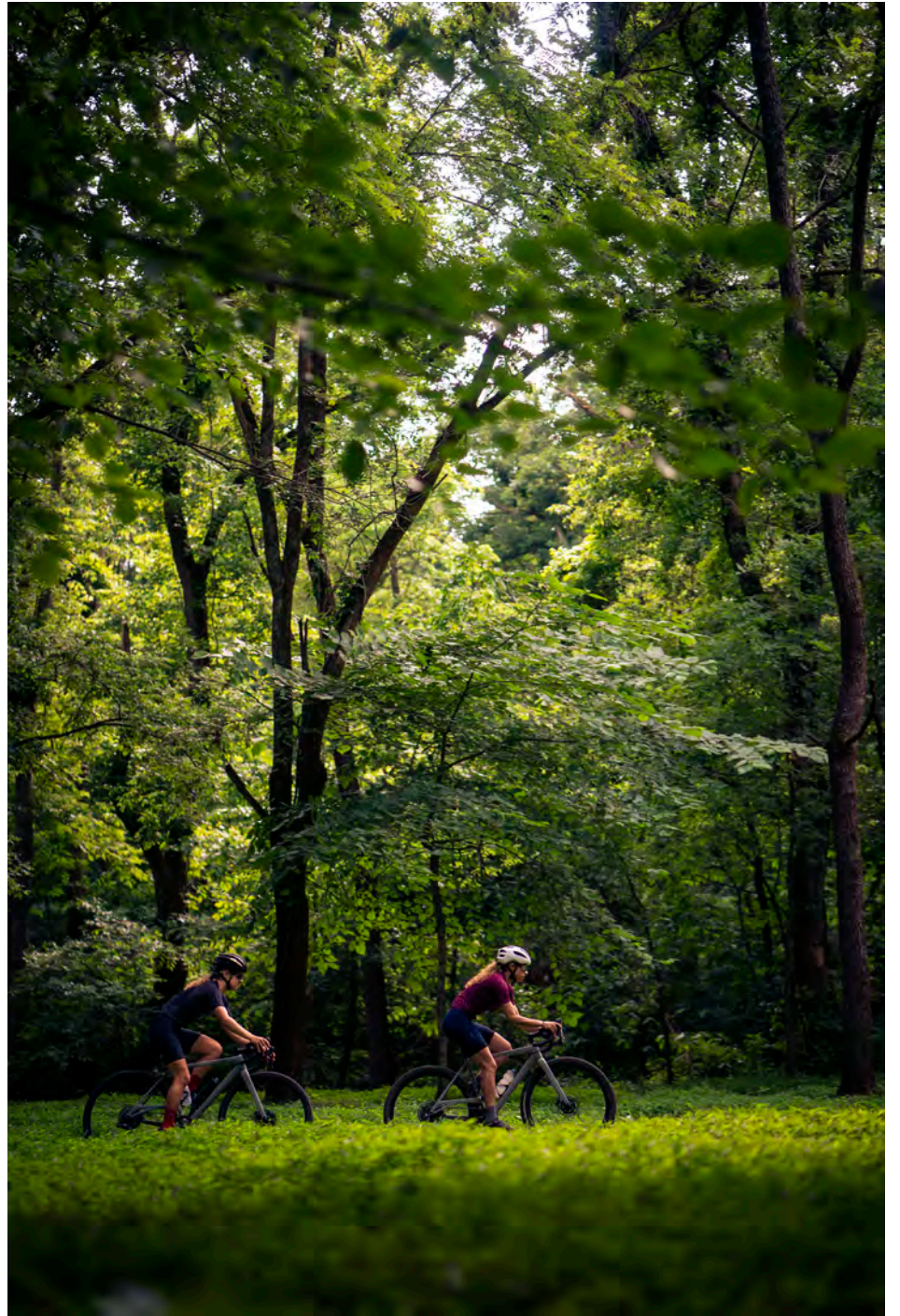
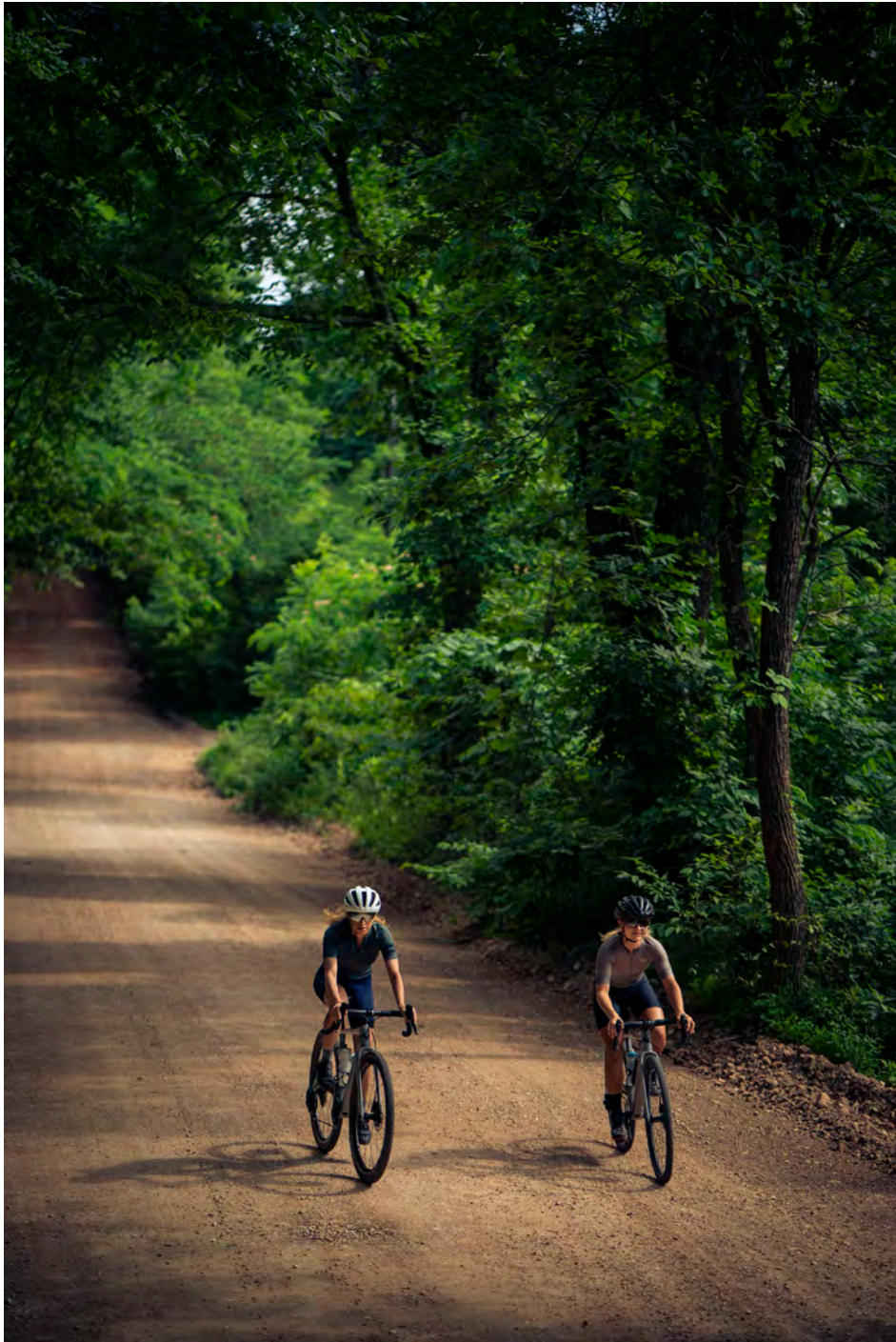
cbdMD
Big SUGAR
NWA GRAVEL

A WEEKEND IN THE BLUFFS

DESIGNED TO BE CHALLENGING AND REWARDING WITH ELEVATION GAIN THROUGHOUT. LOOSE GRAVEL AND PAVEMENT ONLY AT THE START AND FINISH. BIG SUGAR OFFERS SOMETHING EVEN MORE AN EXPERIENCE. AS THE PRODUCER OF THE EVENT, LIFE TIME HAS CURATED THE COURSE TO INCLUDE VARIOUS TERRAINS AND PICTURESQUE VIEWS THROUGHOUT. WHILE TAKING PLACE DURING THE SAME WEEKEND AS THE OUTER BIKE FESTIVAL PROVIDING AN UNFORGETTABLE RIDE AND A ONE- OF- A- KIND EXPERIENCE.

POISED AS BENTONVILLE'S MARQUEE GRAVEL RACE. THIS EVENT FEATURES CRAZY AMOUNTS OF ELEVATION GAIN. RUGGED AND LOOSE GRAVEL AND THE BEAUTY OF FALL IN NORTHWEST ARKANSAS.

THE EVENT CELEBRATES THE CYCLING COMMUNITY AND IS BACKED BY THE ORIGINAL DIRTY KANZA PRODUCTION TEAM. WITH THE ADDITION OF BENTONVILLE LOCALS NAT ROSS AND GABBI ADAMS. A COLLABORATION WITH OUTERBIKE BENTONVILLE ESCALATES THE WEEKED INTO A COMPLETE CYCLING PARTY!





The background of the entire graphic is a photograph of a lush green landscape. In the foreground, there is a field of tall, green grass. In the background, a dense forest of green trees covers a hillside. The sky is a pale, hazy blue. The text and numbers are overlaid on a semi-transparent white rectangular area in the center-left of the image.

REGISTERED RIDERS

1,300

RACE DAY ATTENDANCE

2,600

MEN

79%

WOMEN

21%

AVERAGE AGE

46

STATES REPRESENTED

49

IN STATE PARTICIPANTS

14%

OUT OFSTATE PARTICIPANTS

86%

BIG INTEREST IN BENTONVILLE

BIG SUGAR HAS QUICKLY GAINED PRESTIGE THROUGH HIGH DEMAND FROM ATHLETES, ENDEMIC BRANDS, PARTNERS, AND THE OVERALL BIKE INDUSTRY.

LIFE TIME'S INAUGURAL EVENT, BUILT FROM THE SALT OF THE EARTH, IS POWERED BY THE FOUNDERS OF THE DIRTY KANZA 200.

BENTONVILLE, LARGELY THROUGH THE WALTON FAMILY (A HIGHLY PASSIONATE FAMILY OF CYCLISTS), HAS PUT BENTONVILLE ON THE MAP AS A HUB FOR ALL GENRES OF CYCLING - ROAD, MOUNTAIN BIKE, GRAVEL AND CASUAL RIDING. ATHLETES FROM ACROSS THE COUNTRY FLOCK TO BENTONVILLE FOR SOME OF THE WORLD'S BEST RIDING.

BIG SUGAR WAS BUILT IN PARTNERSHIP WITH OUTERBIKE, A - CELEBRATION- OF ALL THINGS CYCLING, AND A LARGE, WELL- RESPECTED AND WELL- ESTABLISHED WEEKEND OF EVENTS DURING RACE WEEK.

A SHORT LIST OF CONFIRMED PRO RIDERS

- TED KING
- PETE STETINA
- LAURENS TEN DAM
- COLIN STRICKLAND
- AMITY ROCKWELL
- ALISON TETRICK

-



UNPRECEDENTED INTEREST IN A FIRST YEAR EVENT

RACE SOLD OUT
WITHIN (MINUTES)

4

ATHLETES TRIED TO REGISTER
IN FIRST HOUR

16,800

REGISTRATION PAGE VIEWS
THROUGHOUT REG WEEKEND

30,300

RIDERS
WAITLISTED

17,000

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

SPONSORSHIP SPOTLIGHTS

SEE HOW SOME OF OUR BRAND PARTNERS ARE AMPLIFYING THEIR EVENT SPONSORSHIP.

ALLIED CYCLE WORKS

BORN FROM THE BELIEF THAT STATE- OF- THE- ART CARBON MANUFACTURING BELONGS IN THE US, THE ALLIED MISSION IS TO MAKE THE BEST BICYCLES AND COMPONENTS IN THE WORLD, RIGHT HERE IN AMERICA.

ALLIED HAS REFINED THEIR TECHNOLOGY AND CRAFT IN THE TIME SINCE. THEIR LONGSTANDING FOCUS ON GRAVEL PAID OFF IN 2019 WHEN THEIR SPONSORED PRO ATHLETES, COLIN STRICKLAND AND AMITY ROCKWELL, EACH WON THE DIRTY KANZA 200. ONCE ATHLETES FINISH THE RACE & GET A MUCH- NEEDED SHOWER, ALLIED WILL TREAT THEM TO A TRUE AFTER- PARTY, COMPLETE WITH LOCAL FOOD AND BEVERAGES AT THE METEOR CAFE IN BENTONVILLE.



JUNK BRANDS

BASED IN BIG SUGAR'S HOMETOWN OF BENTONVILLE, ARKANSAS, JUNK BRANDS OFFERS ENDURANCE ATHLETES AND ACTIVE LIFESTYLE ENTHUSIASTS AN ARRAY OF HEADBANDS, NECK GAITERS, ATHLETIC SOCKS, AND FABRIC ACCESSORIES TO FUEL THEIR ADVENTURES.

AS PART OF THEIR EVENT PARTNERSHIP, JUNK BRANDS IS PROVIDING ATHLETES WITH RACE- BRANDED HEADBANDS IN THEIR BIG BANG LITE STYLE.

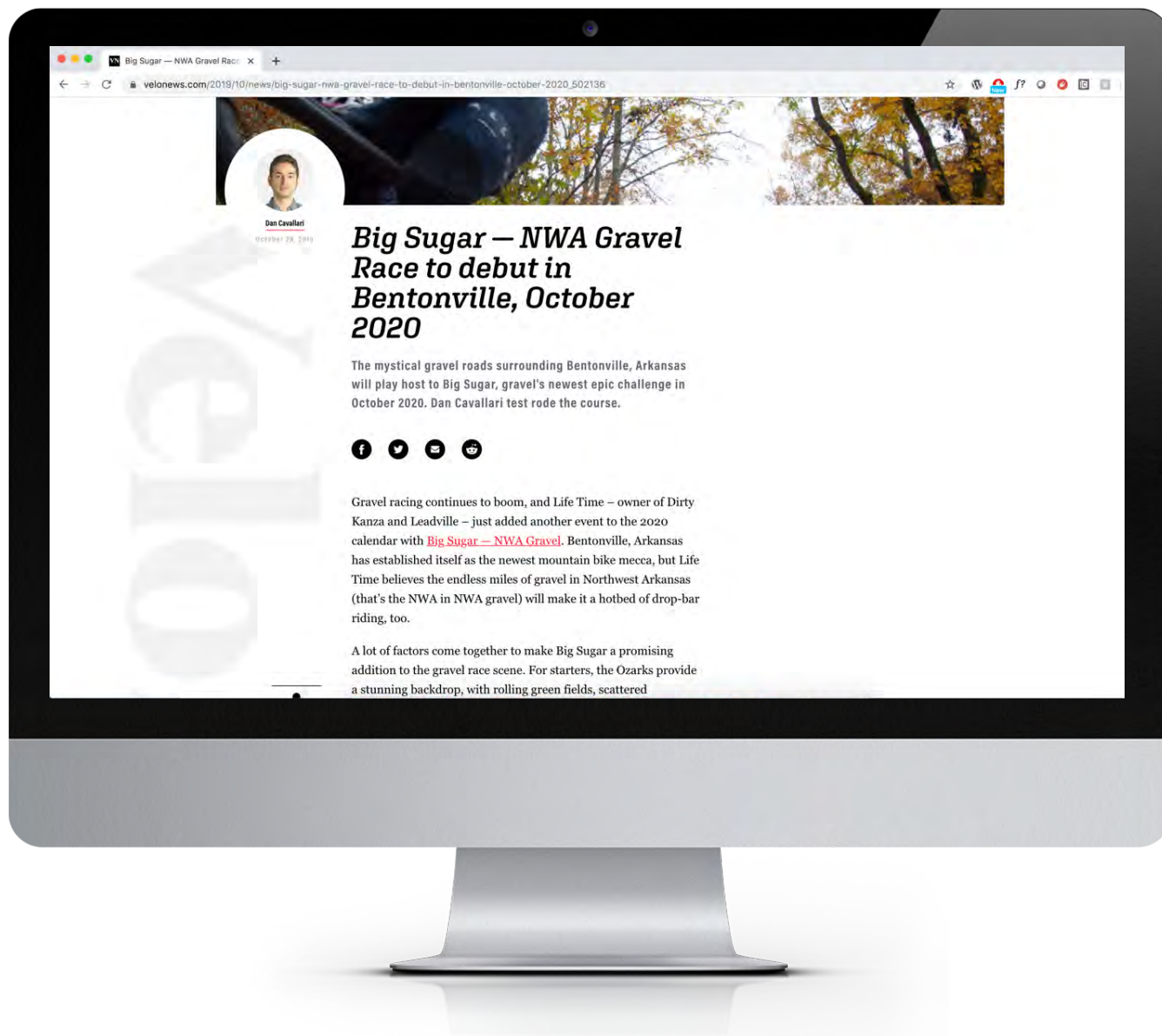
WHEN WORN UNDER THE HELMET, THESE HEADBANDS PROTECT THE EYES FROM SWEAT, THE EARS FROM WIND, AND THE HEAD FROM HELMET RUB.



ORANGE MUD


GEAR OF THE YEAR WINNER, ORANGE MUD, SPECIALIZES IN PROVIDING HYDRATION SOLUTIONS FOR THE ULTRA DISTANCE ATHLETE. PARTNERING WITH CONQUESTS SUCH AS THE LEADVILLE RACE SERIES' LEADMAN CHALLENGE, ORANGE MUD PROVES THAT THEIR PACKS AND BOTTLES HOLD UP TO THE DISTANCE.

ORANGE MUD BESTOWS ALL BIG SUGAR AND LITTLE SUGAR PARTICIPANTS WITH A RACE- BRANDED, ORANGE MUD WATER BOTTLE TO ENSURE THEY'LL STAY HYDRATED THROUGHOUT THEIR 50 MILE OR 100- MILE JOURNEY. NO MATTER HOW REMOTE OR TOUGH THE TERRAIN GETS.



Big Sugar — NWA Gravel Race to debut in Bentonville, October 2020

velonews.com/2019/10/news/big-sugar-nwa-gravel-race-to-debut-in-bentonville-october-2020_502136



Dan Cavallari
October 28, 2019

Big Sugar — NWA Gravel Race to debut in Bentonville, October 2020

The mystical gravel roads surrounding Bentonville, Arkansas will play host to Big Sugar, gravel's newest epic challenge in October 2020. Dan Cavallari test rode the course.

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Gravel racing continues to boom, and Life Time – owner of Dirty Kanza and Leadville – just added another event to the 2020 calendar with [Big Sugar — NWA Gravel](#). Bentonville, Arkansas has established itself as the newest mountain bike mecca, but Life Time believes the endless miles of gravel in Northwest Arkansas (that's the NWA in NWA gravel) will make it a hotbed of drop-bar riding, too.

A lot of factors come together to make Big Sugar a promising addition to the gravel race scene. For starters, the Ozarks provide a stunning backdrop, with rolling green fields, scattered



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