

LIFETIME®
LITTLE SUGAR
MTB

2025
ELITE FIELD TECH GUIDE



OVERVIEW

The Life Time Little Sugar MTB courses will start in Bentonville and travel north into Bella Vista, traversing the hollers and ravines of Little Sugar and Back 40. You'll get a firsthand view of the unique bluff lines, caves, waterfalls, and the iconic Ledges in the Ozarks!

Don't be fooled – these trail systems offer grinding climbs that alternate with fast rolling descents! While you'll feel like you are in the middle of nowhere you'll connect to Slaughter Pen as you make your way back home. A world-class urban trail system with clean flow lines, technical rock features, and a view of the picturesque Crystal Bridges Museum of American Art.

WEBSITE:

<https://www.bigsugarclassic.com/mtb/>

CONTACT INFO:

General: lifetimegrandprix@lifetime.life

Media: LTMedia@lt.life

Grand Prix Series Manager: Sean Thurman/ SThurman@lt.life/ 636-524-5573

STAFF:

- VP Operations: Michael Melley
- Race Director: Sean Thurman
- Marketing Manager: Mason Mohn
- Life Time Grand Prix Director: Sean Thurman
- Athlete Services Manager: Treva Worrel



SCHEDULE OF EVENTS

SATURDAY, OCT 11, 2025

- 11:00 am – 5:00 pm Expo & Packet Pickup | [Coler MTB Preserve Campground](#)
- 1:00 pm LTGP Athlete Panel (select athletes) | [Coler MTB Preserve Campground](#)
- 1:45 pm Shakeout Ride | [Coler MTB Preserve Campground](#)
- 2:00 pm Athlete Meeting #1 | [Coler MTB Preserve Campground](#)
- 5:00 pm Athlete Meeting #2 | [Coler MTB Preserve Campground](#)

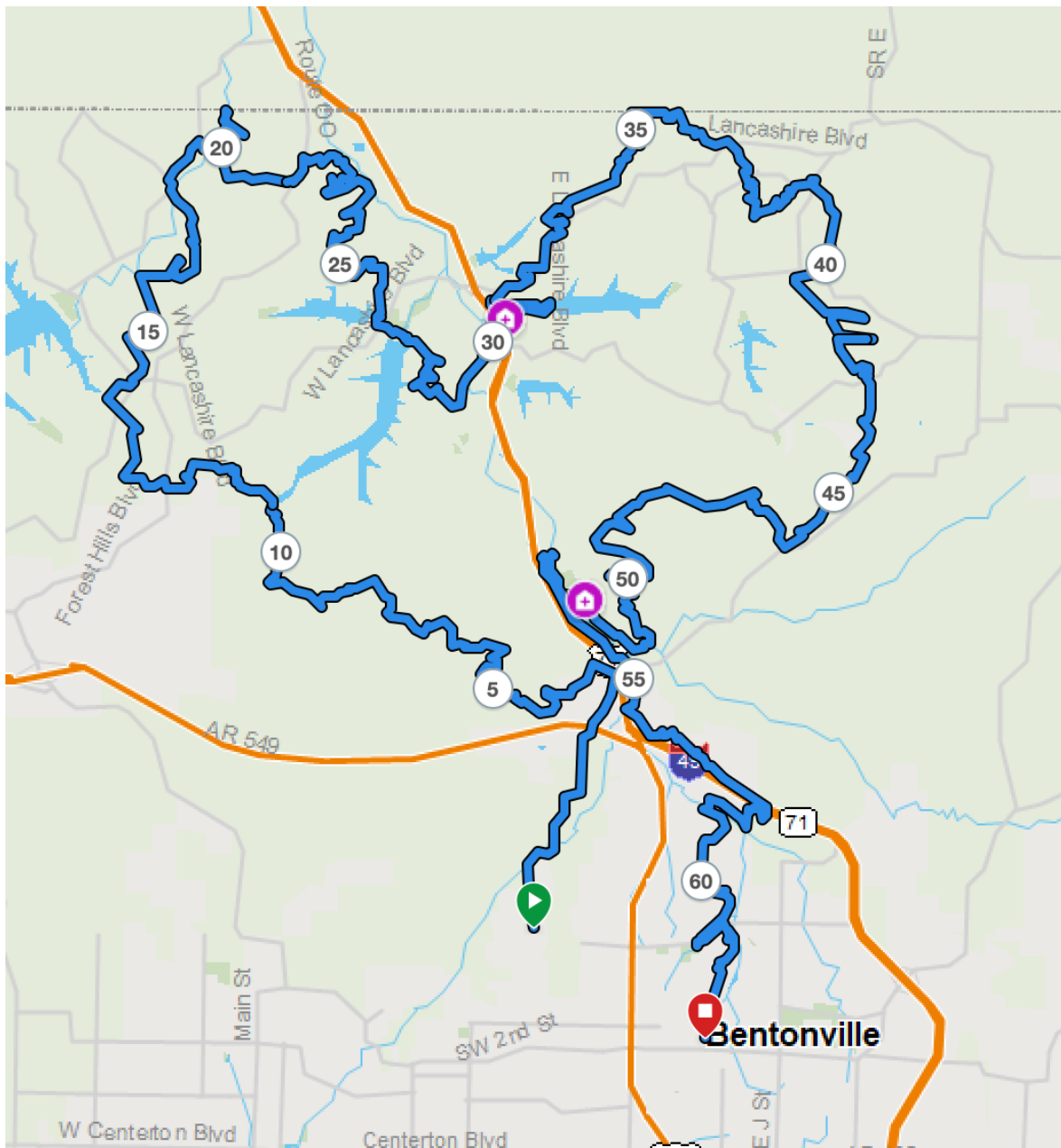
SUNDAY, OCT 12, 2025

- 7:30 am – Little Sugar MTB 50K Start | [Coler MTB Preserve Campground](#)
- 8:00 am – Little Sugar MTB 100K Elite Men Start | [Coler MTB Preserve Campground](#)
- 8:10 am – Little Sugar MTB 100K Elite Women Start | [Coler MTB Preserve Campground](#)
- 8:20 am – Little Sugar MTB 100K Age Group Start | [Coler MTB Preserve Campground](#)
- 9:00 am – 6:30 pm – Little Sugar MTB Finish Fest | [Bentonville City Square](#)
- 10:30 am – Little Sugar MTB 20K Start | [Coler MTB Preserve Campground](#)
- 11:00 am – 8:00 pm – Little Sugar MTB After-Party | [The HUB Bike Lounge](#)
- 2:30 pm – Little Sugar MTB 20K Awards | [The HUB Bike Lounge](#)
- 3:00 pm – Little Sugar MTB 50K Awards | [The HUB Bike Lounge](#)
- 3:30 pm – Little Sugar MTB 100K Elite Awards | [The HUB Bike Lounge](#)
- 6:30 pm – Little Sugar MTB 100K Age Group Awards | [The HUB Bike Lounge](#)

**IF A LTGP ATHLETE HAS A CONFLICT WITH ANY OF THE ABOVE SCHEDULE,
THEY SHOULD LET MICAH RICE KNOW IN ADVANCE (719) 231-9390**

COURSE

- GPX link: <https://ridewithgps.com/events/362090-little-sugar-mtb-2025>
- Course stats:
 - Distance: 63.1 Miles
 - Elevation Gain: 5,600'+
 - Number of Checkpoints: 2
 - Number of Water Oases: 2
- Course Markings: 100K = Pink & Black



LITTLE SUGAR MTB

RULES & DETAILS

YOU ARE SUBJECT TO ALL OFFICIAL EVENT RULES AT ALL TIMES

Little Sugar MTB Athletes must utilize an approved bicycle. This bicycle must:

- Consist of a frame mounted on two wheels, one behind the other.
- Have a seat and have handlebars for steering.
- Be propelled solely by the operator via two pedals connected to the rear wheel by a chain or belt
- Have two hand-operated brakes (fixed gear and coaster brake bikes are not exempt from this rule)
- MAY NOT utilize aerobars, bar extensions, or clip on bar attachments of any kind
- The same bicycle frame must be utilized for the duration of the race. Other components may be swapped out in checkpoints. Athletes may assist each other on course with parts.
- Single speed riders must utilize the same gearing for the duration of the race.

Athletes must wear a helmet while operating their bicycle.

Athletes must pass over the timing mats at each of the official checkpoints. Cut-off times will be established for reaching each checkpoint for rider safety, based on an average of 6 mph. If you reach a checkpoint after the cut-off time, your time will not be scored and you will no longer be an official participant of the race.

Little Sugar MTB athletes are responsible for themselves throughout the duration of the event. This includes:

- Navigation of the course.
- The course will be marked with colored flagging tape, pin flags, divider tape, and some limited other signage. Using a GPS device is highly recommended.
- Interaction with local vehicle traffic.
- The courses have many road crossings. Roads are open to the public and athletes are expected to follow all relevant bicycle laws.
- There are several crossings and/or brief merges with the Razorback Greenway multi-use trail. This will be open to public use and may have pedestrians and families present.
- [Arkansas State Bicycle Laws](#)

LITTLE SUGAR MTB

RULES & DETAILS

Support Crews, friends, and family members are NOT allowed on or near the course, except at the TH ROGERS LUMBER YARD aid station or to pick up a rider who is abandoning the event. Given the limited space, we ask that you limit the number of Crew members to 1 per rider. IF A SUPPORT CREW VEHICLE IS SPOTTED ON COURSE, THEIR RIDER WILL BE DISQUALIFIED.

Outside support is only allowed at official checkpoints, with these exceptions:

- Athletes may help other athletes with mechanical support, navigation assistance, or by any other means.
- Athletes may resupply at local businesses and stores along the route.
- Athletes may receive “neutral” support from local residents at a stationary location from which any other event participant could also receive aid.

The primary route must be followed at all times. No shortcuts or alternate routes are permitted.

- If you intentionally exit the course for food, supplies, or any other reason, you must re-enter the course at the same spot at which you left.
- If you get lost, you shall make every reasonable attempt to backtrack to the point where you left the course; or to re-enter the course as soon as possible and without gaining an advantage.
- Note: “Advantage” is not defined by race position. Life Time reserves the right to determine applicable action

Drafting on another event participant is only allowed outside of the elite fields. However, drafting on a non-participant cyclist, or a motorized vehicle of any kind will result in disqualification. Elite specific drafting rules listed below

Athlete “Race Plates” MUST be affixed to the front of the handlebars. They MUST NOT be bent, folded, cut, wrapped around the head tube, or in any other position other than flat against the handlebars. Improper attachment will cause timing chips not to register and may be cause for disqualification.

All athletes must attend a rider meeting on Saturday before race day to receive their event packet. (Full schedule of events will be available on the website closer to the event date).

- A government-issued photo I.D. will be required to sign in.
- Event packets will be given out to registered athletes only. No one else can receive your pack for you.

LITTLE SUGAR MTB RULES & DETAILS

The elite category includes these additional rules:

- Racing for this category must be selected at time of race registration.
- While an athlete may self-select this category, Life Time reserves the right to change a rider's designation to their appropriate age group division prior to the race date, and will consult the rider before doing so.
- All athletes selecting to race in the pro/elite category will not be eligible for age group podiums.
- All pro/elite riders are subject to random drug testing.
- All other rules remain in place.

Challenges to event results outside of the elite field must come from a registered participant, must be made either in-person, or via email to big Sugargravel@ltimevents.zendesk.com, and must be received no later than 24 hours after closing of the race finish line.

All deferrals must be submitted to big Sugargravel@ltimevents.zendesk.com no later than midnight on Wednesday, the week of packet pickup.

SUPPORT CREWS & CHECKPOINTS

Please read the [Little Sugar MTB Athlete Guide](#) for more in-depth information about checkpoints and support crews.

The route will feature ONE official checkpoint location (TH ROGERS LUMBER YARD) where riders will be allowed to meet their support crews.

In addition, the event will provide TWO neutral water oases and ONE neutral fully stocked aid station (Veteran's Park). NOTE: **support crews are NOT allowed at these locations.** Water ONLY will be provided at the Oasis, so plan accordingly with the food and supplies you carry.

WATER OASIS #1: MILE 17.4 – (WATER ONLY) - NO SUPPORT CREWS

CHECKPOINT ONE: MILE 30 – [TH ROGERS LUMBER YARD](#) - Support Crews ALLOWED

WATER OASIS #2: MILE 45 - (WATER ONLY) - NO SUPPORT CREWS

CHECKPOINT TWO: MILE 52.3 - [VETERAN'S PARK](#) - NO SUPPORT CREWS

ELITE FIELD SPECIFIC RULES

LIFE TIME GRAND PRIX DRAFTING POLICY

Off-road racing is built on a culture of respect, inclusivity and fairness. Riders of all ages, abilities, genders and categories are welcomed and encouraged to compete with integrity while paving the way for the future of this sport. This policy is designed to enhance and protect the competitive experience for all Elite athletes without undermining the inclusive atmosphere of gravel racing.

INTENT

The intent of this policy is to ensure fair competition for all Elite riders by mitigating any advantage gained from drafting off riders in a different category during all Life Time Grand Prix Events.

INTRODUCTION OF THE RULES

These rules (the “Rules”) apply to all events that make up the events in Life Time Grand Prix. These events can change each year. The 2025 events are:

- Life Time Sea Otter Gravel: April 10, 2025
- Life Time Unbound Gravel 200: May 31, 2025
- Life Time Leadville MTB 100: August 9, 2025
- Life Time Chequamegon MTB 100: September 13, 2025
- Life Time Little Sugar MTB: October 12, 2025
- Life Time Big Sugar Gravel: October 18, 2025

A. APPLICABILITY, INTERPRETATION OF THE RULE, DEFINED TERMS

- **Applicability.** Where indicated herein, certain Rules are applicable at events listed above, and certain Rules are applicable only to Elite Riders.
- **Non-Compliance.** Failure to comply with any of the Rules will result in a penalty. Penalty is outlined in section E.
- **Interpretation of Rules.** The interpretation of any Rule will be made by the Race Officials and will be final and binding on all Riders.

Defined terms:

- **Draft Zone:** The Draft zone is defined by 2 bike lengths (15 feet) behind and 3ft to the left and right of any cyclists.
- **Drafting:** A Rider spending more than 20 seconds in Draft Zone.
- **Marshals:** Any person(s) appointed by Life Time to monitor and/or and issue penalties.
- **Relegated:** Riders determined to have been in violation of this policy will be relegated to last place in the Elite results for that individual event, as well as the Life Time Grand Prix scoring for that individual event.
- **Race Category:** The classification under which a rider is registered and/or starts the event.

Examples:

Elite Men Rider: Any athlete starting in the Men’s Elite Start will be categorized as an Elite Men’s Rider.

Elite Women Rider: Any athlete starting in the Women’s Elite/Open Start will be categorized as an Elite Women Rider.

Amateur Rider: Any rider starting in any corrals other than the Elite Men’s and Elite Women’s corrals are categorized as Amateur Rider and are not eligible for overall podiums or prize money. There may be several Race Categories within the Amateur field (Age groups, Single Speed, Male, Female, etc.).

DRAFTING CONT.

B. GENERAL NO DRAFTING RULE

- Drafting off riders in a different race category is strictly prohibited. For clarity, Elite Women may not draft off any Elite Men or any Amateur Rider, and Elite Men may not draft off any Elite Women or any Amateur Rider athlete. Amateur Riders may draft off any other Amateur Rider, regardless of that Amateur Rider's category (Age Group, Single Speed, Male, Female, etc.)

Examples:

Elite Women are only allowed to draft off other Elite Women, but not allowed to draft off an athlete in any other race category (i.e. Elite Men or Amateur Riders).

Elite Men are only allowed to draft off other Elite Men, but not allowed to draft off an athlete in any other race category (i.e. Elite Women or Amateur Riders).

C. POLICY PROVISIONS

• **Separate Starts**

Elite Men and Elite Women riders will have separate starts. Start intervals will be sufficient to minimize interaction between categories.

Example:

UNBOUND Gravel, Elite Men will start at 5:50am and Elite Women will start at 6:05am, providing a 15 min starting separation.

• **Rider Identification**

Elite riders in each category will be given clearly identifiable race bibs, plates and/or other identifying equipment to distinguish them by category as it applies to the specific event and distance.

Riders are required to wear the provided equipment in a manner determined by Life Time.

Course marshals and race officials will use these identifiers to monitor compliance on the course.

• **Rider Accountability**

It is the responsibility of each Elite rider to avoid drafting off riders in a different race category.

Life Time will provide a copy of this policy to be signed by each rider within the Elite and Life Time Grand Prix fields acknowledging their understanding of the policy and by Initialing they are agreeing to adhere to the policy as stated.

D. ENFORCEMENT, NOTIFICATION, REVIEW

• **Course Monitoring**

Neutral moto race marshals, course marshals and Life Time provided staff and official representatives will patrol the course to monitor drafting violations. This may be, but is not limited to: moto, drone, live camera feed, helicopter and any other verifiable modes of observation. **Rider input as verifiable evidence to determine the validity of a violation will NOT be accepted.**

Riders in violation of the drafting rule will be flagged to the Event Director as soon as logistically reasonable.

Logical concessions will be made by officials for course sections where passing is not possible. For example, single track sections, climbs and areas of congestion.

DRAFTING CONT.

D CONT. ENFORCEMENT, NOTIFICATION, REVIEW

- **Notification process**

Riders will be notified of any pending relegation by the Event Director via text and/or email to the athlete's contact information provided at registration. It is the responsibility of the athlete to ensure that Life Time has the correct contact information.

- **Post Race Review/Appeal**

Officials and staff will review footage, reports and marshal observations immediately following the finish of the race to determine penalty assessment prior to results being deemed official, while giving ample time for any rider to field an appeal of the violation.

Athletes will have 30 minutes from the declaration of a violation to submit an official appeal to the Event Director via the Series Manager. Once results have been deemed official by the Event Director, no further appeals will be accepted from any rider.

Contact for appeals: Sean Thurman: Sthurman@lt.life - 636-524-5573

E. PENALTY

- Riders determined to have been in violation of this policy will be Relegated to last place in the Elite results for that individual event, as well as the Life Time Grand Prix scoring for that individual event.

Life Time reserves the right to amend this policy at any time, at its sole discretion.





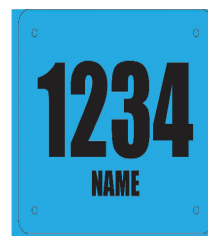
RACE PLATES

FRONT OR REAR

- If the event is utilizing front “Race Plates” they **MUST** be affixed to the **front of the handlebars** and clearly visible.
- “Race Plates” (front or rear) **MUST NOT** be bent, folded, cut, wrapped around the head tube, seat post **or in any other position other than flat against the handlebars or as designed rear facing off the seat post.**
- Improper attachment of the race plate will cause timing chips not to register and may be cause for disqualification.
- **Seatpost plates** must be mounted off the back of the seatpost and be clearly visible to surrounding riders and officials.
- Tyvek body bibs must be affixed to the back of the rider in a clearly visible manner. They may not be placed under a water bladder etc. Numbers are utilized for identification for media, safety and by other athletes in order to adhere to drafting policies.



FRONT PLATE



BACK BIBS

TRACKERS

As part of our continued commitment to athlete safety, event integrity, and expanding race-day excitement, we're introducing **live GPS tracking** for all elite athletes this year — bringing fans closer to the action than ever before. We've partnered with **Adventure Enabled Tracking** to equip each elite athlete with an individual GPS tracker. These trackers are mandatory and must be worn for the entire race.

Key Details:

- **Tracker Pickup:** Available at the start line, next to the Coler Campsite 1 beginning at 6:00 AM. All athletes must have a tracker to enter the Elite starting corral. No tracker, no Elite starting corral.
- **Wearing the Tracker:** Instructions will be provided at pickup — quick and easy.
- **Return:** Trackers must be returned at the finish line.

This technology will not only enhance real-time safety monitoring — it will also power live tracking for fans, friends, and family onsite and around the world, delivering a whole new level of race-day engagement. Sponsors and media partners will also benefit from this expanded visibility.



START LINE & CALL UPS

MEDIA AND SUPPORT CREWS ON THE START LINE

Media and support crew members will be allowed in FRONT of the race start line until after the Call Ups, not in the corral with the riders. Following Call Ups, all media and support crew members will be asked to vacate the start area immediately. Please communicate to your support crew and management that they will not be permitted to be in the start chute following the conclusion of Call Ups as this may impede the start of the race.

CALL UPS

The top-5 riders in the Life Time Grand Prix overall standings will be called up along with the top-5 finishers from the 2024 edition of the event when applicable. A limited number of discretionary Call Ups from renowned riders (such as World Championship Medalists and Olympic medalists) will be made at the discretion of Life Time. All remaining LTGP riders will stage in the elite corral in no particular order.

MEN:

- **Cameron Jones (5th LTGP)**
- **Alexey Vermeulen (4th LTGP)**
- **Torbjørn Andre Røed (3rd LTGP)**
- **Simon Pellaud (2nd LTGP)**
- **Sean Fincham (5th 2024 Little Sugar)**
- **Bradyn Lange (4th 2024 Little Sugar)**
- **Keegan Swenson (3rd 2024 Little Sugar and 1st LTGP)**
- **Matthew Beers (2nd 2024 Little Sugar)**

WOMEN:

- **Cecile Lejeune (5th LTGP)**
- **Melisa Rollins (3rd LTGP)**
- **Alexis Skarda (5th 2024 Little Sugar and 4th LTGP)**
- **Sofia Gomez Villafane (1st 2024 Little Sugar and 1st LTGP)**

LIFE TIME GRAND PRIX SCORING

BEST 5 OUT OF 6

- Participants must start 5 of the 6 events in order to be eligible for an overall prize.
- Example – if you start only 4 events of the series, you are not eligible for Life Time Grand Prix prize money.
- Athletes will be removed from the series as soon as they become ineligible for prize money, and will no longer be scored in the Life Time Grand Prix. If an athlete starts 5 but does not finish 5, they will be at a disadvantage for points, but may remain in the series.
- Athletes who drop out, or become ineligible, are encouraged to participate in remaining events, but they will race in the Elite/Pro/Open category, not in the Life Time Grand Prix.

U23 ONLY

- U23 athletes are required to participate in either Sea Otter Classic and/or UNBOUND Gravel 100 Mile to be considered for the U23 program.
- The final athlete roster will be announced after the completion of UNBOUND Gravel.
- The selected athletes must compete in at least 4 of the 6 Life Time Grand Prix events including either Sea Otter Classic or UNBOUND Gravel.

MANDATORY EVENT - BIG SUGAR GRAVEL

- The final event in the series, Life Time Big Sugar Gravel, will be mandatory for Life Time Grand Prix athletes and serve as a tiebreaker in the event of a tie on points.
- Big Sugar is not mandatory for U23 Athletes that have been selected for the series but will still remain as the tie breaker.

TIE BREAKER

- In the event of a tie, Big Sugar will serve as a tiebreaker.
- Example - Jim and Tim are tied after Big Sugar with 110 points, Jim was 8th and Tim was 12th at Big Sugar, therefore Jim will retain a higher ranking in the overall series.

AWARDS CEREMONY - REQUIRED

- All prize purse eligible athletes must attend the awards ceremony. This includes both event podiums and the overall 2025 Life Time Grand Prix awards ceremony.
- Athletes are required to have a podium photo with the Life Time assigned sponsor jersey provided by the event. An additional photo will also be taken with athletes' standard team issue apparel to satisfy their own sponsor commitments.

FAN ENGAGEMENTS (MIN. OF 2)

- All Life Time Grand Prix athletes must attend a minimum of 2 fan engagement activations throughout the season. More than 2 are encouraged.
- Fan engagement activations are pre or post-race events such as a spin out ride or autograph session that enable an interaction between fan and athlete. This abides in our collective goal to build and foster fandom around cycling in North America.

DOPING CONTROL

- No participant in the Life Time Grand Prix can be under a current doping ban.
- All Pro and Grand Prix athletes are subject to random doping controls.
- If drug testing is taking place at an event, the selected athletes will be notified by a USADA chaperone at the finish line.



AWARDS/PRIZE PURSE

- **AWARDS - Life Time Grand Prix Riders - 5 Deep**
 - Life Time Grand Prix riders only
 - Gun start and chip finish time will be used for both the men's and women's elite races.
 - Life Time Grand Prix points will be awarded based upon their race finish within the LTGP field.
 - Note - points will be recalculated after the conclusion UNBOUND Gravel to include the 3 newly selected Wild Card riders and their Sea Otter and UNBOUND results
- **AWARDS - Elite Men / Women - Award 5 Deep**
 - All Elite Men and Women athletes including Life Time Grand Prix riders
 - All Elite Men and Women fields will be scored based on gun time and chip finish
- **PRIZE PURSE - ELITE MEN / ELITE WOMEN - 5 Deep**
 - New - there is a prize purse for Elite Men and Elite Women
 - All athletes receiving payouts MUST ATTEND Sunday morning awards (8:00 AM) to receive prize purse.
 - All athletes receiving payouts will be required to fill out proper tax paperwork.
 - Prize money checks will be mailed.
 - Prize money may be held up to 45 days post-event pending Anti-Doping Control results.

Purse	1st	2nd	3rd	4th	5th
Elite Men	\$5,000	\$4,000	\$3,000	\$2,000	\$1,000
Elite Women	\$5,000	\$4,000	\$3,000	\$2,000	\$1,000

CONTENT/MEDIA

PHOTOGRAPHY

The Life Time Grand Prix dedicated photographer in 2025 is Dan Hughes. Dan will capture photos Life Time Grand Prix athletes will share a gallery of photos as soon as possible following the race. This is typically the same day or within 24 hours. Athletes should tag @dhughes101 and @lifetimgrandprix. Any additional third party use will need prior approval.

CONTENT HUB

Athletes will have access to a Life Time Grand Prix content hub, where athletes will find photos and b-roll they can use for content on their own channels. Credit to @lifetimgrandprix is required for use.

MEDIA COVERAGE

To capture the best coverage of the race for social and post - production there will be media on course. Media drivers will be experienced in driving around elite races, and will maintain a safe distance behind/in front of the riders and will not interfere in any way with the race.

LIVE RACE COVERAGE

The race highlights from Little Sugar MTB will be uploaded withing 48 hours of the conclusion of the race to the [Life Time Grand Prix YouTube](#) channel.

