



# 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**

REGISTERED RUNNERS

**2,600**

MEN

**67%**

WOMEN

**33%**

AVERAGE AGE

**43**

STATES REPRESENTED

**40**

IN STATE PARTICIPANTS

**64%**

OUT OF STATE PARTICIPANTS

**36%**







A group of five cyclists in blue and white jerseys are riding down a dirt trail. They are wearing helmets and sunglasses, and the background is a dense forest.

# 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 seriesA
- 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**



**CRAFT**



**Panaracer**



**The Feed.**

**velosoul  
cyclery**

**LIFETIME<sup>®</sup>**  
**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](mailto:ltmedia@lt.life)