



EXPO

Join us in Center Village, Copper Mountain Resort on Saturday, June 11 for a celebration of the 36th Annual Ride the Rockies! The 2022 Ride the Rockies Expo is our kickoff Event for the 2022 ride Industry and non-industry vendors, live entertainment, food & beverage vendors, 2022 Ride the Rockies partners, and an expected 3000+ riders and spectators will all be a part of the day. This is your opportunity to showcase your business or organization to a targeted audience of bicycling enthusiasts from around the USA and the world at Colorado's largest and longest-running week-long cycling ride.

RIDE THE ROCKIES EXPO

SATURDAY, JUNE 11

Center Village,
Copper Mountain Resort

12 PM – 8 PM

Anticipated attendance: 3000+

VENDOR FEES:

Commercial:

10x10 space: \$750

10x20 space: \$1200

Non-profit:

10x10 space: \$450

10x20 space: \$750

Vendors are responsible for providing their own tent, table(s), chairs, power, etc. Additional space may be available for an extra cost and will depend on size requirements.

All retail vendors are responsible for securing a Colorado Special Event License.

OUR AUDIENCE IS YOURS!

One of the greatest strengths of Ride The Rockies (RTR) is the loyalty of the participants to the Tour and to those companies/organizations that support the Tour.

RTR DEMOGRAPHICS:

- 74% Male, 26% Female
- Median Age: 52
- Average Household Income: \$100k – \$150k
- 49 states, 9 countries
- 62% Colorado residents
- 56% employed in professional/managerial positions
- 34% first time riders
- 69% married, 31% single
- 86% have college degrees or higher
- Eldest Rider: 82
- Youngest Rider: 10

ATTENDANCE:

3000+ participants & family members, cycling enthusiasts, and team support personnel

OUR REACH:

The Ride the Rockies is now part of the Ventures Endurance family of events that includes more than 150 endurance sports events across North America. Powered by its parent company, Gannett Media & the USA Today Network, Ventures Endurance includes other major cycling events like the world's largest multi-day cycling ride, RAGBRAI in Iowa, the popular Tour of the Battenkill in Upstate New York, and now Ride the Rockies! We're excited to bring the long tradition of Ride the Rockies into the Ventures Endurance family in 2022.

For information: info@ridetherockies.com or see ridetherockies.com/expo