



# Cyclocross Race and Music Festival



## MISSION



**Develop a positive perception that outdoor life and celebration of good food and beverages, great music, and fierce competition coexist well with each other.**

## POSITIONING STATEMENT



**Showcase the unique thriving Reno/Washoe County as a crossroads of:**

- **Outdoor Recreation**
- **Food & Music Culture**
- **Diverse Opportunities**



# CrossReno

## Cyclocross Race & Festival

### What is CrossReno?

[CrossReno Summary Video](#)

[Washoe County TV CrossReno Video](#)



Racers, fans and spectators enjoy a day-long cyclocross, outdoor recreation festival with premium live music, family-friendly activities and diverse food trucks and craft beer.



USA Cycling Sanctioned Cyclocross event with an equal pro men & women \$10,000 cash prize purse AND amateur and junior categories for all levels.



CrossReno is partnered with the Boys and Girls Club of Truckee Meadows and offers an interactive kids area including bounces houses, face painting, art projects, climbing walls, and kids bike clinics.



[CXreno.com](http://CXreno.com)



# Overview

## October 1st, 2016

Centrally located at Washoe County's beautiful Rancho San Rafael Park, in Reno, NV, CrossReno is a **free-to-the-public** event that features cyclocross bicycle racing and a community-focused festival including:

### BICYCLE RACE

Cyclocross racing for all categories at the **2018 USA Cycling Cyclocross National Championship Venue**

### LIVE MUSIC

Live music performances including local artists and an after party headliner

### EATS

Diverse local food vendors/foodtrucks

### DRINK

Craft beer

### VENDORS

Merchandise and vendors

### FAMILY

Interactive kids area



# The Venue



Rancho San Rafael Park, Reno-Photo by Ping Huang



# CROSSRENO COURSE MAP

RANCHO SAN RAFAEL REGIONAL PARK  
RENO, NEVADA





# What is Cyclocross?

Cyclocross is a spectator friendly cycling discipline where Road Cyclists and Mountain Bikers compete aggressively together off-road on hybrid bikes in diverse conditions.



[CXreno.com](http://CXreno.com)



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[velonews.competitor.com](http://velonews.competitor.com)



# Cyclocross includes:



uci.ch

**COURSE OBSTACLES**



Manmade and Natural

**COURSE LENGTH**



1.5 - 2.2 mile circuit lap

**RACE SEASON**



September - February

**BAD WEATHER**



mud, snow, ice, rain

**RACE DURATION**



30 - 60 minutes

**CHARACTER**



beer gardens and  
heckling pits are  
typical





# Inspired by CrossVegas

(Over 10,000 spectators and 2,000 racers)

[A Taste of the CrossVegas Experience](#)



velonews.competitor.com



# Live Music Festival

CrossReno showcases polished bands and musicians, both local and nationally known to celebrate the growing Reno/Tahoe community and to provide entertainment for diverse demographics and generations.



CXreno.com



CXreno.com



CXreno.com



# National Interest

## THE WALL STREET JOURNAL.

The **Wall Street Journal** explains cyclocross as "the sport that would happen if road biking and mountain biking fell in love and had an awesome baby," and said it is "a surprisingly great spectator sport."

*- The Dirt on Cyclocross Star Katie Compton-Jason Gay - Jan. 15 2014*



**The Red Bulletin** describes cyclocross as "mud, snow, freezing rain and killer obstacles: this ain't military boot camp, it's cyclocross and it's a helluva lot more fun."

*- [Welcome to Cyclocross- True Grit- Noah Davis- Mar. 2015 \( Click for full article\)](#)*



# Print Media Exposure in 2015



CrossReno 2015 exposure through RedBulletin (Red Bull's Premier magazine):

- 2.3 million copies distributed 520,000
- Subscribers 2.7 readers per copy
- Readers diverse range of interest:
  - 78% Adventure
  - 74% travel
  - 59% Music
  - 56% Culture
  - Languages 10 countries 5 languages




# Social Media Reach

2015 was the inaugural year for CrossReno. For 4 days during and after the event, #crossreno gained significant traction on Instagram and Facebook.

CAPTION OK

Start time:  
Congratulations Top finishers of  
CrossReno 2015  
#cycling #cyclocross #mountainbike  
#roadbike #



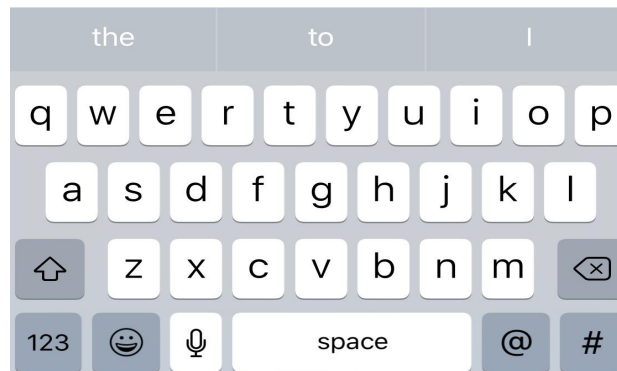
#crossreno	5,274,898 posts
#cyclocross	3,187,864 posts
#race	11,678,958 posts
#cycling	793,813 posts

Facebook:

<https://www.facebook.com/CrossRenoRace/?ref=hl>

Instagram:

<https://www.instagram.com/crossreno/>





# Who Attends CrossReno

- **First year- Over 3000 spectators and 348 racers**
- **Estimated second year attendance- 3000-5000 spectators and 400-1100 racers**

Demographic age 25-49 years old for broad reach, 35-49+ years old for focused reach (masters race category)

Outdoor fitness enthusiasts, live music fans, food and craft alcohol enthusiasts

Cyclists/spectators from Interbike & CrossVegas World Cup (Wednesday, September 14th)

Primarily local & regional Nevada/Nor Cal participants

\*\*The highest percentage of competitive cyclists in the US live in California (17%)



# World-Class Professional Racers Attend

## Incentives for Top Competitors:

- Large cash prize purse payout - \$10,000+
- Event paired with festival feel (live music, food, beer, etc.)
- Was featured by USA Cycling in 2015 event conference as top produced event.
- 2018 CycloCross National Championship venue- Racers will want to preview in advance
- USA Cycling-Sanctioned - Points and start line call-up advantage
- Superior and unique course features- Already a lot of buzz among Pros
- Comped entry fees for top pros
- Afterparty



# Host Property and Event Title Sponsor

## Peppermill Resort and Spa

Accommodates professional athletes, support team and out-of-town attendees

Hosts After Party with music headliner







# What CrossReno Provides

**TOURISM**



Brings new visitors to the Reno/Tahoe area.

**COMMUNITY**



Showcases Reno as a safe and livable community filled with potential and opportunity.

**BEAUTY**



Brings attention to the beauty of the area and natural setting.

**PARTNERS**



Provides a platform for long-lasting partnerships and collaboration.

**VALUES**



Emphasizes the value of recreation, health and the environment.



# CrossReno Emerges

As a sustainable, annual event (before and beyond the 2018 Cyclocross National Championships)

As a new, exciting event in a supportive Reno community, with the vision to develop into a legacy event such as the Great Reno Balloon Race, Hot August Nights and the Reno Air Races, which draw hundreds of thousands of attendees each year. (Each event draws 40,000 - 800,000 people)



