



# Post-Event Report:

## 2025 Old Man Winter Bike Rally & Run



**Our 11th annual Old Man Winter was a great success with more athletes than ever before taking on the mixed terrain courses! WIND was the theme at the afterparty, but we found a way to survive the 70 mph gusts and celebrate the Epic Winter Adventure!**

Over 1600 riders and runners took on the Old Man Winter Rally this year. 500+ spectators came out to cheer for their favorite winter athletes, creating a total attendance of approximately 2250.

### New elements for 2025:

- New Bike courses: 23 mile brand new course, 40 and 75 mile added a loop around Boulder Reservoir.
- Two wood stove saunas and 4 cold plunges at the after party
- Denver packet pick up location.
- Expanded training program with 2 virtual rides.



## The Numbers:

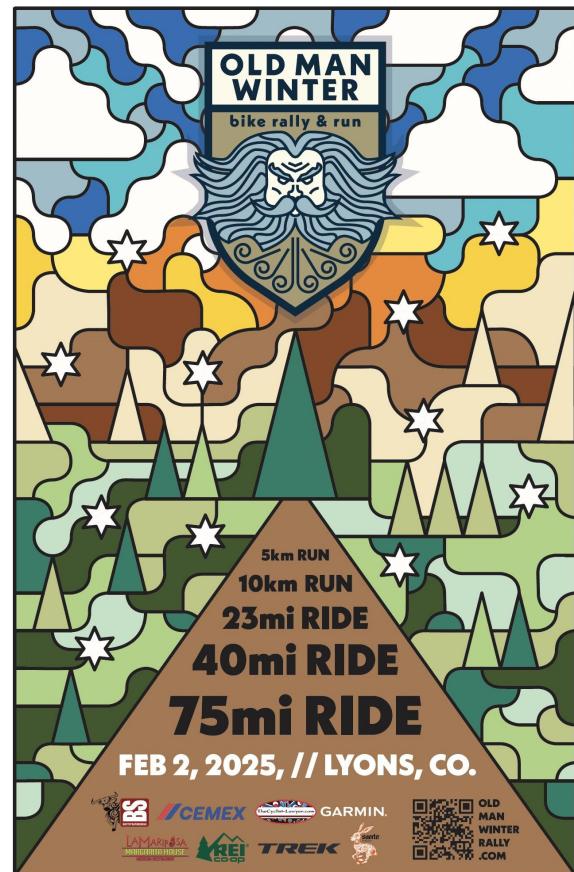
<b>ATTENDANCE</b> <i>Total Attendance:</i> 2250 (approx.) <i>Total Registrants:</i> 1641 (capped)  <i>75mi Bike Course:</i> 180 <i>40mi Bike Course:</i> 721 <i>23mi Bike Course</i> 189 <i>10K Run Course:</i> 510 <i>5K Run Course:</i> 173 <i>Combo:</i> 153																																	
<b>DEMOGRAPHICS</b>  <i>Male / Female / Non-binary Ratio</i> 60% / 39% / 1%	<b>Age Range</b>  <table><thead><tr><th>Age Range</th><th>Count</th></tr></thead><tbody><tr><td>Under 9</td><td>10</td></tr><tr><td>10-14</td><td>30</td></tr><tr><td>15-19</td><td>35</td></tr><tr><td>20-24</td><td>40</td></tr><tr><td>25-29</td><td>120</td></tr><tr><td>30-34</td><td>260</td></tr><tr><td>35-40</td><td>310</td></tr><tr><td>41-45</td><td>190</td></tr><tr><td>46-50</td><td>170</td></tr><tr><td>51-55</td><td>190</td></tr><tr><td>56-59</td><td>110</td></tr><tr><td>60-64</td><td>80</td></tr><tr><td>65-69</td><td>30</td></tr><tr><td>70-74</td><td>10</td></tr><tr><td>75+ Unknr</td><td>5</td></tr></tbody></table>	Age Range	Count	Under 9	10	10-14	30	15-19	35	20-24	40	25-29	120	30-34	260	35-40	310	41-45	190	46-50	170	51-55	190	56-59	110	60-64	80	65-69	30	70-74	10	75+ Unknr	5
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<b>GEOGRAPHICS</b> <i>Number of States:</i> 26  <i>Most Popular Cities of origin:</i> Boulder (16%), Denver (12%), Longmont (12%), Ft Collins (7%), Louisville (4%) Golden (3%)																																	
<b>CHARITIES</b>  <i>CU Triathlon Team</i> <i>MS Society</i>																																	



# Marketing and Media

## Marketing

- 250 Front Range posters
- TV appearance on Great Day CO.
- Digital buys (targeted Facebook ads, Instagram ads, promoted posts)
- Emails to 20,000+ Adventure Fit database
- 40+ Calendar listings
- 8 Training Events
  - New Year's Scavenger Hunt
  - Cassiopeia: Gravel 101 clinic & Ride
  - Trek Golden: Ride
  - Shoes and Brews, Run
  - Runner's Roost, Run
  - REI, Shake Out Ride



## Website Statistics

[www.OldManWinterRally.com](http://www.OldManWinterRally.com)

50,000+ visitors



## Marketing Strategy

We continued to focus on the fun and adventure of the event, rather than elite competition. As a result, there were more 23 mile course participants than the 75 mile course. We received some solid media coverage and the amount of peer to peer images shared was tremendous due to the great photography and weather.





# Media Coverage

## Bicycling

### 10 Must-Ride Gravel Events for Every Adventure Seeker's 2025 Calendar

NOW'S THE PERFECT TIME TO START PLANNING AND SNAGGING YOUR SPOTS AT NEXT YEAR'S TOP GRAVEL EVENTS.

BY MICAH LIND Published Oct 20, 2024 11:09 AM EDT

[\[...\] READ ARTICLE](#)



[“10 must-ride gravel events for every adventure seeker”](#)



## cyclingnews



## Daily Camera

## Daily Camera



[“Harsh weather accompanies US gravel season openers at Low Gap and Old Man Winter”](#)

[“Old Man Winter Race Review”](#)

[“Old Man Winter Rally festival comes to Lyons this weekend”](#)

[“Bikers, runners can register for Old Man Winter Rally in Lyons”](#)

[“Old Man Winter Rally in Bohn Park”](#)

[“Snow, Mud, and the Wild Ride at Old Man Winter Rally”](#)

## LONGMONTLEADER.com

[www.adventurefit.com](http://www.adventurefit.com)

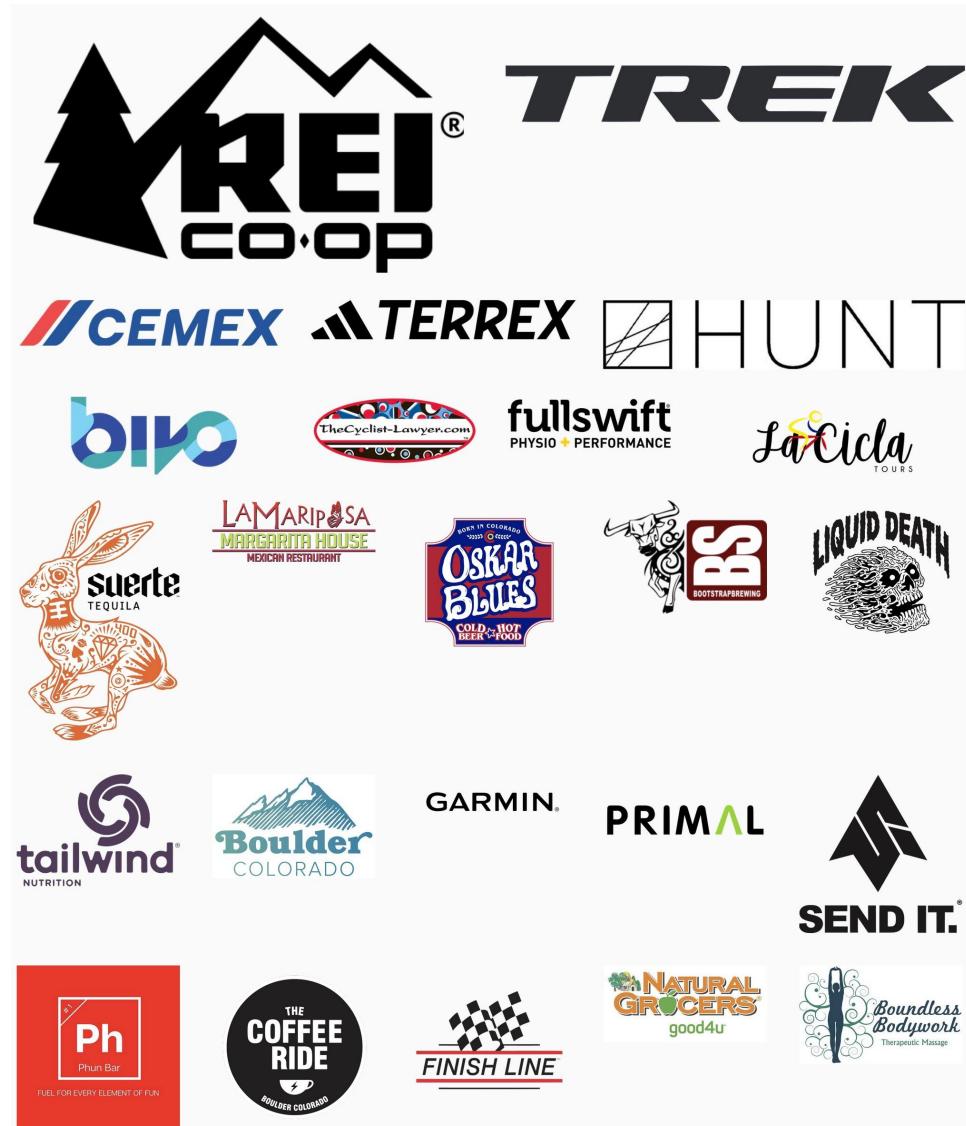
Adventure Fit, Inc.

Boulder, Colorado

303-408-0747



## Sponsors and Social



5112 Followers



3950 Followers

Shares #OldManWinterRally: 40,085 posts

[www.adventurefit.com](http://www.adventurefit.com)

Adventure Fit, Inc.

Boulder, Colorado

303-408-0747



## Thinking ahead...



Our goal is to grow the Old Man Winter Bike Rally & Run into one of the country's top endurance festivals - regardless of season.

Here is what we are working on to make this a reality:

- Evolve the courses to maximize fun and camaraderie
- Bring on a running event manager to enhance run experience
- Always improve the after party with more amenities and fun
- Expand the community training into an annual program
- Work to attract more beginner and 1st time participants
- Add more bands

**THANK YOU** so much for your support. We look forward to working with you again in 2026!