

Tour de **BIG BEAR**



PARTNERSHIP OPPORTUNITIES

TOUR DE BIG BEAR

ROAD | GRAVEL | MTB | FESTIVAL

July 31 - August 3, 2025

SOUTHERN CALIFORNIA'S FAVORITE RIDE



CYCLING EVENTS, FUN RIDES & LIVE MUSIC

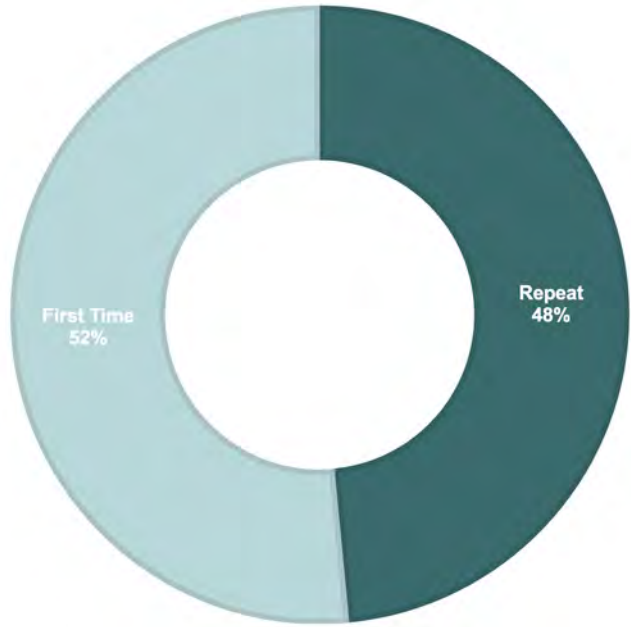
Experience the ultimate weekend escape with Tour de Big Bear, a cycling festival celebrating community, bikes, and the outdoors. Hosted by the Big Bear Cycling Association, this weekend-long festival transforms Big Bear Lake into a cyclist's paradise with road and gravel events, fun rides, family-friendly events, mountain biking and more. Consistently ranked as a top 10 Gran Fondo in North America, in 2023 the Tour de Big Bear was voted #1 by the Gran Fondo Guide.

WHAT'S IN STORE FOR 2025

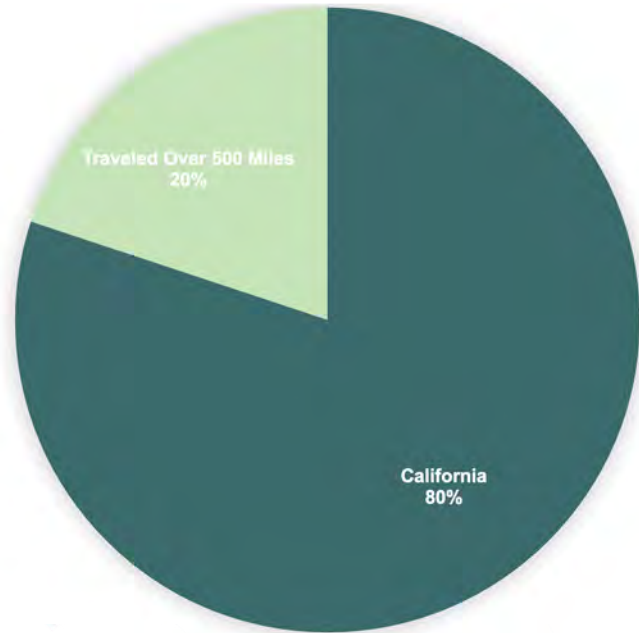
And it just keeps getting better! This year, Tour de Big Bear is expanding into the off-road world with cross country mountain bike events, along with a new "Bikes & Brews" festival featuring beer tastings and live music. The event is set to expand and elevate the biking experience with a weekend full of new races & rides, bike demos, and enhanced activities for 2025.

DEMOGRAPHICS

We are proud to be a destination event and a weekend getaway for many! In 2024, Tour de Big Bear attracted participants from 39 states and 7 countries. Our athletes are primarily from the Los Angeles, San Diego, Orange County, and Las Vegas, Nevada metropolitan areas.



1.0 | Repeat Participants



2.0 | Locations



OVERALL EXPERIENCE: 4.7



NUMBER OF PARTICIPANTS

2,500

ATTENDING SUPPORTERS

6,000

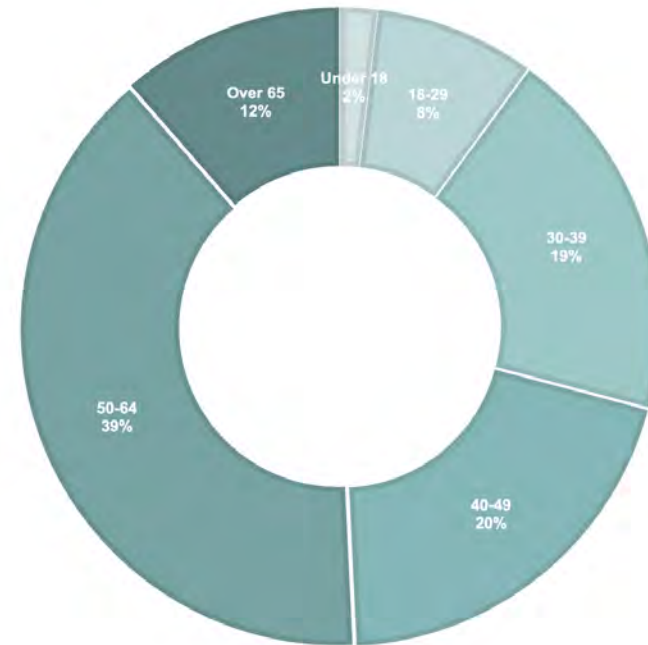
STATES **39** COUNTRIES **7**

2025 EVENTS

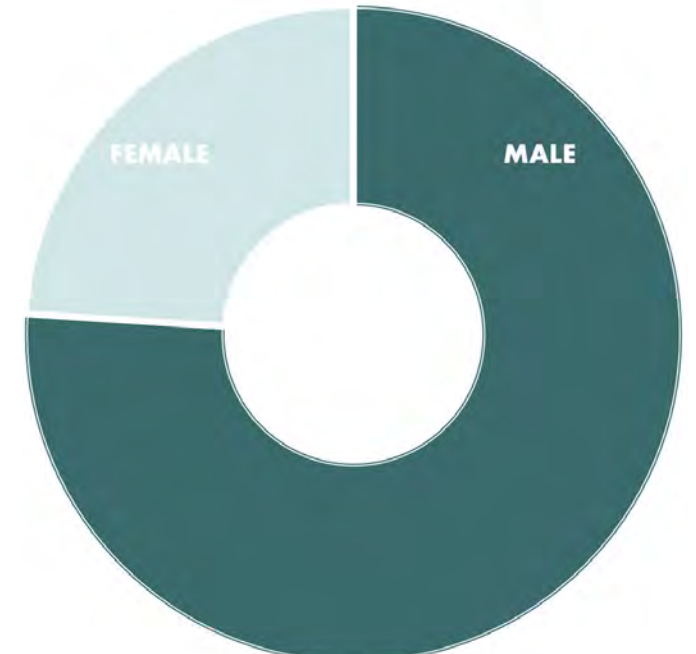
- GRAN FONDO
- GRAVEL
- MOUNTAIN BIKE
- POKER RIDE
- GLOW RIDE
- EXPO
- BIKES & BREWS

PROJECTIONS

ATHLETES.....	3,500
CONSUMERS.....	8,000
CAMPERS.....	200
VENDORS.....	75



3.0 | Age Groups



4.0 | Gender

Direct and indirect expenses with most riders spending three days in the area and traveling with up to 4 additional companions.

\$5.4 M

DIGITAL REACH

For the 2025 event, we have added a marketing agency steeped in cycling and adventure sports expertise to our team. Tour de Big Bear is launching an ambitious growth strategy to enhance digital presence and draw in new participants.



SOCIAL MEDIA

TOTAL META AUDIENCE.....7K
ENGAGEMENT RATE.....10%
ORGANIC REACH RATE.....9%
ANNUAL IMPRESSIONS.....40K

TOURDEBIGBEAR.COM

ANNUAL SITE VISITS.....41K
ENGAGEMENT RATE.....53%

EMAIL / SMS

TOTAL AUDIENCE.....12K
OPEN RATE.....59%
CLICK RATE.....6%

2025 AD PLACEMENTS

Outside Inc.	Bikelink.com
SoCal Cycling	Meta YouTube
Gran Fondo Guide	Google

EVENT WEEKEND SCHEDULE



THURSDAY

Check-In & Registration 3:00pm - 6:00pm

FRIDAY

Check-In & Registration Noon - 9:00pm

Big Bear Cycling Expo Noon - 9:00pm

Live Music Noon - 8:00pm

Poker Ride 4:00pm – 6:30pm

Glow Ride 7:30pm – 8:30pm

SATURDAY

Check-In & Registration 6:00am - 9:00am

Big Bear Cycling Expo 9:00am - 5:00pm

Live Music 10:00am - 5:00pm

Food n' Libations 11:00am – 5:00pm

Bikes and Brews 11:00am – 5:00pm

Family Activities 10:00am – 5:00pm

Awards 2:00pm – 3:00pm

SUNDAY

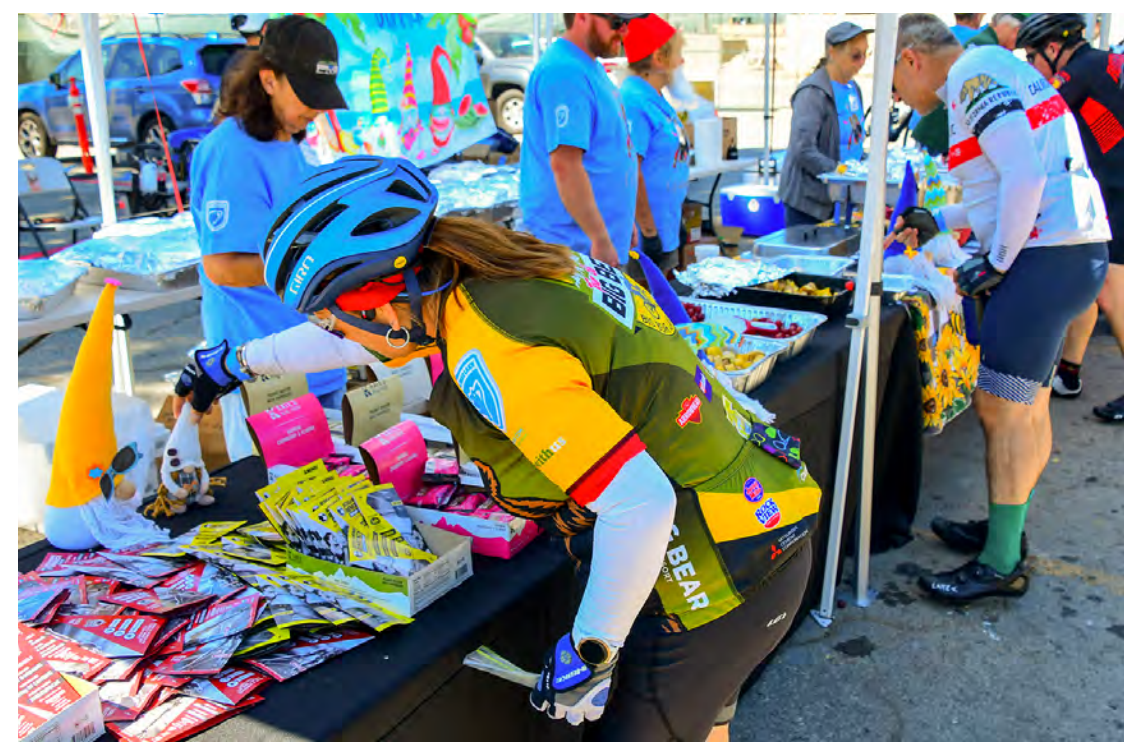
Road Recovery Ride 8:30am Start

Gravel Recovery Ride 8:30am Start



GOOD TIMES GUARANTEED

Tour de Big Bear offers something for everyone with an extensive range of events, group rides, expo, and family activities, catering to all ages and skill levels.



THANK YOU!

The Tour de Big Bear is presented by the Big Bear Cycling Association, a non-profit organization welcoming cyclists of all disciplines and skill levels, including those with special needs. Their mission is to promote both recreational and competitive cycling in Big Bear Valley. By organizing events and educational programs, they prioritize fun and safety, advocate for shared road and trail rights, collaborate with local agencies, and foster a community of cycling enthusiasts.

BIGBEARCYCLING.COM

FOR SPONSORSHIP INQUIRIES:

Tim Brigham

partnerships@tourdebigbear.com

909.744.4177

