



MARE ISLAND

PEDALFEST

∞∞ FEATURING ∞∞
THE WET MILE URBAN CX

SEPTEMBER 25, 2022

An aerial photograph of Mare Island, California, showing a red route that winds through the island. The route starts at the top left, goes south along the coast, then east through the center, and finally south along the waterfront. Yellow icons of a person on a bicycle are placed along the route. Blue circles are also placed at various points along the route. Three blue-outlined rectangular areas are labeled 'rPark' in the lower right quadrant. The background shows a mix of residential houses, commercial buildings, and industrial structures.

MARE ISLAND...

Will play host to an unrivaled event celebrating the fusion of location and urban cycling for all ages, from all regions near and far.

SEPTEMBER 25, 2022

How Mare Island PedalFest came to be ...

Inspired by Congressman Mike Thompson (CA-05), who started an initiative to get more people moving, especially on bikes, the Mare Island PedalFest is focused on gathering all ages and abilities for two-wheel fun, food & frivolity.



ONE DAY EVENT FOR ALL AGES:

TIMED RACES | FAMILY FRIENDLY BIKE TOUR | SPECTATOR FESTIVAL

RACE CATEGORIES

Juniors - Age/Gender

Beginners - Age/Gender

Intermediate - Age/Gender

Advanced - Age/Gender

**Lonesome Louis Team
Race**



The Bikes - Gravel, MTB, Cyclocross

Mare Island PedalFest is a first of its kind in northern California. Events as such are mostly in Europe.

The ethos and spirit of the event captured all levels of cycling enthusiasts and racers.



Uniqueness of the island offers one-of-a-kind cycling experience

Through buildings

Up and down stairs

Over logs

Through alleys



While some were racing, others were touring - *Lap of the Shipyard*

First race lap keeps group together before they head out onto course.



Mixed Terrain Experiences

Pavement +

Bark +

Dirt +

Water +

+ OBSTACLES

= FUN



Lap of the Shipyard | AM & PM tours

CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE

Two docent-led bicycle tours of the island, with introduction to the Mare Island Historical Museum. \$20 fee for tour with funds going towards the museum.



Kids Bike Rodeo to take place adjacent to start/finish



Kids Bike Rodeo | Skills. Safety. Empowerment.



Fun for all. Announcers. Awards. Personal & Team Challenges.
AWARD SPONSORSHIP OPPORTUNITIES AVAILABLE



Hay Bale Podium Award Ceremony



Something for everyone ... cycling, food, beer & fun!

All ages invited and welcome

Accessible price points

If not racing, then watching or touring the island

Food & Drink at Mare Island Brewing Co

Edutainment is an optimal word



PedalFest is a spectator sport ... with multiple revenue opportunities

Mare Island Brewing Co offers viewing to watch, eat & drink, and cheer on the racers.

Partners & Sponsors able to show/sell at this central location.



EVENT MARKETING

- Website - logo placement & link
- Email Marketing - custom content opportunities
- Social Media & PR
- Partner Marketing
- Postcard/Poster
- Influencer Marketing - *Brian Kennedy*



EVENT DETAILS

WINTERAL CYCLO CROSS • WYRD BIKES ONLY
Raced bikes not allowed for urban cross races. Each CXZ has 10+ requirements, 2.5 miles with 10+ diverse obstacles.

AWARDS FOR TOP THREE FINISHERS BY CATEGORY
BIBBLES • HONORARIOS • HORSEIES • DASHES AND GUNIES
Distances grouped within their category or mass starts.
Rolling awards ceremonies throughout the day.

ALL RACES AND EVENTS START AT THE WATERFRONT AT
MARE ISLAND BREWING CO.
851 Waterfront Ave., Mare Island, CA 94962
Music, food, beer & plenty of parking.
Sponsors welcome.

EVENT HOSTED BY:
MARE ISLAND BREWING CO.
851 Waterfront Ave
Vallejo, CA

LEARN MORE + REGISTER:
MAREISLANDPEDALFEST.COM

Questions?
mareislandpedalfest@gmail.com
707.278.8277



EVENT SCHEDULE

SCHEDULE • ADVANCED PURCHASE PRICING:

9:00 am Registration is on site (10:00 am for bikes)

9:00 am Day-Of Registration Opens

Mare Island Brewing Co.

10:00 am Beginner's Race (2 laps) \$20

Age groups: 18-24, 25-34, 35-44, 45+

10:30 am "Top of the Shipyard" (on departure) \$20

Age groups: 18-24, 25-34, 35-44, 45+

11:00 am High School Boys & Girls Race (2 laps) \$20

Age groups: 14-15, 16-17, 18-19

11:00 am Intermediate Race (2 laps) \$20

Age groups: 18-24, 25-34, 35-44, 45+

11:30 am "Top of the Shipyard" (final departure) \$20

Age groups: 18-24, 25-34, 35-44, 45+

12:00 pm Advanced Race & Lap \$20

Age groups: 18-24, 25-34, 35-44, 45+

1:00 pm "Lucky Louie" Team Race \$20 per team

4 riders, 1 mile, 1 lap per rider, 1000'

Winning team immortalized on Locomotive Louie trophy

1:30 pm Final awards ceremony

1:45 pm Event concludes

*Schedule subject to change

RACE - RIDE THROUGH 143 YEARS OF NAVAL SHIPYARD HISTORY

MARE ISLAND PEDALFEST

FEATURING THE WET MILE URBAN UCX
9.26.21

FEATURING: THE WET MILE UCX RACE FOR ALL LEVELS
FAMILY BIKE TOUR | KIDS BIKE RODEO | BITES, BEER & MORE!

HOSTED AT MARE ISLAND BREWING CO.
851 WATERFRONT AVE, VALLEJO, CA

Learn More + Register:
mareislandpedalfest.com

IN SUPPORT OF:

Bike enthusiasts enjoy the ride at Mare Island Pedalfest



Rob Mike Thompson (right) speaks at the Mare Island Pedalfest on Sunday in Vallejo. Vallejo Mayor Bob Sampson looks on. (Courtesy photo)

By THOMAS GABRI | tgabri@timesheraldonline.com | Vallejo Times Herald
PUBLISHED: October 1, 2019 at 9:07 p.m. | UPDATED: October 1, 2019 at 9:08 p.m.

The inaugural Mare Island Pedalfest was held on Sunday in Vallejo and a number of bike riders had

“This weekend’s Pedalfest was both fun and healthy,” Thompson wrote in an email to the Times-Herald. “I rode the course and think I found my own inner kid! So many cool kinds of bikes there and wonderful to see young people and families out exploring our district’s beautiful and historic Mare Island and getting some good exercise.” - Congressman Thompson (September, 2019)

2022 TIMELINE

REGISTRATION OPENS APRIL 15th

PRESS RELEASE JULY 15th

MARKETING CAMPAIGN May - Sept

COURSE REVEAL (MEDIA EVENT)
August TBD

EVENT - SUNDAY, SEPTEMBER 25TH



Mare Island PedalFest 2022 Sponsorship

Contact: Adam or Rebecca at mareislandpedalfest@gmail.com 707.278.8377

SPONSOR LEVEL	MARKETING	EVENT SIGNAGE	EVENT GIVEAWAY	EVENT PASSES + PERKS
\$2,500 Captain	<ul style="list-style-type: none"> -Website: logo primary position -Email: logo primary position -Press release inclusion -Dedicated social media posts -Print - logo inclusion -Radio mention + call out 	<ul style="list-style-type: none"> -Prominent brand placement on all collateral - flyers -4 barricade banners -Logo on race bib 	<ul style="list-style-type: none"> -Prominent brand placement – logo on T-shirt and/or event giveaway 	<ul style="list-style-type: none"> -Event Race Entry Passes (4) -VIP Parking Passes (2) -Dedicated “home base” table and specialty beer selection at Brewing Co. -Tabling opportunity at home base*
\$1,500 Quarterdeck	<ul style="list-style-type: none"> -Website: logo secondary position -Email: logo secondary position -Press release inclusion -Dedicated social media post -Print - logo inclusion -Radio mention 	<ul style="list-style-type: none"> -Brand placement on all collateral -2 barricade banners -Logo on race bib 	<ul style="list-style-type: none"> -Brand placement – logo on T-shirt and/or event giveaway 	<ul style="list-style-type: none"> -Event Race Entry Passes (2) -VIP Parking Pass (1) -Tabling opportunity at home base*
\$1,000 Shipsshape	<ul style="list-style-type: none"> -Website: logo secondary position -Email: logo secondary position -Press release inclusion -Social media posts -Radio mention 	<ul style="list-style-type: none"> -Brand placement on key collateral -1 barricade banners 	<ul style="list-style-type: none"> -Secondary placement – logo on T-shirt and/or event giveaway 	<ul style="list-style-type: none"> -Event Race Entry Passes (2) -VIP Parking Pass (1) --Tabling opportunity at home base*
\$500 Pollywog	<ul style="list-style-type: none"> -Website: logo third level position -Email: logo third level position -Social media posts 	<ul style="list-style-type: none"> -Brand placement on key collateral -1barricade banners 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> -Event Race Entry Passes (2) -Tabling opportunity at home base*

*Must provide vendor-owned tent, table, chairs