



Overview:

Tucson AZ – The first stop of the 2009 New Belgium Urban Assault Ride tour. The event was a huge hit – one of the biggest 1st year UARs in history. We ramped up the production with the goal of creating the best possible day on the bike – and from the comments of our participants and sponsors – we succeeded!



Tucson Stats:

- When: Sunday 4/19/09
- Weather: Clear and warm: 80 – 91 degrees
- Where: Venue: Maynard's Market and Kitchen
- TriSports (obstacle checkpoint)
 - Fairwheel Bicycles (obstacle checkpoint)
 - Himmel Park (obstacle checkpoint)
 - Tahoe Park (obstacle checkpoint)
 - Summit Hut (obstacle checkpoint)
 - "A" Mountain (mystery checkpoint)
 - Chicago Music store mural (mystery checkpoint)
- Who: Beneficiaries:
Sonoran Desert Mountain Bike Alliance
Global Sports Alliance
RISE Recycling
- Attendance: 424 participants
200 friends/family/sponsors
624 estimated total attendance
- Sustainability: 90% waste diversion
Solar-powered PA and Inflatable obstacle (venue was 100% off the grid).
100's of riders made commitments to ride their bikes for transportation through Team Wonderbike



Scenes from Tucson:



Riders take to the massive Big Wheel Course at TriSports

A minute before the start at Maynard's Market



The Finish Line Team awaits the 1st finishers



SPONSORS



SPECIALIZED



Men's Fitness



MAYNARDS
MARKET & KITCHEN



FAIR WHEEL



BICYCLES





Tucson Promotion and Exposure:

Overview: The Tucson New Belgium Urban Assault Ride had tremendous local coverage. There was editorial news coverage in print, on TV, and in Radio. It was very hard to miss!

Highlights:

- Mention in USA Today stemming from editorial regarding bikes and beer
- Live Radio coverage on 94.9 FM
- Two TV appearances on Fox TV and CBS station

Advertising:

Publication	Ad Type
<u>Sweat magazine</u>	1/2 page ad
<u>Tailwinds</u>	Event listing
<u>Tucson Weekly</u>	2 1/4 page ads
<u>Dirt Rag magazine</u>	1/2 page ad
<u>Bicycle Times magazine</u>	1/2 page ad
<u>Men's Fitness magazine</u>	Full page ad

RACE DAY COVERAGE

- TV: Fox 11
- Radio: Good Clean Fun Mix Show 94.9 FM – Live and on location

Posters/Flyers Distributed:

- Tucson 250 posters and 2500 flyers

Pre-Event Print coverage:

- AZStar: [Bikes will brake for checkpoints](#) - April 16, 2009
- AZStar: [Roadrunner: Bike scavenger hunt's link to beer bash is worrisome](#) - April 13, 2009
- AZStar: Calendar, What to do - March 26
- Tucson Weekly: Calendar of events
- AZStar: [Team bike challenge promises 'funky' fun](#) – April 16
- Tucson Citizen: [New cycling challenge coming to town](#) - April 2

Pre-event TV coverage

- KOLD-TV- April 17, 2009 – Josh on the air promoting the event



Online Coverage

- <http://content.usatoday.com/topics/article/Places,+Geography/Towns,+Cities,+Counties/Tucson/04WLg7K5yN17L/2>
- <http://www.tucson.com/calendar/index.php?page=30&seldate=2009-04-19&daterange=-1>
- <http://www.bikerumor.com/2009/03/11/new-belgium-brewing-urban-assault-ride-series/>
- <http://www.sonoranpirates.com/2009/03/urban-assault-tucson-419.html>
- <http://www.bikeradar.com/news/article/urban-assault-ride-series-hits-10-cities-in-2009-20331>
- <http://beerrunner.draftmag.com/2009/04/15/beer-bikes-and-new-belgium/>
- <http://reviews.mtbr.com/blog/urban-assault-ride-sponsored-by-new-belgium-brewing-expands-to-10-cities-in-2009/>
- <http://thefullpint.com/2009/02/11/urban-assault-ride-sponsored-by-new-belgium-brewing>
- <http://www.hellotucson.com/crime.cfm>
- <http://www.visittucson.org/visitor/outdoor/>
- <http://reviews.mtbr.com/blog/tag/Urban-Assault-Ride/>
- <https://www.beginnertriathlete.com/discussion/training/index-weekly.asp?memberid=4129>
- <http://www.dirtragemag.com/blogarific/urban-assault-ride-2009>
- <http://www.visittucson.org/visitor/outdoor/>
- <http://aliciarides.com/WeeklyRides.html>
- <http://www.pedalled.com/a541939-100s-of-tucson-cyclists-take-to.cfm>
- <http://brandsofbike.com/blog/?p=652>

Website Traffic (www.urbanassaultride.com) in April 2009

24,821 unique visits

99,284 page views

Top referral domains:

- 1 Google.com
- 2 Facebook.com
- 3 Yahoo.com
- 4 Newbelgium.com
- 5 Live.com
- 6 Active.com
- 7 Bikereg.com
- 8 Dirtragemag.com



The future of the New Belgium Urban Assault Ride in the Tucson:

We are very excited about the 1st UAR in Tucson as well as the 1st UAR for the 2009 season. April in Tucson is action-packed and we were competing with some other big events on event weekend. We will work to determine the best possible date/time for the event in 2010.

Working with RISE, our recycling non-profit, was a great way to ensure that all of our recyclables and compostibles made it to the correct place. We will certainly continue to work with such organizations to move the UAR closer to being a zero-waste event.

Maynard's Market and Kitchen, our Tucson venue was great and provides some solid room for growth. We plan to work with them again in conjunction with their sister business, Hotel Congress.

Due to the success we anticipate double the size for next year's Tucson New Belgium Urban Assault Ride.

Some feedback:

"Just finished the Tucson urban assault. WOW was that great. I've done lots of multi sport stuff, but yours is the best. We had a great time. Just enough exercise to justify the consuming mass quantities afterwards. Thanks for coming to Tucson. I will DEFINITELY be back next year and I will bring others"

– David, UAR participant

"Ok so I know it was our first, but I just wanted to say a huge THANK YOU to the UAR & NBB for bringing this event to Tucson. The event came off perfect! I believe we had around 600 people, went through almost 10 kegs, and raised a lot of money for Non-profits. Definitely the most fun I have personally had in a long time. Cant wait for next years. KUDOS to all"

-Rhonda, Local New Belgium Beer Ranger

We very much appreciate your support in making this such an incredible event. PLEASE provide us your feedback so that we can continue to improve.