

Midway City Council
6 April 2021
Regular Meeting

Wasatch All Road /
Sponsorship

THE
→
WASATCH
ALL-ROAD BICYCLE RACE - NO.1

**MIDWAY CITY COUNCIL
PARTNERSHIP PROSPECTUS**



A wide-angle photograph of a cyclist riding a gravel bike on a dirt road. The road is light-colored and dusty, with the cyclist kicking up a small cloud of dust behind them. The landscape is dry and hilly, covered in low-lying shrubs and grasses in shades of brown and yellow. In the background, there are rolling hills and mountains, some of which are covered in green forest. A wooden fence runs across the middle ground. The sky is clear and blue. The overall scene conveys a sense of adventure and outdoor recreation.

**THIS IS UTAH
GRAVEL.**



EXECUTIVE SUMMARY

The Wasatch All-Road will welcome 1,500+ participants from around the world to Heber Valley and Wasatch County on August 28, 2021. Racers will have two course lengths consisting of 90% gravel roads to choose from. Dubbed the Full Yeti and the Mini Yeti, both routes showcase some of the most beautiful and breathtaking terrain one can experience on a bicycle.

The race will be directed by former World Tour professional cyclist, 2008 Tour of Utah winner and native Utahn Jeff Louder. Ventum Bicycles, headquartered in Heber Valley, Utah will be hosting the event and providing the participants and spectators with a world class experience, from the race, to the rider perks, to the entertainment and food - this will truly be an experience of a lifetime.

“Ventum is incredibly excited to host the Wasatch All-Road and bring a world-class cycling event to our incredible local roads. We look forward to showcasing the challenging terrain and world-class amenities this region has to offer.”
Ventum CEO Diaa Nour





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QUICK FACTS

- Race Date is August 28th, 2021
- Race Start is at Ventum Headquarters
- \$10,000USD Pro Prize Purse
- \$1,000USD Prize Purse for Utah Residents
- 2 Courses: 35miles and 100miles
- Field Size: 1,500 participants

WHERE IS IT?



Heber Valley is conveniently located 45 minutes from Salt Lake City International Airport. Known as Utah's backyard playground, Heber Valley is nestled in between the Wasatch and Uintah Mountain ranges and offers incredible outdoor opportunities.





**YOU'RE NOT IN KANSAS
ANYMORE.**



TWO ROUTE OPTIONS

FULL YETI • 100 miles

The Full Yeti will test each and every rider with over 12,000 feet of climbing. This route takes you high into the Uinta mountain range to the tip of Strawberry Reservoir and back before flying down to the finish in Heber Valley.



**Both courses
include the
Wasatch
Wall**

MINI YETI • 35 miles

The Mini Yeti is nothing to sneeze at. The course is just 35 miles, but riders will need to dig deep early and tackle the 4,500 feet of climbing before bombing the descent and hitting the final meters of dirt to the finish.

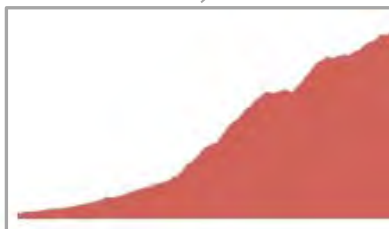


EPIC CLIMBS

THE WASATCH WALL

gravel's hardest climb

11.5 miles
3,800ft elevation gain
6.3% avg grade
13%+ max grade
all gravel, all fun



A cyclist wearing a black jersey and a blue helmet is riding a road bike on a wide, light-colored gravel path. The path curves through a grassy field with some low-lying vegetation. The background shows a rolling landscape under bright sunlight.

**BE READY TO
RACE.**



MIDWAY COUNCIL SPONSORSHIP REQUEST



Grant Request: \$2,500

Use of Funds: Race Operations and Permitting

Goal: To bring close to 2000 visitors to the valley.

Demographic:

- Expect >90% of visitors reside outside of Wasatch County
- Expect >50% of visitors reside out-of-state

Needs from Midway: Explore potential of hosting either packet-pick up or past-race awards ceremony in downtown Midway



▼ **GIVING BACK**

In addition to showcasing Midway and the surrounding area to the world, The Wasatch All-Road is committed to giving back to the local community. The Wasatch will be working with surrounding schools' mountain bike programs that are part of the Utah High School Cycling League to raise funds for their respective programs.



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contact: yeti@thewasatchallroad.com

thewasatchallroad.com

