



2023 Recap





THANK YOU!

AUGUST 8, 2023

Dear Visit Carson City,

We would like to thank you for your tremendous support of the first edition of Stetina's Paydirt.

The production costs associated with this event are substantial. Without the support of crucial sponsorship revenue we would not be capable of conducting this event in the manner that has attracted such great reviews, and quickly made it a commanding event in the gravel segment of the cycling industry.

Your support helps us to dedicate more resources toward details that make Paydirt a favorable experience to competing events, and ultimately an experience that people are drawn to for the long term in an increasingly competitive gravel cycling event market.

The 2023 edition hosted fewer participants than 2022 as a result of two conflicting events on the same weekend. However, the press that Paydirt got from that weekend, and the negative impact it had on their total potential attendance has caused these two conflicting event organizers to reschedule their events in 2024 as to not conflict with ours.

Our analysis of their competitor list shows that it opens up a potential audience of an additional 1,000 competitors who may consider participating in Stetina's Paydirt in 2024. We're expecting that our audience will surge this coming year to beyond what our cap was in 2022.

Additionally, Douglas County has indicated that there will be no imposition of a permit requirement if we exceed 500 participants because the gathering does not take place at a venue within their jurisdiction.

Attached is a summary of the impacts recorded from the 2023 edition of the race.

Thank you once again for the opportunity to create such a world-class experience in one of the most beautiful places on earth.



In The Press





In The Press

Peter Stetina: Paydirt is a passion, it's mayhem, it's like your wedding day

By Jackie Tyson published May 23, 2023

Unbound Gravel gets serious after tyre toss bonus seconds at Stetina's Paydirt decide women's winner

    [Comments](#)



VELO

Girls rule at Stetina's Paydirt

This weekend, [Stetina's Paydirt](#) will return to the gravel roads of Carson City, Nevada. And like last year, this one is definitely #ferdagirls.

Thanks to Shimano, only women will vy for a \$5,000 prize purse during Saturday's 72-mile gravel race.





Partners:

CANYON



wahoo

SHIMANO



VOLEA

THE
MEEKER
VINEYARD





By The Numbers



By The Numbers

SOLD OUT EVENT

419 Registered in 2023

94 NV - 245 CA - 80 OTHER STATES

377 Arrived and Competed

Party size x1.45 = Est. 547 Present

Estimated 449 Room Nights Generated



Coordination & Competition

Bike Monkey is actively coordinating with competitor events to reduce impact of market saturation.

Grinduro Shasta*

547 Grinduro Participants (has changed for 2024)

Bantam Classic*

400 Participants (has changed for 2024)

***These two events conflicted with Paydirt in 2023. Paydirt media exposure will hurt them in 2024, and so they've agreed to change dates.**



By The Numbers





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Arizona: 4

California: 269

Colorado: 13

FRANCE: 1

GERMANY: 1

Idaho: 6

Massachusetts: 2

Missouri: 1

Montana: 1

North Carolina: 1

New Mexico: 2

Nevada: 98

New York: 3

Oregon: 8

South Carolina: 1

South Dakota: 1

Texas: 1

Utah: 3

Virginia: 1

Washington: 1

West Virginia: 1



Stetina's
PAYDIRT
CARSON CITY

What makes it special?



What makes it special?

The Pine Nuts

Women's-only cash purse

Post-Race Antics

The only large scale gravel race in Nevada

Explores two iconic mountain ranges in a single event

The only bike race where you can win an actual silver ingot

New in 2023: It's multiple days!



Paydirt



The Future

- **Minor technical improvements**
- **Increased Participation**
- **Grow steady and monitor success**
- **Leverage regional improvements year over year**
- **Expand on multi-day format**





RETURNS

May 18, 2024

