

Old FL R1DA Gravel



POWERED BY **CLASH** ENDURANCE

NOVEMBER 7-8, 2026

ALL-TECH RAGWAY - LAKE CITY, FL



GRAVEL CYCLING EVENTS

35 Mile Ride
70 Mile Ride
100 Mile Ride

RUNNING EVENTS

5K Run/Walk

KIDS EVENTS

Strider Sprint
Rally Rider
Dirt Drift

10:00 a.m.
11:00 a.m.
5:00 p.m. - 8:00 p.m.

REDLINE RELAY

1.5hr competitive team bike race
on a dirt track

OLD FLORIDA GRAVEL EVENT DESCRIPTION

Old Florida Gravel is CLASH Endurance's newest event festival weekend full of cycling, running and youth bike rides. The event will be hosted November 7-8, 2026 at All-Tech Raceway and the surrounding areas.

Old Florida describes a bygone era long before theme parks, mega-resorts, HOAs, and pickleball. These dirt roads will take you back in time featuring live oak trees with Spanish moss hanging from their branches, cool crystal clear springs becom just minutes from the venue and more cows than people along the route. Front porches and sipping sweet tea are local past times, roadside fruit stands selling oranges and watermelon await you.

TARGET DEMOGRAPHIC

5K – walkers, runners, trail enthusiasts and families

Cycling Events - youth, gravel & mountain bike cyclists, adventure enthusiasts, outdoor recreationalists

ANTICIPATED ATHLETE DEMOGRAPHICS

.02% from out of country
12% from out of state
84% from out of county hours away
3.8% local
resulting in approximately 620 room nights

2025 EVENT RECAP VIDEO





PRE-EVENT CONTENT

Prior to the event, CLASH Endurance will be making several trips to the area to capture footage of springs, local attractions and other locations that our partners feel would provide a positive impact on the area and are interested

in highlighting.

We will be doing this in conjunction with cycling “influencers” to gain additional traction.

These will be distributed on YouTube, Facebook and Instagram.

Our promotional videos from 2025, currently on Youtube have garnered nearly 67,000 views (and still climbing)!

RACE DAY CONTENT

We will be capturing a variety of photo and video content and sharing in real time.

We expect posts from our social channels which can be leveraged by the local CVB and tourism accounts.

We will feature a race recap video production as well as several video shorts on our channels post race.

These will be distributed on YouTube, Facebook and Instagram.

2026 Tourism Impact Estimates

Registered Athletes	600
Staff/Production/Vendors	30
Volunteers	20
Media	5
Spectators	300
Total Attendees	955
Average Daily Spend per person *Avg. Lodging \$175 / Avg. F&B + activities \$60	\$235
Direct Economic Impact per day	\$224,425
Average days in town per person	2
Total Direct Impact Estimate	\$448,850

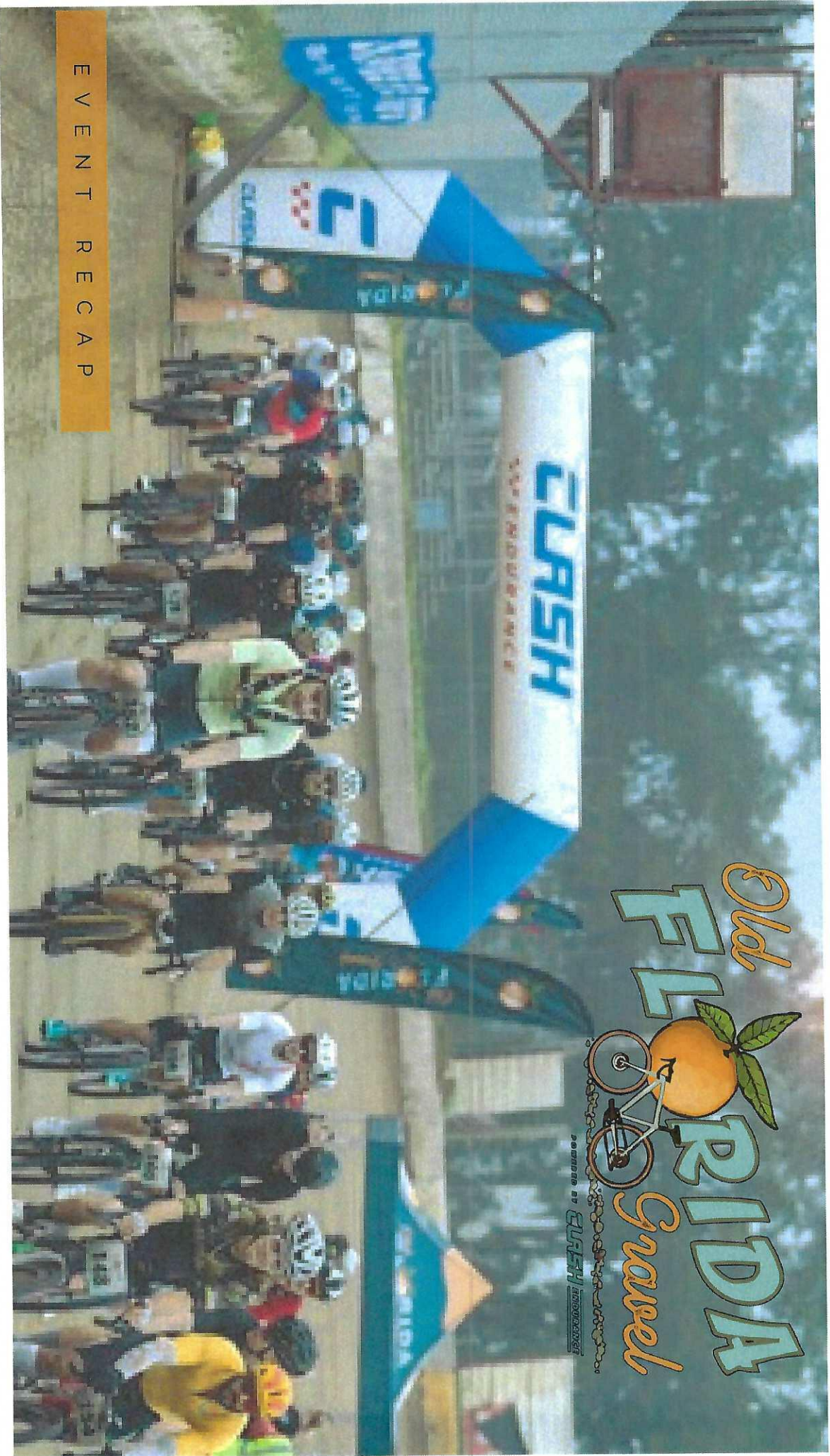




FUNDING REQUEST BREAKDOWN

Item	Grant Funding Request	Marketing Budget
Event Marketing	\$2,500	\$8,000
Social Media	\$2,500	\$5,000
Video Production	\$5,000	\$8,000
Totals	\$10,000	\$21,000

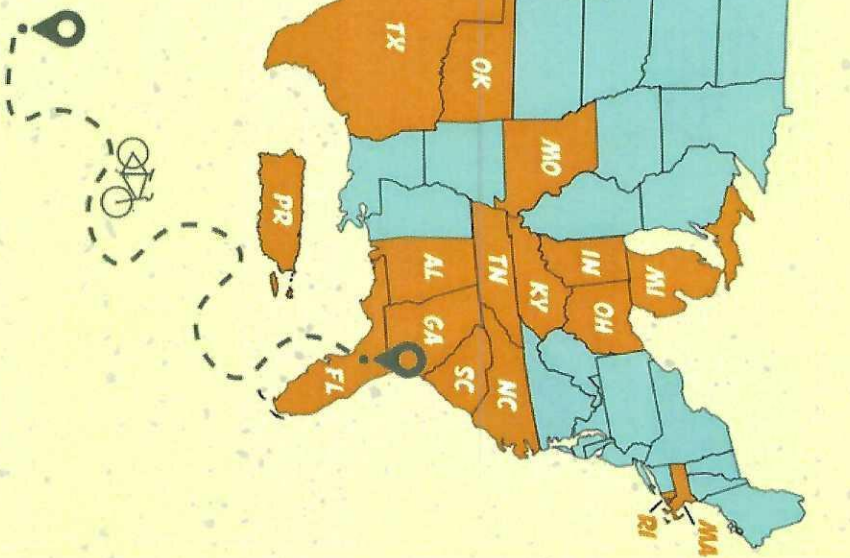
Old
FLORIDA
Gravel
presented by **CLASH**



E V E N T R E C C A P

15 STATES & 1 U.S. TERRITORY REPRESENTED

● STATES & TERRITORIES REPRESENTED

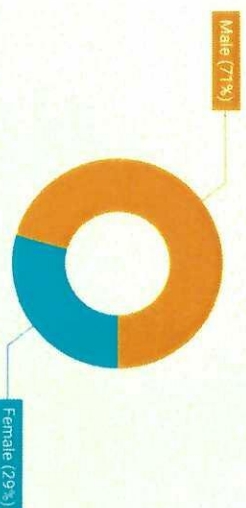


REGISTRATION INFO

REGISTRATION BY AGE

AGE GROUP	COUNT	PERCENTAGE
Under 18	19	7.63%
Ages (18 - 29)	27	10.84%
Ages (30 - 39)	39	15.66%
Ages (40 - 49)	51	20.48%
Ages (50 - 64)	99	39.76%
Over 65	14	5.62%
Total	249	100%

GENDER BREAKDOWN

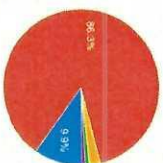




131 ATHLETES WERE SURVEYED OUT OF 250 THEIR RESPONSES ARE NOTED BELOW

How did you travel in?

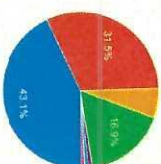
131 responses



- Local
- By car
- By air
- Lake
- Cuf

How many adults are attending with you?

130 responses



- 1
- 2
- 3
- None
- 4
- 5
- 6
- 7

How many kids (under 18) are attending with you?

127 responses



- 1
- 2
- 3
- None
- 4
- 5
- 6
- 7

YES SOMEONE TYPED IN
THEIR DOG AS THEIR
CHILD

Where did you choose to stay for your visit?

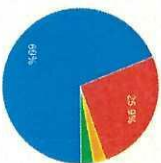
131 responses



- Live Locally
- Courtyard Lake City
- Holiday Inn Lake City
- LaQuinta Inn Lake City
- Alamo Hotels
- Airbnb
- Other
- Camping

How long are you staying?

116 responses



- 1 night
- 2 nights
- 3 nights
- 4 or more nights

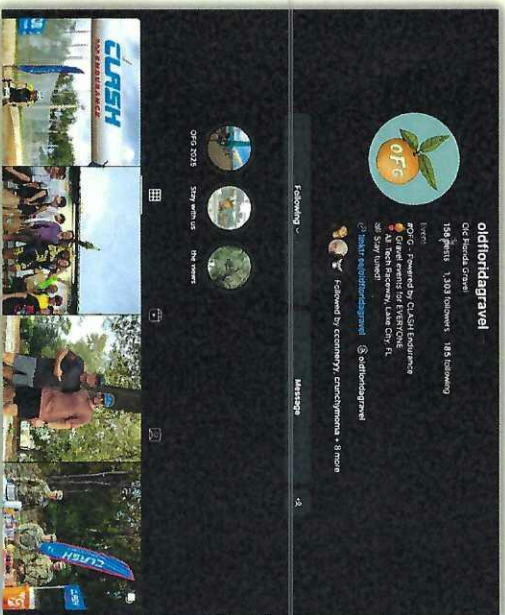
ROOM NIGHTS-BASED ON OUR SURVEY:
MANY PEOPLE DID NOT USE OUR DIRECT LINKS, BUT STILL STAYED AT LOCAL HOTELS, AIRBNBS AND CAMPING
OUT OF 131 ATHLETES SURVEYED
AIRBNB - 18 NIGHTS / COURTYARD - 11+STAFF - 47 NIGHTS / HOLIDAY INN - 17 NIGHTS / LAQUINTA - 7
NIGHTS / CAMPING - 30 NIGHTS / OTHER - 52 NIGHTS

ON-SITE SURVEY





S O C I A L M E D I A



INSTAGRAM

STARTED IN MID-APRIL,
GREW ORGANICALLY TO 1300+ FOLLOWERS IN
LESS THAN 7 MONTHS

Views ①
347.7K ↑ 100%

Reach ①
75.5K ↑ 100%

Content interactions ①
7.3K ↑ 100%

STAND OUT POSTS



2 STAND OUT POSTS -
COLLABORATIONS WITH
VISIT LAKE CITY

- 838 LIKES
- 17,322 VIEWS

2 STAND OUT POSTS -
SOLEY OFG

- 406 LIKES
- 21,283 VIEWS



S O C I A L M E D I A



FACEBOOK

STARTED IN MID-APRIL,
GREW ORGANICALLY TO 1,100+
FOLLOWERS IN LESS THAN 7 MONTHS

Views 482.6K ↑ 100%

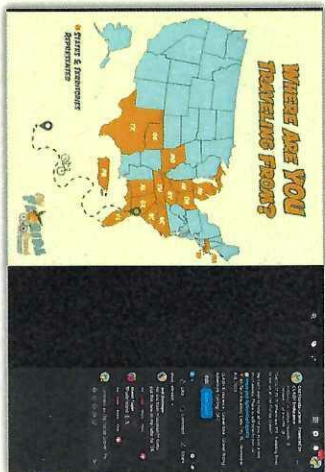
Reach 158.2K ↑ 79M%

3-second views 88.5K ↑ 100%

1-minute views 785 ↑ 100%

Content interactions 8.6K ↑ 100%

STAND OUT POSTS



Views 19,276

Reach 13,485

Interactions 79

Follows 76



Views 27,835

Reach 16,558

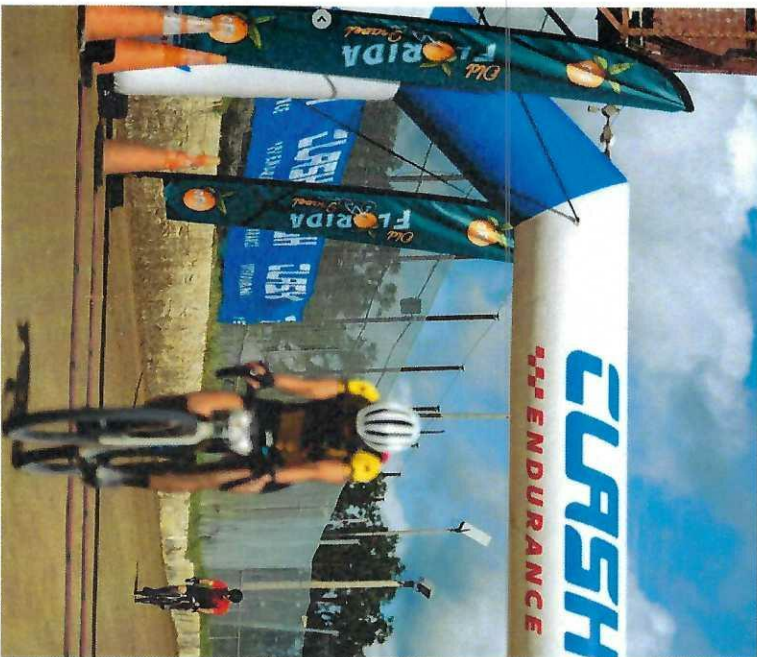
Interactions 63

Watch time 1d 15h

Follows 3



GOOGLE ADS



Geographic location of people who interacted with your ads
Targeting Florida, Georgia, Tennessee, South Carolina



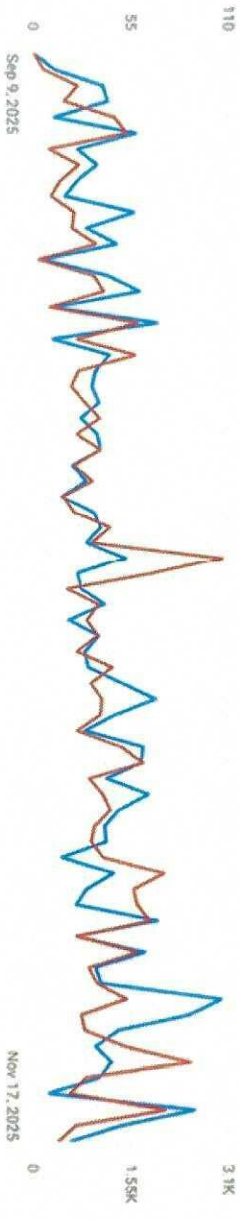
CAMPAIGN ANALYSIS

Clicks 2.71K

Impressions 70.9K

Avg. CPC \$0.46

Cost \$1.25K





ATHLETE OUTREACH

EMAIL DATABASE OF 20,867

10

DEDICATED
EMAILS
TO TOTAL
DATABASE

36%

AVERAGE
OPEN
RATE

5,773

TOTAL
CLICKS
INSIDE EMAIL

ADDITIONAL EMAILS WERE SENT
DIRECTLY TO REGISTERED ATHLETES.
NOT INCLUDED IN THESE METRICS





MEDIA + PRESS



PRE AND POST-RACE PRESS RELEASES WITH ACCOMPANYING LOGO AND EVENT IMAGERY WERE SHARED ON THE **ENDURANCE SPORTSWIRE** WEBSITE AND IN EMAIL NEWSLETTER REACHING MORE THAN **20,000 INDUSTRY INSIDERS, REPORTERS AND AGENCIES.**

1/8 PRINT ADS APPEARING IN THE **GAINESVILLE SUN (READERSHIP APPROX. 5,500)** RAN 10/15, 10/17, 10/19, 10/22 AND 10/24 PRIOR TO RACE DAY TO DRIVE AWARENESS. DIGITAL ADS ALSO APPEARED IN THE **Ocala Star Banner (75,000 READERSHIP)** FOR SEVERAL DAYS IN THE FINAL TWO WEEKS OF OCTOBER TO ENHANCE AWARENESS AND PARTICIPATION.

A CUSTOMIZED **30-SECOND OLD FLORIDA GRAVEL TV COMMERCIAL** RUNNING ON A VARIETY OF **SPECTRUM STATIONS** TARGETING ACTIVE AUDIENCES RANGING IN AGE STARTED OCT 25TH THROUGH NOV. 7TH. THE COMMERCIAL GARNERED **20,000+ IMPRESSIONS ONLINE WITH 3,000 BEING INTERACTIVE.** THE BROADCAST COMMERCIAL SPOT DREW **12,508 MEDIA IMPRESSIONS WITH A COMPLETION RATE OF 74%.** ADDITIONALLY, MOST VIEWERS UTILIZED A MOBILE DEVICE.

