



GARMIN®

UNBOUND<sup>SM</sup>

GRAVEL



The Garmin UNBOUND Gravel event is about finding your own personal freedom in the vastness of the Flint Hills. On race day we take to Commercial Street, confined by the barricades that shape the start line. And then to the sound of a horn, we're released to traverse the beautiful, unforgiving, hilly prairie where, across those miles, we each learn something about ourselves.

Unbound represents the free-range cattle, wild mustangs and native bison in the prairie of the Flint Hills, who move freely and live wild. It's synonymous with our participants who experience a sense of freedom on the gravel roads outside of Emporia, in those moments "unbound" from anything else. Just riders and the tire-shredding, sun-baking, breathtaking Flint Hills gravel.

It's about self-discovery. We will come undone, reinvigorated, and undone again each time we're out on those hills.







PARTICIPANTS

**3K**

RACE DAY ATTENDANCE

**7K**

MEN

**73%**

WOMEN

**27%**

AVERAGE AGE

**44**

STATES REPRESENTED

**50**

IN STATE PARTICIPANTS

**38%**

OUT OFSTATE PARTICIPANTS

**62%**

# Race Weekend

## **All Week | Unbound Campground**

The Lyon County Fairgrounds is transformed into a race week hub for tent campers, van lifers, and RVers.

## **Thursday-Friday | All Things Gravel Expo**

A premier event showcase for over 150 industry brands engaging in product sales, trial and consumer feedback.

## **Thursday-Friday | Additional Media & Consumer Events**

A collection of event and brand experiences including shake-out rides, clinics, speakers, media events, films, and more.

## **Thursday-Friday | Life Time Foundation Kids Activities**

A family-focused space at the expo featuring a kids pump track, Dynamic Discs golf, and kids activities.

## **Friday | Unbound XL Race Start**

150 athletes ride this extra-large distance of 350 miles in a fully self-supported, invitation only event.

## **Saturday | Unbound 200, 100, 50, 25, and High School Race**

3,400 participants push their limits along the punishing flint hills of Kansas in the World's Premier Gravel Race.

## **Saturday | Finish Line Block Party**

Emporia Main Street produces a spirited race day street festival that serves racers, spectators, and locals.

## **Sunday | Awards Ceremony**

Downtown Emporia's Granada Theatre hosts athletes, friends, and family for a weekend recap and awards event.





# Activation Examples

## **Chase the Chase presented by Salsa**

Race leaders and back-of-the-packers alike stopped their race with ~20 miles to go to pose on a chaise for a pro-quality picture taken by Salsa's photographer. #ChaiseTheChaise was born and grew acclaim across the gravel community.

## **Free State Beer Crafts Co-Branded Brew**

Prior to each year's race, Free State Beer crafts a cobranded limited-edition brew in homage to the gravel race that exemplifies determination and perseverance plus brings so many visitors to the local community.

## **Education First Serves Up Oasis Cheer Station**

In the midst of an 80-mile stretch of course, with no checkpoint in sight, EF - Education First built an unexpected oasis. Water refills and frozen towels awaited athletes who were wasted from miles and miles of heat and sun.

## **Mulready's Pub Hosts Industry VIP Party**

This local favorite pub closes to the public and lends its space to race staff, sponsors, industry media, and other VIPs for celebratory brews and savory bites, hosting a memorable evening for new and old friends.

## **Emporia State University Lends Lodging**

With thousands of race participants, crew, and spectators descending upon Emporia each year, lodging can be a challenge. ESU lends its students dorms during the summer months as rentals for race visitors.

## **Orange Seal Offers Neutral Tire Support**

The Kansas flint hills are known to tear up tires of relentless gravel racers. For those who've hit their last plug, tube, or backup tire, Orange Seal offers an on-course neutral tire station complete with whisky shots for added confidence.





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