



GRASSHOPPER ADVENTURE SERIES

2026 SPONSORSHIP DECK



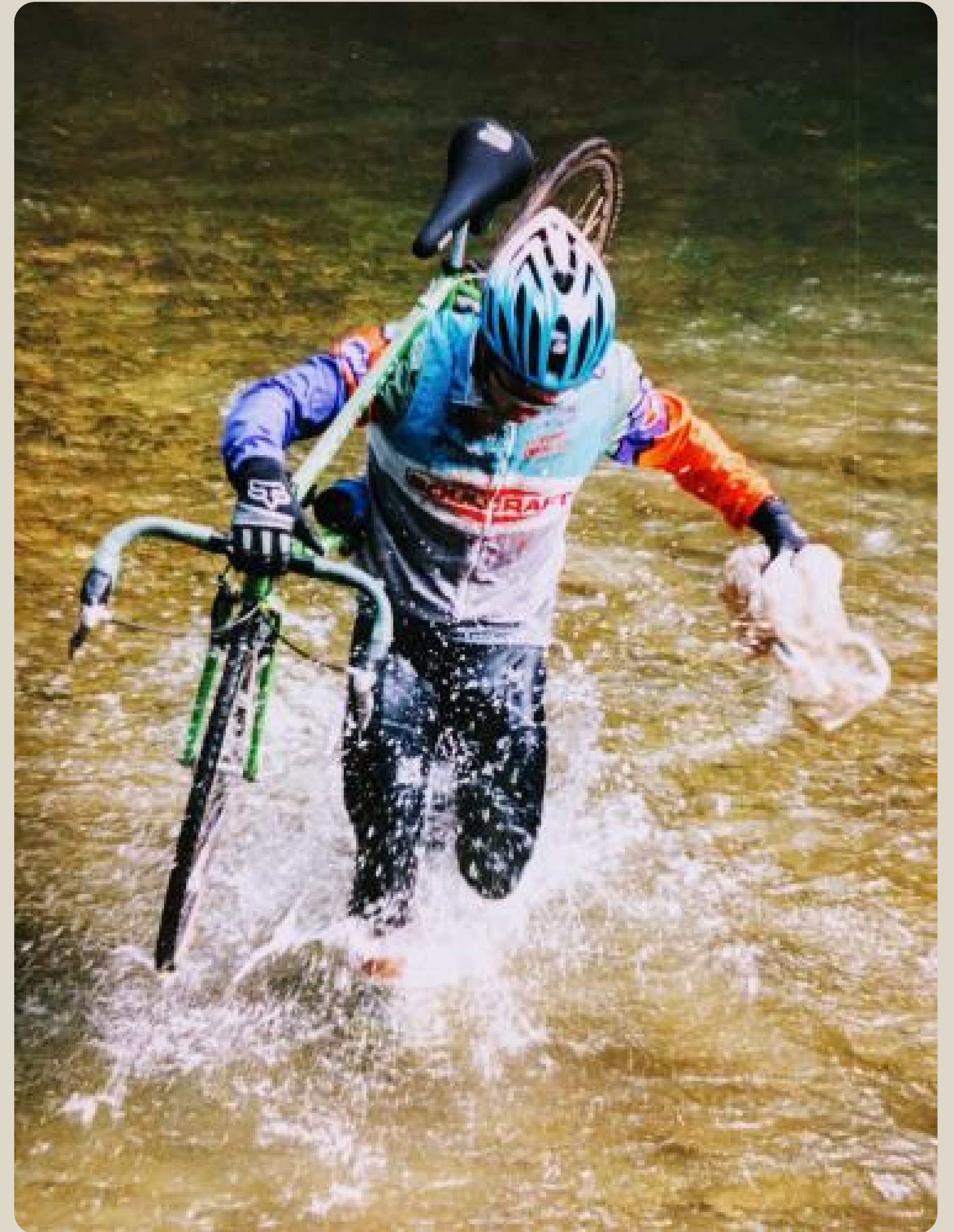
WHO WE ARE

Grasshopper began in 1998, before “gravel” was even a word in cycling. It was born from a love of big days in the saddle and creating routes that challenged both rider and machine. Founded by Miguel Crawford, a rider, teacher, and 2023 Gravel Cycling Hall of Fame inductee, the series has grown into a cornerstone of the gravel world... but it’s never lost its soul.

From first-timers to pros, everyone lines up for the same reason: grit, community, and the shared adventure.

The Grasshopper Adventure Series is everything that’s right about bike riding as we know it! It’s fun, it’s camaraderie, it’s mass start, it’s gravel, and it’s badass.

- Ted King



QUICK VIEW

7

Annual Events

With five main series events and two stand-alone special events, and numerous social and shakeout rides, participants have multiple opportunities throughout the year for racing and adventure.

28

Years Running

Founded in 1998, Grasshopper is the original mixed-terrain series—before “gravel” was a genre.

2,000+

Participants Annually

Grasshopper attracts top pros and everyday die-hards, offering real-world feedback and a range of brand visibility and engagement opportunities at a memorable events.

2026 EVENTS

SERIES EVENTS



Low Gap
Ukiah, California
January



Huffmaster
Maxwell, California
February



Lake Sonoma MTB
Sonoma County, California
March



Ukiah Mendo Gravel Epic
Ukiah, California
April



King Ridge
Duncans Mills, California
May

SPECIAL EVENTS

The Lost Coast Hopper
Humboldt County, CA
September



Mendo Hopper
Mendocino County, CA
TBD



“I love the Grasshoppers. They are so fun. I did all six last year, and registered for all six again this year.” - Morgan

WHO SHOWS UP

Grasshopper brings together a committed and experienced group of riders, rooted in Northern California, but drawing participants from across the U.S. and abroad. These are engaged cyclists who show up to ride, push their limits, and be part of a community that values challenge, exploration, and purpose.

Core Age Range: 30–55

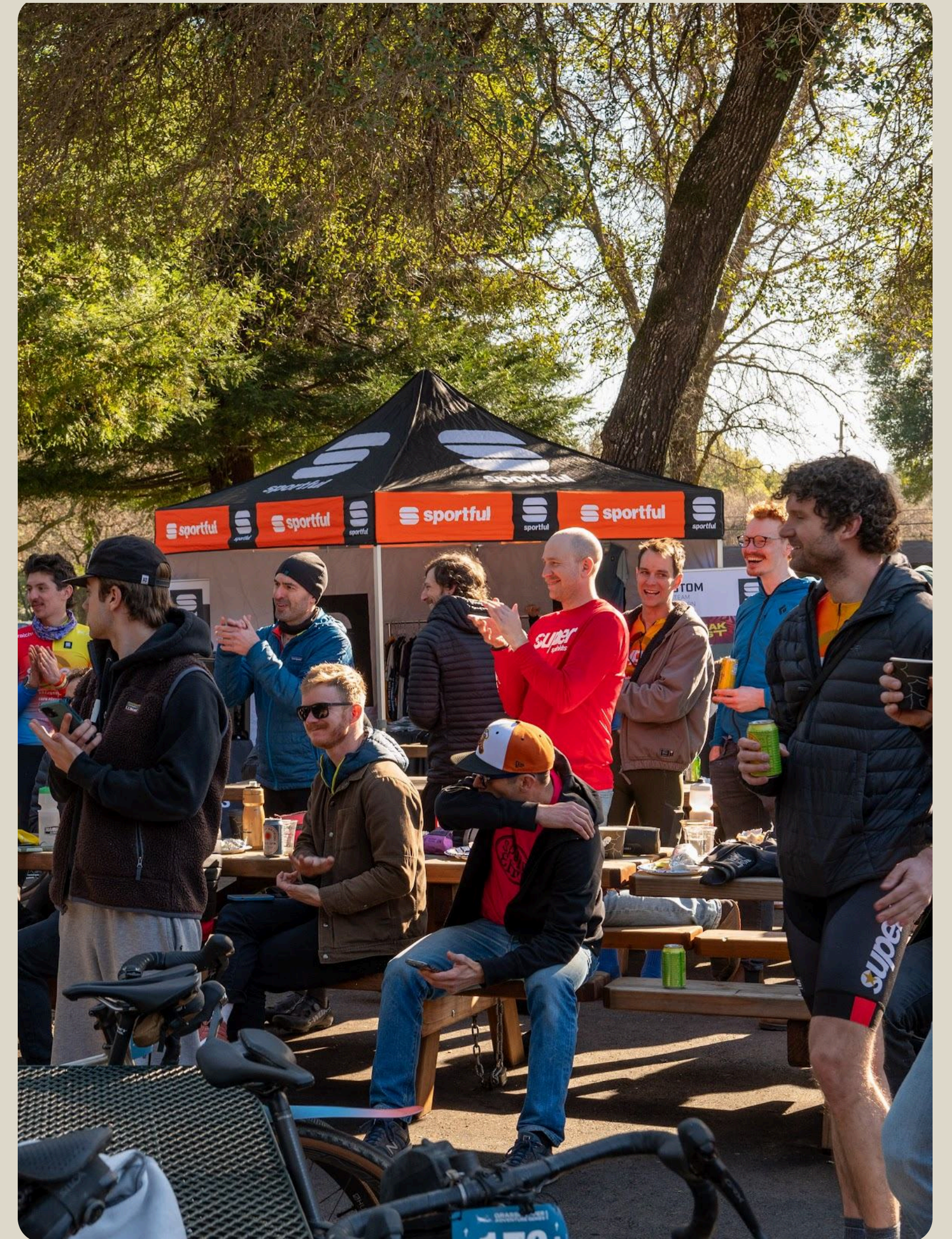
Gender: 75% male / 25% female (and growing)

Rider Profiles: Gravel, road & MTB crossover, competitive amateurs & weekend warriors, seasoned pros looking for community & adventure

Top Interests: Gear innovation, endurance sports, travel, local food, coffee

Geography: Strong NorCal roots with national & international draw

Culture: Inclusive, experience-first, community-driven



ENGAGEMENT

8,800+
Email Subscribers

50-60%
Email Open Rate

4.3%
Email Click Through
Rate

2,000+
Unique participants

55,000+
Website Visits
*Last 6 Months

90,000+
Page Views
*Last 6 Months

9.7K
Instagram Followers

695K
Meta Social Views
*Last 6 months

93K
Meta Social Accounts
Reached

PRESS AND MEDIA COVERAGE

Over the years, the Grasshopper Adventure Series has garnered attention from esteemed cycling and outdoor publications, highlighting its significance in the gravel and mixed-terrain community. In addition to feature stories, we receive consistent coverage of event results and recaps from outlets like *VeloNews*, helping amplify the voices of our riders and partners. Here are a few examples:

Cycling News

Brennan Wertz and Jen Tavé took top honors at the King Ridge Hopper, the final round of the 2025 Grasshopper Adventure Series, securing their overall series victories.

VeloNews

Recognized Grasshopper as the "granddaddy of gravel," listing it among the top gravel race series to follow or ride in 2024

The Press Democrat

Covered local athletes' achievements in the series, emphasizing its status as a beloved Northern California institution

Outside Online

Featured the series in a piece highlighting NorCal's hidden landscapes and the spirit of grassroots adventure riding.

Grasshopper Podcast

Fuerza: Inside the Mind of the Ridden Athlete

Mentor Program

Highlighting our mentor program at our Low Gap Event

Ben Delaney

NorCal Adventure Racing: a Course Preview of King Ridge

VeloWorthy

Video Highlighting the Ukiah Mendo Gravel Epic

COMMUNITY IMPACT

In 2025, we donated 10% of proceeds to local beneficiaries and nonprofits, many of whom raised additional funds on-site through bike washes, merch sales, and activations. Below are a few of the non-profits and organizations Grasshopper has had the privilege of supporting.

- ▲ NorCal GRiT Program
- ▲ Adventure Therapy Foundation
- ▲ Redwood Forest Foundation
- ▲ The Moriah Wilson Foundation
- ▲ Be Good Foundation

- ▲ Gift of Gravel
- ▲ Mendocino Composite MTB
- ▲ West County Composite MTB
- ▲ Small Monsters Project
- ▲ Redwood Trails Alliance

WHY PARTNER?

Grasshopper has built trust over 25+ years of showing up, for riders, communities, and the culture of gravel.

When brands join us, it's more than a logo on a banner. It's a shared investment in something real, time-tested, and rooted in passion.

Brand Integration at All Events

Signage, on-site exposure, product sampling, and authentic presence, not just a tent in the expo area.

Direct Access to Core Riders

Riders who are passionate about performance, curious about innovation, and influential in their local scenes.

Product Visibility

Our audience and team doesn't just follow gear, they ride with it, test it, and share their insights. Many have strong connection within the industry and their communities

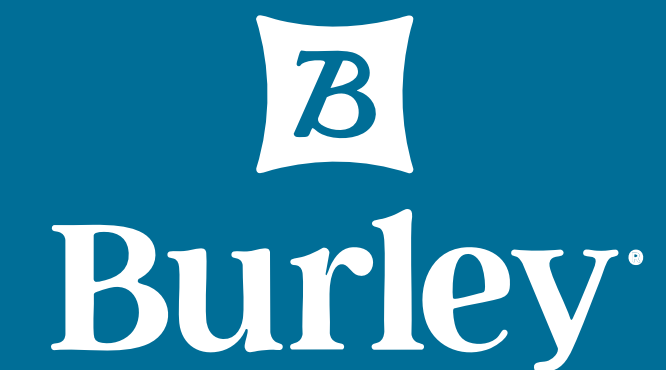
Content + Storytelling Opportunities

Authentic grassroots content including photos, videos, rider spotlights, and collaborative storytelling.

Year-Round Visibility

Through pre season social rides, shake out rides, social media, email, web, and off-season touch points, not just a single race weekend.

CURRENT & PAST SPONSORS



OUR VISION FOR 2026

Our sights are set on more rides, more stories, and more ways to bring people into the fold. In 2026, we'll keep the core strong while adding thoughtful touches that grow the series without losing its soul.

▲ **Deepen Our Roots**

We remain committed to Northern California's diverse terrain and community, home to our most iconic rides.

▲ **Expand Our Reach**

We're building toward a broader regional presence, carefully exploring new ways to grow ridership while maintaining the Grasshopper ethos

▲ **Grow Youth and Equitable Initiatives**

Continued investment in mentorship programs and equitable access to gravel events for everyone

▲ **Elevate Storytelling**

We're prioritizing authentic, athlete-driven content that captures the adventure and soul of gravel, from race day footage to long-form storytelling.

NEXT STEPS

We'd love to connect and build something meaningful together. Whether you're a returning sponsor or considering Hoppers for the first time, we're here to tailor a package that fits your goals and values.



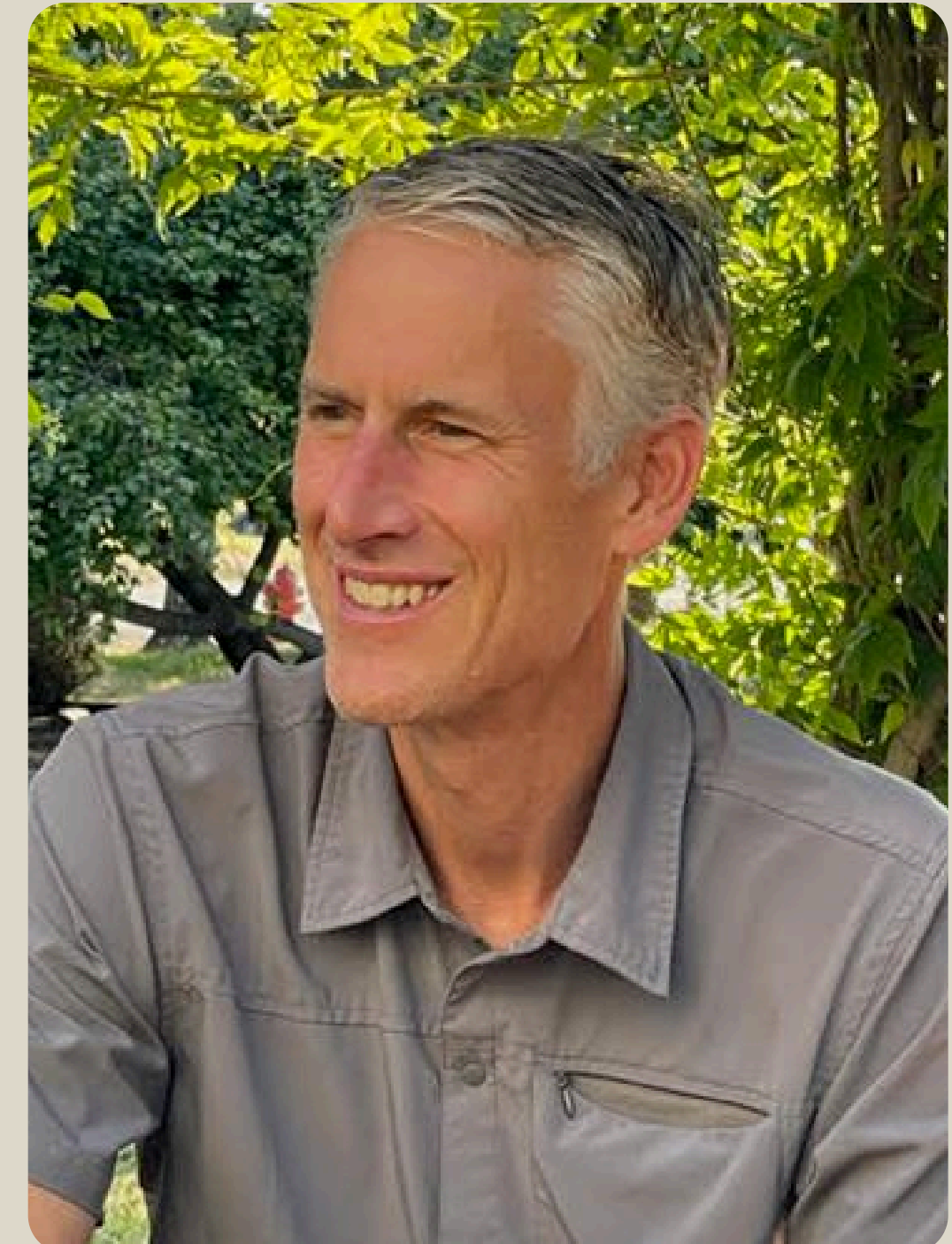
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THANK YOU

"The most fun I've had on a bike in the most challenging terrain" - Participant

Website: grasshopperadventureseries.com | Instagram: [@grasshopperadventureseries](https://www.instagram.com/grasshopperadventureseries)